

REISE aktuell

REISE-aktuell, is a three-times per year published 4-color magazine of the CB-publishing house and Austrias most exclusive and only travel-magazine. REISE-aktuell takes you directly to the consumer, saving your time and money. REISE-aktuell is available in kiosks in Austria, Germany and Spain and on business-class flights of

Austrian Airlines and Fly Niki as well as in airport lounges in Austria and the trains of the ÖBB (Austrian Federal Railways). REISE-aktuell is also present in BILLA, Merkur and Spar supermarkets, 5-star hotels in Vienna, in all Mercure Hotels in Austria, at the Lifestyle & Health Care Clubs and also at travel agency counters all over Austria. REISE-aktuell is part of the Austrian LESESPiegel, a professional delivery-system for waiting rooms of doctors, hairdressers and lawyers. REISE-aktuell is online at www.reiseaktuell.at with interesting opportunities to place online advertisements.

www.reiseaktuell.at

PROMOTIONS / ADVERTORIALS

1/4-sided € 1,400,-; 1/2-sided € 2,700,-; 1-sided € 4,600,-; 2-sided € 7,800,-; 3-sided € 10,800,-; each further page € 3,200,-

DOCUMENTS DEADLINE: 14 days before publication.

TIPS AND TRENDS

1/8-sided € 750,-, 1/4-sided € 1.500,-, 1/2-sided € 2.800,-

SURCHARGES

Cover Page (2,3) € 2,000,-

Cover Page (4) € 2,300,-

Preferred positions 5 % surcharge

double page: cover pages 2 + 3 € 1,600,-



2/1 = 420 x 297 mm € 11,400,-	1/1	bled off = 210 x 297 mm + 3 mm to publication size	JP	Junior Page = 137 x 200 mm € 5,100,-
1/1 = 185 x 265 mm € 6,200,-				
1/2 = 90 x 265 mm € 3,300,-	1/2	bled off = 105 x 297 mm bled off = 210 x 148 mm € 3,465,- + 3 mm to publication size	1/2	1/2 = 185 x 130 mm € 3,300,-
1/3 = 90 x 173 mm € 2,400,-	1/3	bled off = 210 x 100 mm € 2,520,- + 3 mm to publication size	1/3	1/3 = 137 x 115 mm € 2,400,-
1/3 = 185 x 85 mm € 2,400,-				
1/4 = 90 x 130 mm € 1,600,-	1/4	bled off = 57 x 297 mm € 1,680,- + 3 mm to publication size	1/4	1/4 = 137 x 85 mm € 1,600,-
1/4 = 185 x 60 mm € 1,600,-	1/4		1/4	1/4 = 43 x 265 mm € 1,600,-
1/8 = 43 x 130 mm € 860,-	1/8		1/8	1/8 = 90 x 60 mm € 860,-
1/8 = 185 x 30 mm € 860,-	1/8		1/8	1/8 = 137 x 40 mm € 860,-

Black and white: minus 20 %

Special format, inserts

Gatecover with Half Cover, 4-part 4c € 24,800,-

Gatecover 2-parts, 4c € 14,800,-

Tabernakelcover 2-parts € 12,800,-

Coverbänderole from € 600,-/1,000 pieces – possible incl. print and manufacture from 3,000 exemplares.

Inserts and **special advertisements** such as bookmarklets etc.: 10 % agency reduction.

Special formats (except cover format) and inserts cannot be consider in the annual turnover. Further special formats on request.

