



Travel moves.

Media kit reisereporter



Travel content **that inspires**

High-quality inspiration, service and reach for your target group

Meet the target group where they are

- ✓ High-reach online travel magazine in Germany (5.6 million PI / monthly)¹
- ✓ Playout on all portals of the RedaktionsNetzwerk Deutschland

75% of customers find out about their next trip online²

Actively use the right channels

- ✓ We reach our travel community via many channels
 - Organic (google)
 - social media
 - Newsletter

~4,3 million monthly views³

Fully exploit the customer potential

- ✓ Activate customers who are looking for travel ideas and inspiration:
 - google Discover
 - Inspiration aggregators
 - Publisher network

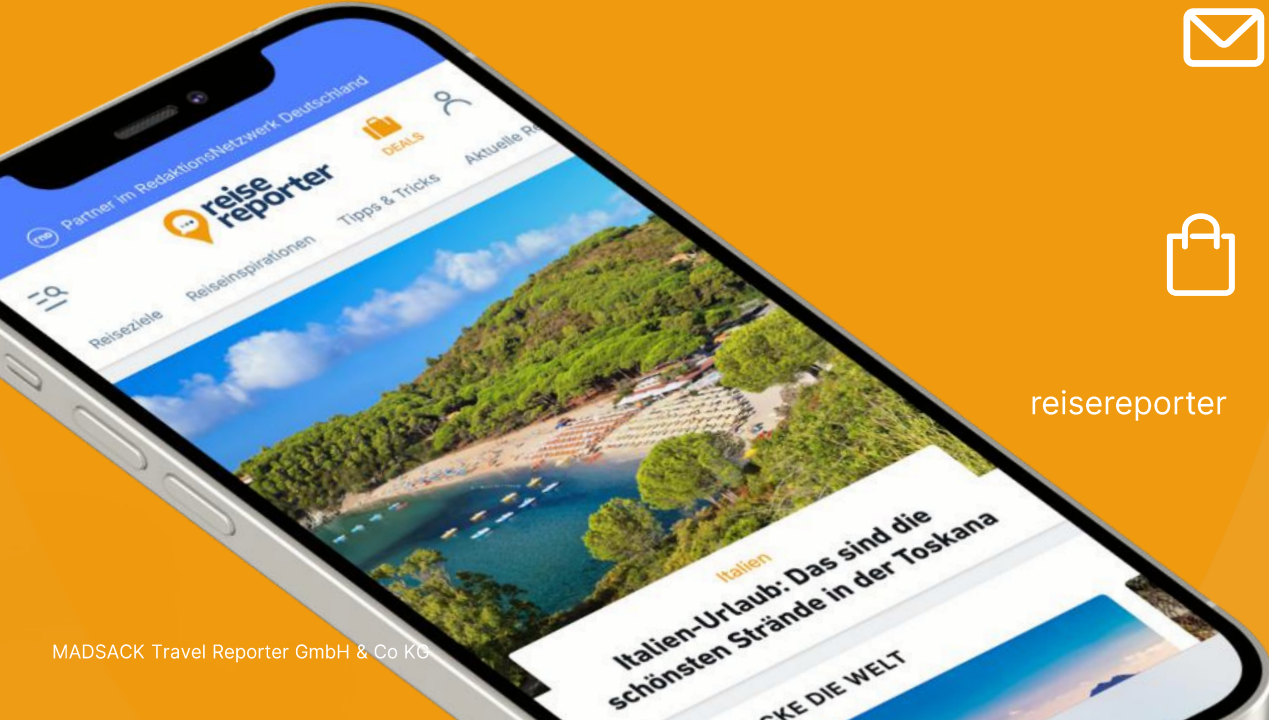
45% Our users are looking for inspiration on travel topics and destinations⁴

¹ cf. IVW 04/2025,² cf. RA Online 11/2022,³ Monthly views on reisereporter.de: ~4.3 million (source: agma 2025),⁴ Monthly views on reisereporter.de in the "Travel inspiration" & "Travel destinations" sections





Our network connects users who are actively looking for information and those who want to be inspired to discover our content. Our effective channel mix ensures that your target group is perfectly addressed.



reisereporter

our network

Organic reach

Publisher network

User Insights*



Nicole, 41 & Sven, 46,
married, 2 children

*"We always go on vacation together with our children.
In summer, we tend to go on a trip to a new country or a cruise across the Mediterranean."*



Sabine, 40, single, 1 child

"Once a year, I take my child or my friends on an all-inclusive vacation somewhere by the sea. I could just lie on the beach all day and relax."



Jakob, 26, single

"I love discovering new cultures and things on vacation alone. At the same time, I still want to pay attention to my sustainability and therefore prefer camping in nature."