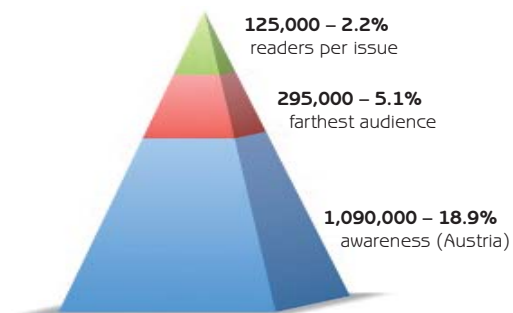
Loose insert

up to 10 g € 110,- / 1,000 pieces
up to 20 g € 120,- / 1,000 pieces
up to 30 g € 140,- / 1,000 pieces
up to 40 g € 160,- / 1,000 pieces

Glued Insert (Tip-On) € 140,-/1,000 pieces. Possible in combination with full-page advertisement. Insert will be glued on the basis advertisement (+/- 2 mm variation possible), exact gluing on request.

Bound insert

up to 20 g (max. 4 pages, format A4) € 170,-/1,000 pieces; delivery palletized oversized.



readers per copy spread **3.3**



Source: CAWI-Print 2009, 5,000 online interviews, 14-65 years, GfK Austria, March – June 2009, LPA

technical data

format: A4 - 210 x 297 mm

type area: 185 x 265 mm

columns: four columns, 43 mm wide

mode of printing: web offset, euro scale

raster: 70'er

proofs: on request, surcharges apply.

closing dates: printable data must be provided the latest at closing dates. Preferred positions cannot be guaranteed without preferred position surcharge.

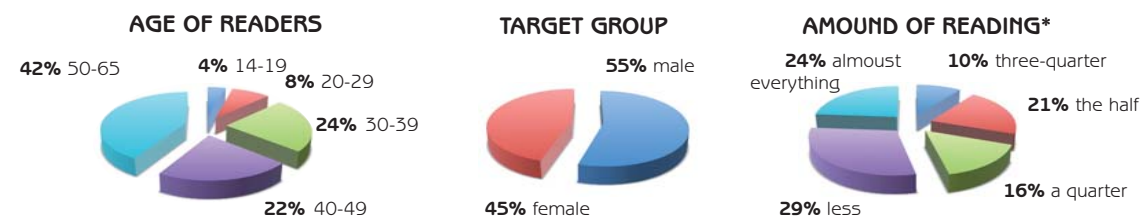
circulation A 42,800

circulation D 6,500

circulation E 2,500



The Austrian Lesespiegel guarantees 26,000 readers per issue in East-Austria. Status June, 2009



*How much of the last read issue of REISE-aktuell were read or leafed through?

themes

dates 2010

nr topics

1

issue date:

March 1st

closing date:

February 18th

Orient (Dubai, Oman, Abu Dhabi, Egypt). **Jordan** - recreation & culture. **Namibia** - fly-in safaris. **Ecuador's** highland. **Azores**. **Canary Islands and Balearic Islands** – sun & fun in winter. **Mediterranean highlights**. **Dive sites**. From **Thailand** to the **Philippines**. **Scandinavia & Baltic states**. Culture & Cuisine at the **Adriatic sea** - from Slovenia to Montenegro. **Business and First Class travel**. **Special interest: Clubfeeling** - fun all-inclusive. **Honeymoon resorts** - his-and-hers offers, **adrenaline rush** on holiday (from rafting to kiteboarding), **adventure tourism** - fun for the whole family. The greatest of the little ones (**Small Leading Hotels of the World**). Gay travel. **Cruises** - suites on luxury liners, **river cruises**. **City shots: Pécs and Ruhr area** - European Capitals of Culture. **Venezia** - pure romance. **Austria: sunsking & resorts** at the slopes. **Golfing pleasure**. His-and-hers **spa treatments**. **Gourmet tips** for town & country. **On the road: over hill and dale** - cruising in the city and the countryside. **Service: spahotels** in comparison, **travel insurances**, formalities - **with the car abroad**. **Bicycles**. **Mobile phones, navigation systems, amateur cameras** in comparison, **Beauty: pampered** from head to toe, clothing for the beach.