Thomas, 58, married,
2 children

"I go on vacation to find peace and relaxation from everyday life. Then I take time for myself and my wife. We particularly enjoy traveling to South Africa or Kenya for safaris."

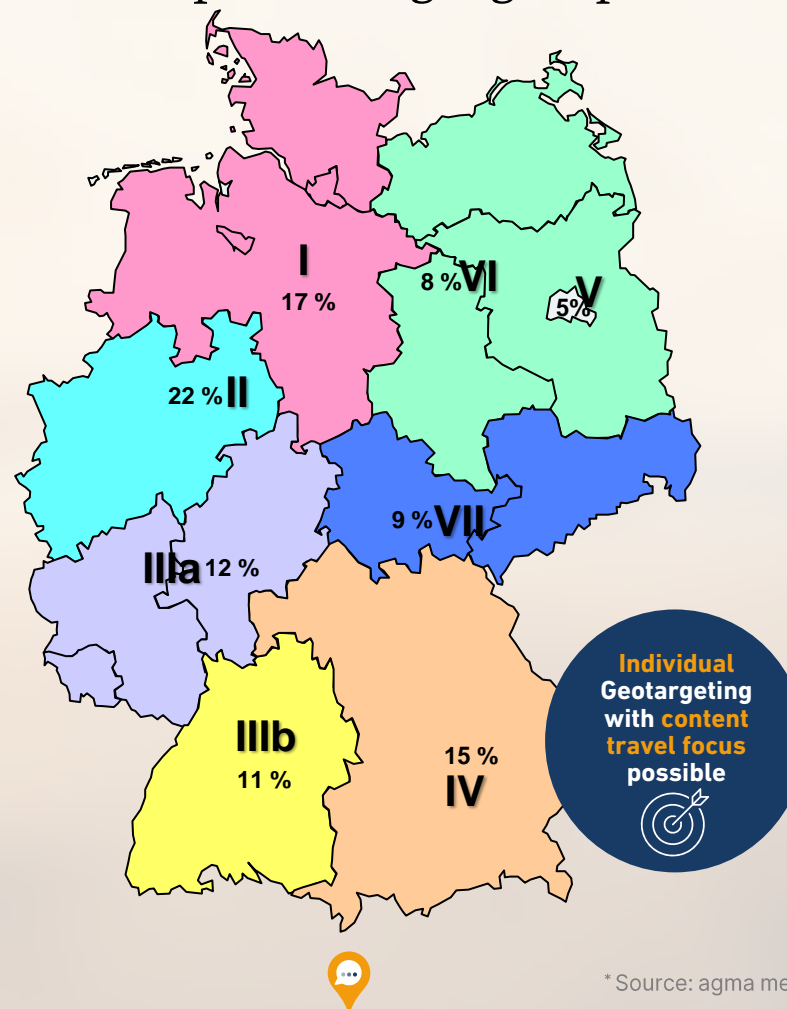


* Source: agma media structure analysis incl. B4p Insights Q1 2025 | 2025



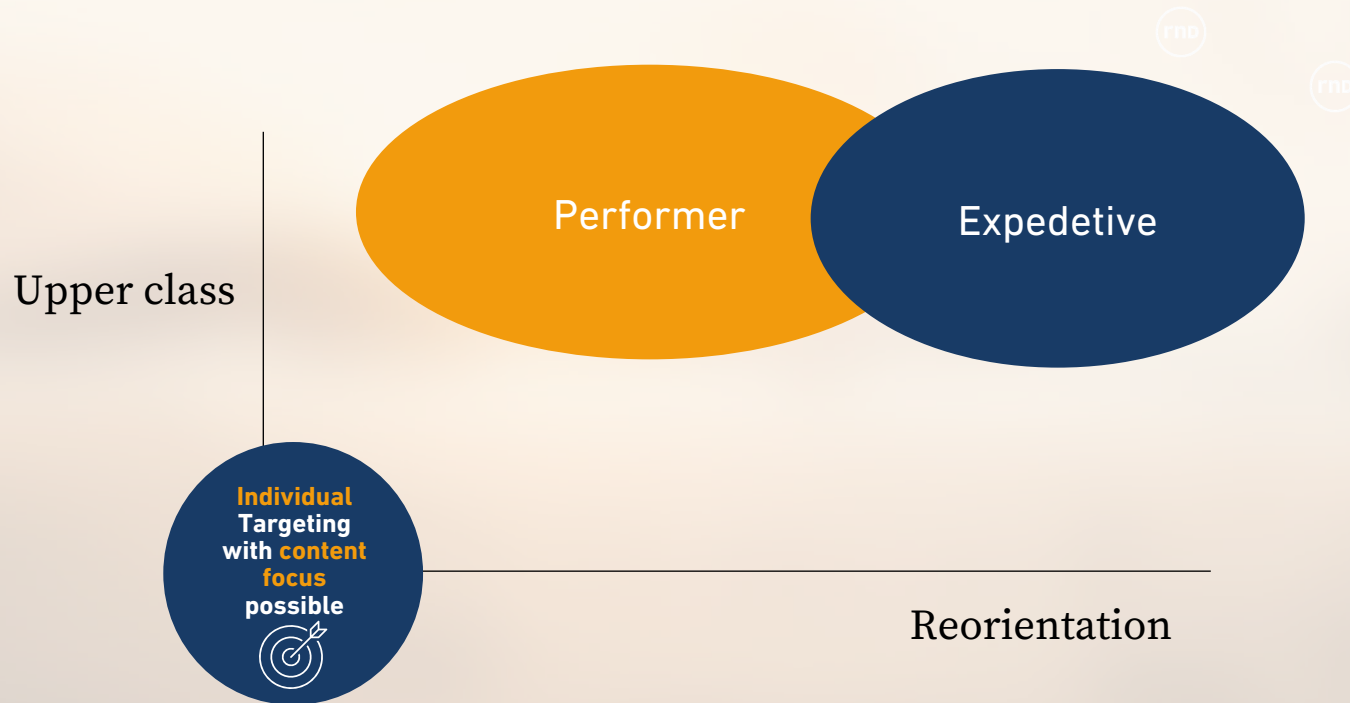
User Insights*

Distribution of the reisereporter target group according to Nielsen



User Insights*

Distribution of the reisereporter target group in Sinus Milieus

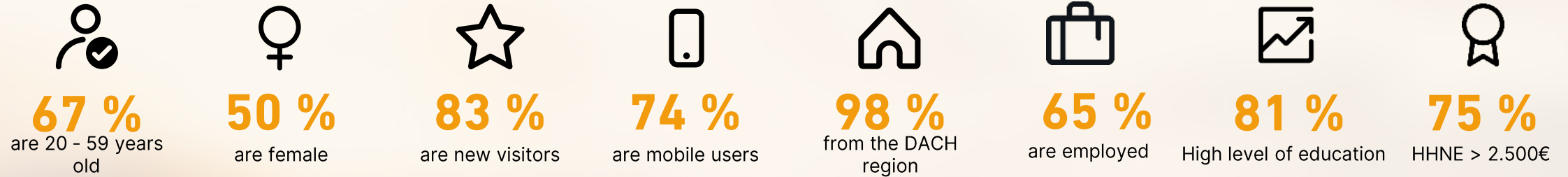


Our target group matching

- ✓ Largest share: **expedients and performers**
- ✓ High **mobile device usage**, primarily living in **large cities**
- ✓ **Match** in **age structure, education level** and **HHNE**
- ✓ **Household management** given



User Insights*



Thematic interests of the target group

- 1 Common interests** (lifestyle interests)
Travel/Travel Buffs, entertainment
- 2 Target group ready to buy** (buying interests)
Travel/Hotel & Accommodations, Travel/Trips by Destination/ Trips to Europe/ Trips to Germany, Travel/Air Travel
- 3 Other categories** (Interest details)
Arts & Entertainment, Food&Drink/Cooking&Recipes, Travel&Transportation

* Source: agma media structure analysis incl. B4p Insights Q1 2025 | 2025



User Insights*

Special focus on travel themes



65 %

Strong interest in short trips



67 %

Strong interest in longer trips



41 %

Book at least one package holiday/year online



45 %

Buy travel components at least once/year



44 %

Book at least one event/year

Thematic interests of the target group

- 1 Regularly practiced interests**
 - Camping, caravanning, camping
 - Regular sport
 - Wellness
 - Eating out
- 2 Target group ready to buy (Internet purchase)**
 - Hotels, flights, package tours
 - Concert tickets events
- 3 Other categories (Interest details)**
 - Going out (bar, club, dancing)
 - Shopping, going shopping
 - Dealing with animals

* Source: agma media structure analysis incl. B4p Insights Q1 2025 | 2025



Regional targeting



Always the right content offer for the user

- ✓ reisereporter offers you the option of regional targeting with a focus on travel content
- ✓ This allows campaigns to be played out on a region-specific basis
- ✓ In cooperation with us, you define the desired geotargeting in advance
- ✓ The playout takes place via the RND network and regionalized via the reisereporter



Our key figures*



4.3 million

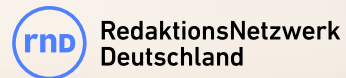
Visits

105.000

Newsletter leads

122.000

Social followers



44 million

Visits

1.99 million

Social followers

2.1 million

Readers

0.63 million

Circulation

* Source: agma media structure analysis incl. b4p_Q1 2025 | 2025



Our content environments

High-quality inspiration, service and reach for your target group

Destination content

- ✓ Attractive presentation of destinations with their topics
Example: Germany/
Saxony

Inspiration

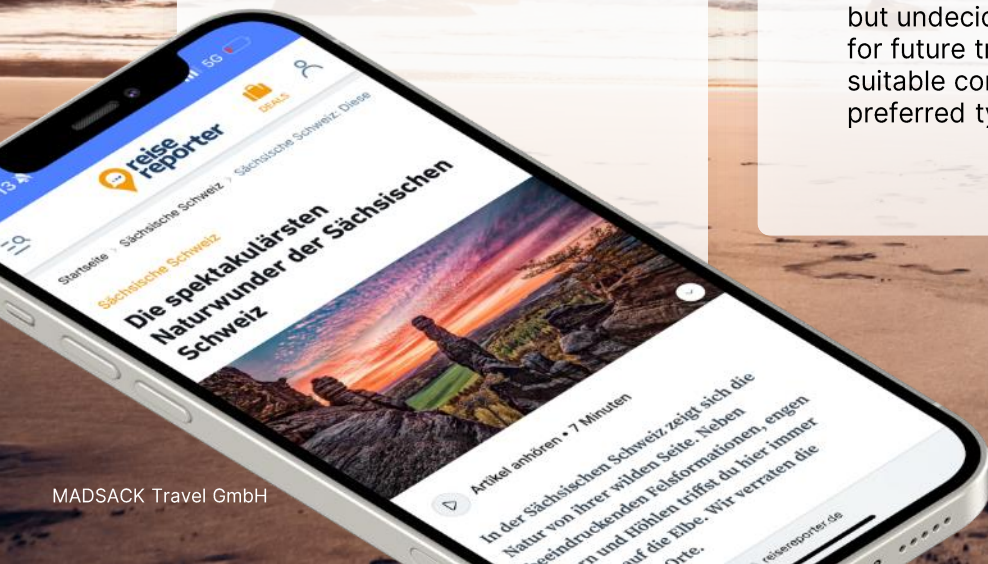
- ✓ Users who are willing to travel but undecided are inspired here for future trips. Users can find suitable content based on their preferred type of travel.

Tips & Tricks

- ✓ Which products and insights help users when traveling? Suitable products can be presented harmoniously in terms of content here

Deals

- ✓ reisereporter curates selected deals and displays them via internal channels. These can be harmoniously combined and placed with other content.



Our content environments

High-quality inspiration, service and reach for your target group

Destination content

- ✓ Attractive presentation of destinations with their thematic areas
Example Germany/ Saxony

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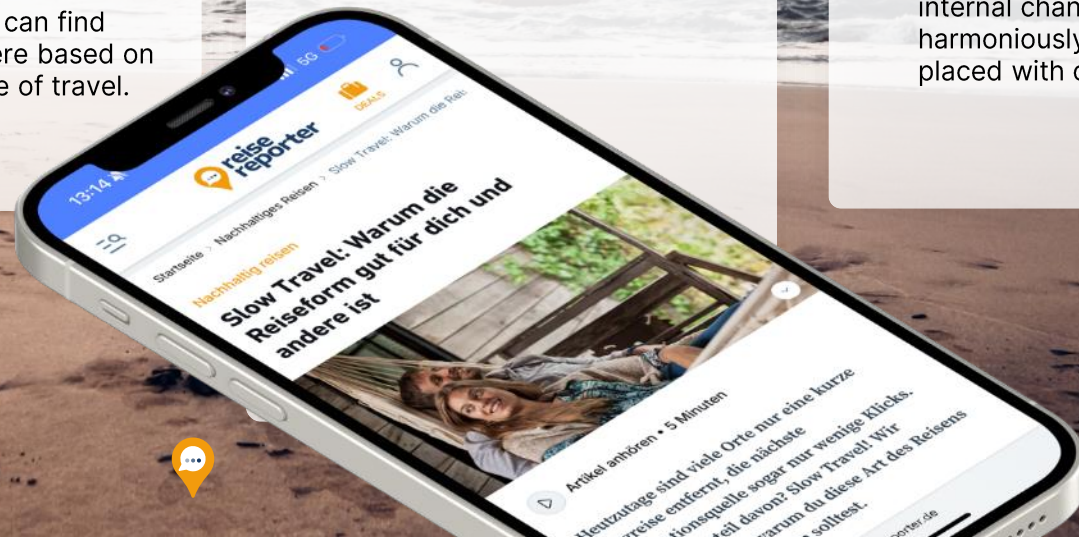
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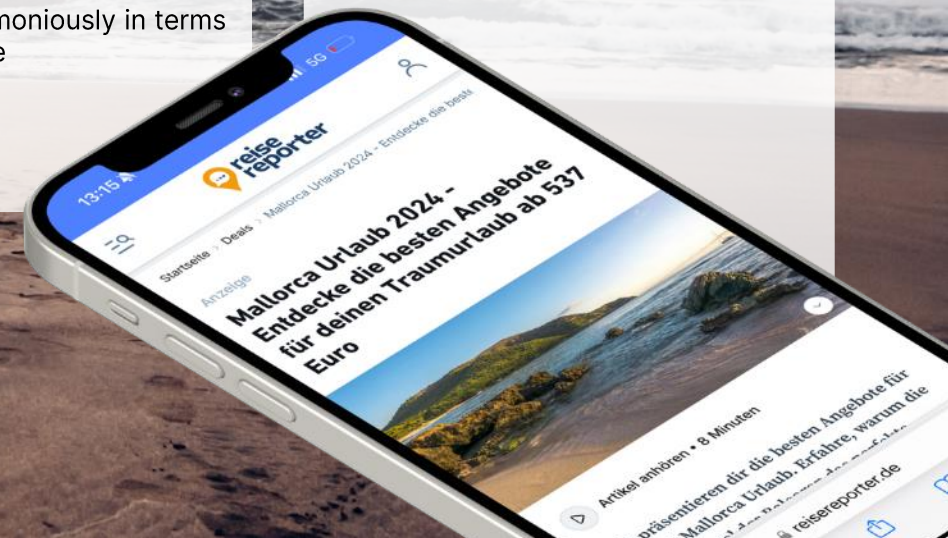
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Our theme weeks