2

issue date:

June 18th

closing date:

June 8th

Indochina - trendy resorts & dream beaches. **Maldives** - new hideaways. **South America Highlights** (Chile, Argentina, Patagonia, Tierra del Fuego). **Unusual round trips**. **Scandinavia**. **Relaxing Tenerife**. Varied **Spain & Portugal**. **Adriatic & Mediterranean Sea** - let your mind wander. **Golf** - greens by the sea. **Great Britain** - gardens & writer. **Theme parks**. Kids **cruises** - family vacation. **Special Interest: Family- & Singleclubs**. **German coast** - Hanseatic cities and coastal flair. Explore **Thuringia**. **Lake Constance** – oasis of leisure. **Short-time trips** - by car into a long weekend, **International** - exceptional **spa treatments, hotels with rooftop pools, lodges and luxury tents, luxury alp chalets**. **City Shots: Graz** – fine food in the city. **Marrakech** - oriental, modern. **Reykjavik** - excursion & shopping. **Austria: national parks & treetop nature trails**. Idyllic - Austria's **lakes**. **Golfing pleasure**. **Family highlights** - **discoverytrails**. **Vine & fine food, festival summer** & cultural highlights. **On the road: summer, sun, sunshine** - vacation feeling in a **cabriolet**. **Service: souvenirs** - what can I bring home? **Rental cars**. **First aid kit**. **Motorway service areas** - in comparison, **swim- & leisure wear**, tips for the best **holiday photos**, holidayflair at home: pool, garden, terrace, ... **Beauty: sun cosmetics** - healthy sunbathing.

3

issue date:

November 8th

closing date:

October 28th

Africa - game drives & new lodges. **Dream holidays** - Caribbean and Indian Ocean. **Asia & Australia**, adventure holidays - travel **away from mass tourism**. **South Sea dreams** - new hideaways. **USA, Canada** - national parks and adventure. **Rocky Mountains** - Champagne powder & hell-skiing. **Special Interest: animal experience** (from ostrich riding to whale watching). The best **golf resorts**. **Advent International** - city flair & Christmas shopping. **Ski & ski clothing**. Trend: Expedition **cruises**. **Huge cruisers**. **Wellness International** - wellness for body, mind and soul. **The butler** - my best friend on holiday. **City Shots: Bangkok** - Away from touristtroutes. **Tel Aviv** - a modern metropolis. **St. Petersburg** - magnificent buildings. **Austria: Advent** - mulled wine and gingerbread. **Ski resorts** in comparison. **Hot spa days**. **On the road: luxury coupes** - theater or shopping pleasure. **Service: his-and-hers Christmas ideas** - watches, underwear, skiwear, cameras, navigation systems, photography - discover the underwater world, **diving courses, yachts**. **Beauty: The kick of freshness** for winter.

General themes in every issue:

city-shots, travel tips, long distance travel, orient, Austria, up & away, cruises & river cruises, hotel news, flight news, luxury-special, hideaways, tips & trends, beauty, service

NEW: REISE-aktuell: on the road

the Austrian magazine for tourism, gastronomy and bus technology

The Austrian trade-magazine **BUS & HOTEL Report International** provides the latest informations and reports from bus technology, bus tourism, hotel business, tourism and gastronomy. BUS & HOTEL Report International is a platform between hotels, regions and countries on the one hand and tour operators on the other hand. BUS & HOTEL report International has been published since 24 years and is the only trade magazine in Austria, aimed at bus tour operators, group tour operators and hoteliers in Europe. Four times a year, BUS & HOTEL Report International will be sent for free and personalized to bus operators, group tour operators, travel agents and hoteliers, as well as the marketing manager of all major hotel chains, especially in Germany and Austria, but also to Belgium, Netherlands, Luxembourg, Scandinavia, Switzerland, South Tyrol, Czech Republic, Hungary, Slovakia, Slovenia and the Baltic States.