With the theme weeks, we cover thematic peaks in demand with a combination of all content environments and create the right placement for your message.



**Warm winter destinations
2025**



December 25 - January 2026



**Inspiration for trips to warm
destinations in winter**

Destination content

- ✓ Positioning your DMO in the attention-grabbing environment of warm winter destinations

Inspiration

- ✓ Reference to the benefits of your DMO or product in the context of winter destinations

Tips & tricks

- ✓ Presentation of insider tips and suitable recommendations in preparation for escaping the cold season

Deals

- ✓ Placement of hotel offers, travel packages and mobility offers



Our product bundles

With our tailor-made campaigns, we offer the ideal solution to strengthen your image, establish your brand or present your products in the best possible way.

Bundle	Small	Medium	Large	Premium
Advertorial*	1x	3x	5x	5x
Storytelling from archive material	-	-	-	1x
Facebook	1x	3x	5x	5x
Instagram Feed	-	-	1x	1x
Instagram Story	-	3x	5x	5x
Instagram Reel	-	-	-	1x
Newsletter placement	-	1x	2x	3x
lottery	-	-	✓	✓
Content hub on thematically matching landing page	-	✓	✓	✓
Playout in the RND network	6 weeks	6 weeks each	8 weeks each	12 weeks each
Minimum availability on reisereporter.de	12 months	12 months each	12 months each	12 months each
Guaranteed impressions	100.000	300.000	500.000	750.000
Guaranteed visits	500	2000	2500	7500
Final reporting	✓	✓	✓	✓
Package price	4.500 €*	9.500 €*	13.000 €*	20.000 €*
Optional: Creation of content by reisereporter	400 €*	1.100 €*	1.750 €*	2.000 €*
Search engine indexing during content creation	✓	✓	✓	✓

Free individualization between the package components possible

Want even more? Your offer booster

Extra reach

Impressions	price
100.000	6€ CPM - 600€
300.000	5,5€ TKP - 1650€
500.000	4,5€ TKP - 2250€

Extra visits

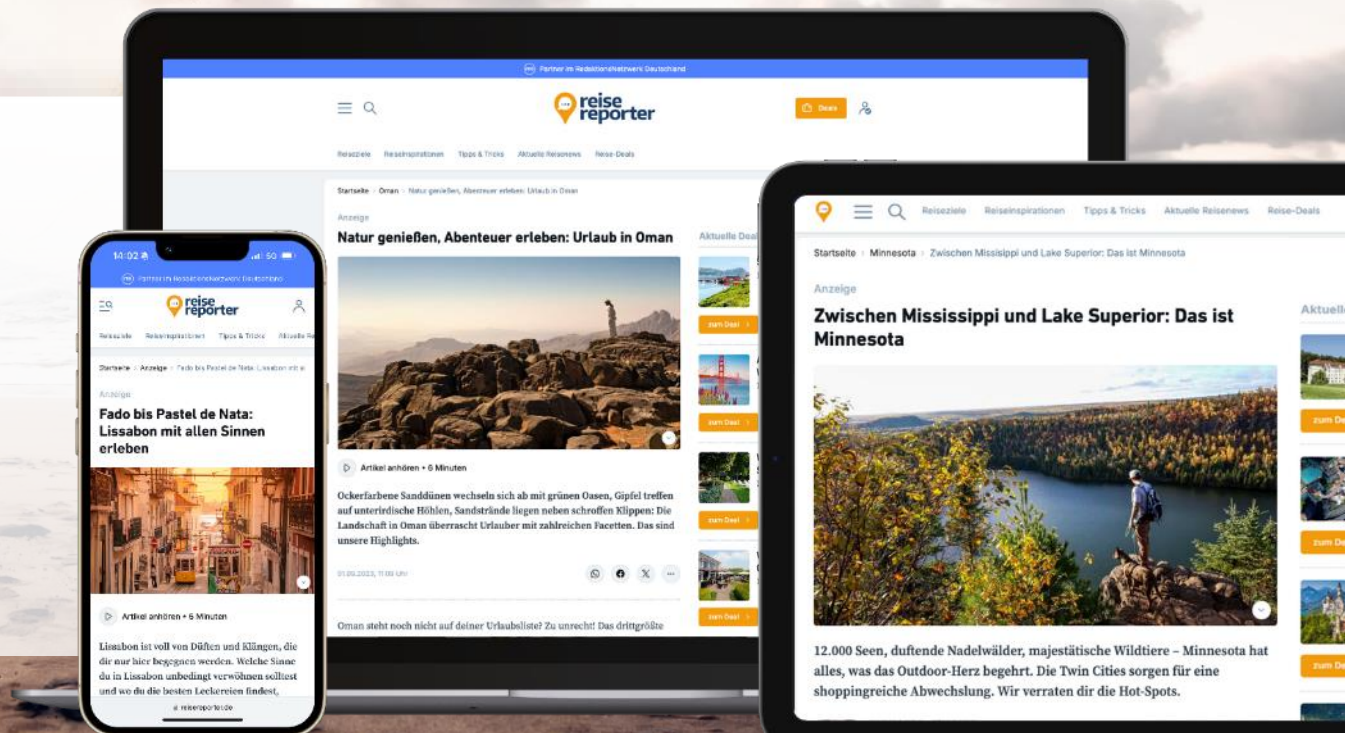
Visits	price
1.000	2.000€
3.000	5.400€
5.000	7.500€

The advertorial

Use the advertorial to present your message in a credible editorial context and arouse the interest of users.

Features and benefits

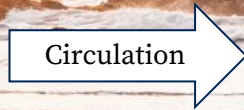
- ✓ **Target group-oriented approach** in an editorial environment
- ✓ **Experts optimize** your online content
- ✓ **Playout of your content** in our network of **17 partner portals**
- ✓ **Guaranteed basic reach** of at least **100k impressions**
- ✓ **Reporting with all important KPIs** of your campaign always included
- ✓ **Optional:** backlink building - product sales