SMALL ADVERTISEMENTS millimeter price for a column € 1.40

PROMOTIONS 1/4-sided 4C € 1,150,-; 1/2-sided 4C € 2,200,-; 1-sided 4C € 3,900,-; 2-sided 4C € 6,100,-; 3-sided 4C € 8,300,- each further page € 2,600,-

DOCUMENTS DEADLINE: 14 days before publication.

SURCHARGES

Front Page € 2,000,-
Cover Page (2,3) € 1,400,-
Cover Page (4) € 1,800,-
Preferred Positions: 5 %

<p>2/1 = 420 x 297 mm € 7,700,-</p> <p>1/1 = 185 x 265 mm € 4,500,-</p>	<p>1/1</p> <p>bled off = 210 x 297 mm + 3 mm to publication size € 4,725,-</p>	<p>JP</p> <p>Junior Page = 135 x 200 mm € 3,500,-</p>
<p>1/2 = 90 x 265 mm € 2,400,-</p>	<p>1/2</p> <p>bled of 105 x 297 mm bled of = 210 x 148 mm € 2,520,- + 3 mm to publication size</p>	<p>1/2</p> <p>1/2 = 185 x 130 mm € 2,400,-</p>
<p>1/3 = 90 x 170 mm € 1,900,-</p> <p>1/3 = 185 x 85 mm € 1,900,-</p>	<p>1/3</p> <p>bled of = 210 x 100 mm € 1,995,- + 3 mm to publication size</p>	<p>1/3</p> <p>1/3 = 135 x 115 mm € 1,900,-</p>
<p>1/4 = 90 x 130 mm € 1,200,-</p> <p>1/4 = 185 x 60 mm € 1,200,-</p>	<p>1/4</p> <p>bled of = 57 x 297 mm € 1,260,- + 3 mm to publication size</p>	<p>1/4</p> <p>1/4 = 135 x 85 mm € 1,200,-</p> <p>1/4 = 45 x 265 mm € 1,200,-</p>
<p>1/8 = 45 x 130 mm € 600,-</p> <p>1/8 = 185 x 30 mm € 600,-</p>	<p>1/8</p>	<p>1/8</p> <p>1/8 = 90 x 60 mm € 600,-</p> <p>1/8 = 135 x 40 mm € 600,-</p>

Black and white: minus 20 %

Special format, inserts

Gatecover with Half Cover, 4-part 4c € 16,000,-

Gatecover 2-part, 4c € 10,000,-

Tabernakelcover 2-part € 8,400,-

Inserts and **special advertisements** such as bookmarklets etc.: 10 % agency reduction.

Special formats (except cover format) and inserts cannot be considered in the annual turnover. Further special formats on request.

Loose Insert

per insert up to 20 g € 2,600,-
per insert up to 30 g € 3,000,-
per insert over 30 to 50 g € 3,600,-

Glued Insert (Tip-On) € 2,400,- Possible in combination with full-page advertisement. Insert will be glued on the basis advertisement (+/- 2 mm variation possible), exact gluing on request.

Bound Insert

up to 20 g (max. 4 pages, Format A4) € 2,800,-
up to 30 g (max. 4 pages, Format A4) € 3,200,-
over 30 to 60 g (max. 8 pages, Format A4) € 3,600,-



technical data

format: A4 - 210 x 297 mm
type area: 185 x 265 mm
columns: four columns, 43,25 mm wide
mode of printing: web offset, euro scale
raster: 60" or 70"er
proofs: on request, surcharges apply
closing dates: Printable data must be provided the latest at closing dates. Preferred positions cannot be guaranteed without preferred position surcharge.

circulation 9,400

File format for data delivery

PDF, fonts fully embedded, only Postscript fonts, control-fax to fax no. +43- (0) 1-597 49 85-15.

Bled-off formats: plus 3 mm to publication size. To avoid unwanted cutting of text or images, leave 6 mm space between gross outer edge and graphical elements.

Image and color

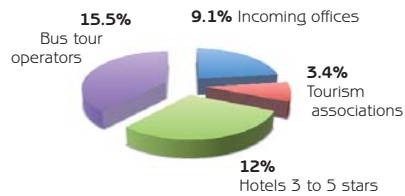
Open Files: QuarkXPress, Adobe InDesign, Adobe Illustrator: Image Resolution 300 dpi at 100%

Bitmap/stroke at least 1,600 dpi at 100% (better 2400 dpi)

Black and white images as grayscale and line drawings in bitmap mode.

Please collect all data which belong to the advertisement in a descriptively labelled folder.

Circulation in Austria: 40%



Circulation in Germany: 41.5%



Circulations beside Austria and Germany: 18.5%

2.9% Hungary
2.8% Sweden
2.5% Netherlands
2.2% Belgium
1.9% Slovakia
1.9% Czech Republic
1.8% Norway
1.5% Finland
1.1% Switzerland
0.3% Luxembourg

themes

dates 2010

issue date:
January 18th
closing date:
January 11th

1

nr **topics**

Austria: Vienna, Lower Austria, Upper Austria. **Focus:** The major regional exhibitions 2010, cultural summer 2010. **City portraits:** Capitals of Culture 2010 + 2011. **International:** Scandinavia, Hungary, Germany. New routes 2010: river cruises and ferry services. Garden shows 2010 & 2011, the Danube exchange. **Special:** hotel and gastronomy furnishings and equipment, beverages for bars & restaurants, catering for busses. **Technology:** bus tires, software (bus-businesses, companies, travel agents).
Supplement: Waldviertel + Mostviertel

issue date:
April 30th
closing date:
April 23th

2

Austria: Vorarlberg, Tyrol, Carinthia. **Focus:** nostalgic and mountain railways, farmer's harvest festival, cultural tourism. **City portraits:** Small Historic Towns („Kleine historische Städte“), Linz and the Danube. **International portraits:** Capitals of Culture, Thuringia, Italy, Baltic countries, Slovenia. **International:** Baltic states, Czech Republic, Slovakia, Slovenia. **Special:** guided tours through factories (glass, ceramics, beer, etc.), river cruises and excursion destinations, ferry services, new programs of group tour operators, beverages for bars and restaurants (sparkling wine, champagne, beer, wine, mineral water, fruit juices). **Technology:** bus interior, navigation & office management.
Supplement: motorway restaurants in Austria and neighboring countries

issue date:
July 19th
closing date:
July 12th

3

Austria: East Tyrol, Salzburg, Danube region, Vorarlberg. **Focus:** Adventure tourism and zoos in Europe, cultural and musical highlights of 2010 + 2011, wine tourism, farmer's harvest festival. **City portraits:** pleasure capital Graz, Klagenfurt, St. Pölten. **International portraits:** the three countries of Lake Constance. **International:** Germany, Croatia, Hungary. **Special:** Autumn in the City & Countryside, Christmas markets in Austria and Europe, river cruises in 2011, ferry services 2011. **Technology:** Cooling systems for buses and hotels, mini-vans for hotels, bus tires, services for hotels and buses.
Supplement: hotel groups and tour operators
Supplement: Burgenland

issue date:
November 25th
closing date:
November 17th

4

Austria: Lower and Upper Austria, Styria. **Focus:** exhibitions, museums, musicals, events and summer theater 2011. **City portraits:** Vienna, Salzburg, Bratislava, Budapest, International: Switzerland, Scandinavia, Germany, Czech Republic, Budapest, Bratislava. **Special:** River cruises and ferry services, beverage & dining for hotels, catering companies for events. **Technology:** news from the „access“ and the „IRR“ busfair, new buses, bus labels, exhibitions 2011.

General themes in every issue:

Festivals, exhibitions, adventure tourism, cultural attractions, Austria, Germany, Eastern Europe, hotel news, bus technology, package tour operators, restaurants, persons in tourism