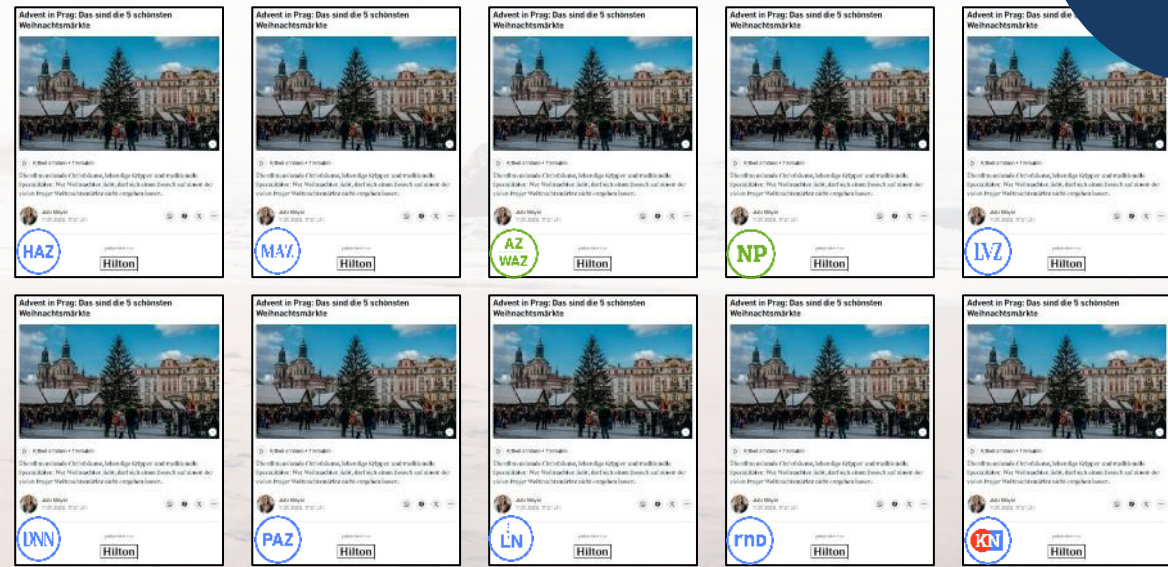
Advertorial circulation

With circulation in the network, your advertorial is published on 15 daily newspaper portals in the RND network under the travel section

1 advertorial is created and published on reiserreporter.de



16 Publications on the portals of our network partners, example: haz.de/reisen



Advantage:
Cost efficiency
and better
SEO visibility

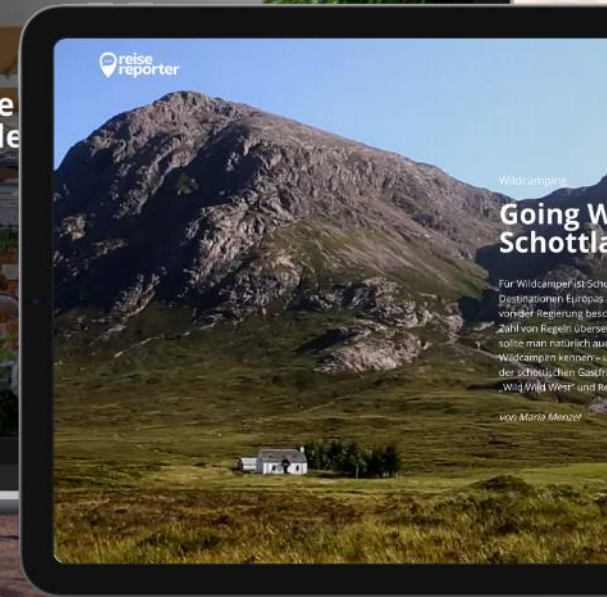


The storytelling

The storytelling format makes it possible to bring your message closer to the reisereporter target group using multimedia. Benefit from an appealing design and long session durations.

Features and benefits

- ✓ **Appealing design options** for your tourism message
- ✓ Possibility to let **local** protagonists have their say
- ✓ Use of **video, photo, audio and interactive elements** possible
- ✓ **Native placement** on thematically appropriate landing page included
- ✓ Guaranteed basic reach of at least **250k impressions & 2k page views**
- ✓ **Reporting with all important KPIs** of your campaign always included
- ✓ Integration of suitable **bounces and inclusion** of travel offers natively possible
- ✓ **Integration of tour operators** with bookable offers possible

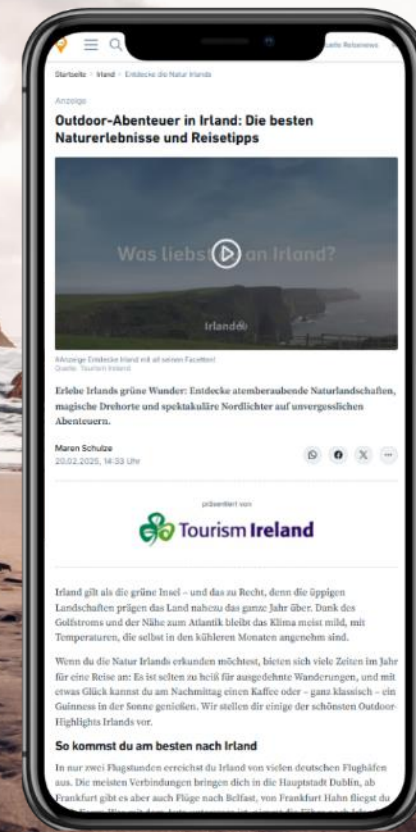
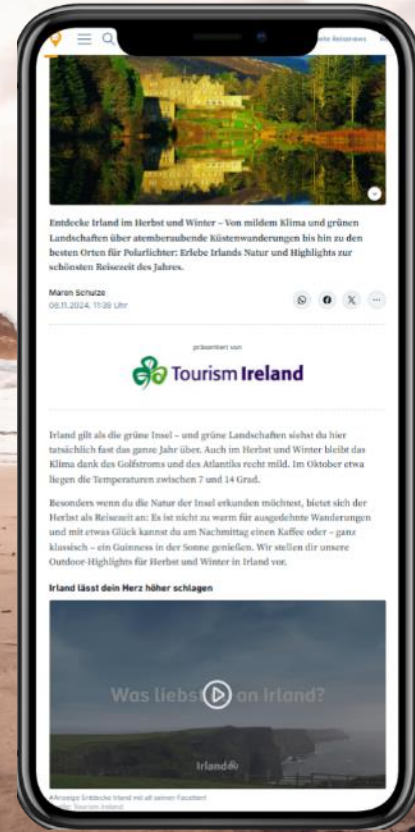


Individual video marketing

Targeted marketing of your video message in the right environment for high-quality reach and reader engagement.

Features and benefits

- ✓ Premium target group in the travel environment
- ✓ Individual placement in low scrolling depth
- ✓ Increased brand engagement through video content
- ✓ Guaranteed reach for predictability
- ✓ Placement away from the display areas
- ✓ Dynamic price on CPM basis from €1,000



Our competitions

Generate attention and reach with a joint competition reach in the right thematic environment.

Features and benefits

- ✓ Increase brand awareness in a targeted manner through valuable advertising placements
- ✓ Generate contacts from potential customers with competition registration
- ✓ Increase reach for larger packages with competition integration
- ✓ Duration: 10 days
- ✓ Onsite campaign on reisereporter.de with own landing page and article integration
- ✓ Social media campaign on Instagram and Facebook



CPL deal optional



Luxus zwischen City und Meer – das erlebst du im I LOVE SYLT Boutique Hotel Terminus

Gewinne 2 Übernachtungen im Doppelzimmer im neuen I LOVE SYLT Boutique Hotel Terminus inkl. Frühstück

Das im Dezember 2021 neu eröffnete Boutique Hotel hat sich als gehobene Destination für Erholungssuchende in Westerland

Our lead sharing

Supplement your database with high-quality B2C leads from our readership.

Your advantages:

- ✓ **Build relevant B2C leads in the travel sector together with us***
- ✓ **Joint data protection declaration required in accordance with Art. 26 DSGVO**
- ✓ **Elaborated process with our Group Data Protection**
- ✓ **Secure transfer of data at the end of the campaign - no technical implementation required**

Package	Small	Medium	Large
Integration of co-registration button	✓	✓	✓
Integration of re-captcha procedure	✓	✓	✓
Data cleansing (e.g. spam addresses)	✓	✓	✓
Encrypted data transfer after completion	✓	✓	✓
Cost per lead**	4€** // up to 500 leads	3.5€** // 500-1,000 leads	2.5€** // from 1,000 leads
Cost per lead**	4€** // up to 500 leads	3.5€** // 500-1,000 leads	2.5€** // from 1,000 leads
Set-up fee*	500 €*		

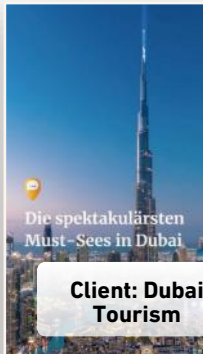
An upper limit can be agreed on request (e.g. 2,500 leads)

Our references

Example formats from customer campaigns

Social content

Client: SPO
Tourism



Client: Dubai
Tourism

Client:
Travelzoo



Content Hub



Client: Lisbon
Presentation container

Alte Architektur: Entdecke das historische Erbe Lissabons



Client: Seattle
Presentation container

VISA Kette des Monats: Seattle

Advent in Prag: Das sind die 5 schönsten Weihnachtsmärkte

Client: Hilton
own landing page



newsletter



Client: Evaneos



Client: VW, Autostadt
Exclusive newsletter



Das Klassik-Paket

- ✓ 1 Eintritt in die Autostadt inkl. 3 € Wertgutschein (einlösbar an den Buden des Wintermarktes)
- ✓ 1 Übernachtung im 3- bis 4-Sterne Hotel Ihrer Wahl in Wolfsburg im Doppelzimmer inkl. Frühstück



Das Premium-Paket

- ✓ 1 Eintritt in die Autostadt inkl. 3 € Wertgutschein (einlösbar an den Buden des Wintermarktes)
- ✓ 1 Abendessen im BEEF CLUB (Christmas Special)
- ✓ 2 Übernachtung im 3- bis 4-Sterne Hotel Ihrer Wahl in Wolfsburg im Doppelzimmer inkl. Frühstück



Brands that **trust** us

I FEEL
SLOVENIA



KROATIEN
Voller Leben

Hilton



MAREMÜRITZ
Yachthafen Resort

Costa



ONTARIO
CANADA

albena
beautiful by nature

A
AUTOSTADT

3UE
TUI BLUE

sembo

Turismo
de
Lisboa

Your logo



Your contact persons

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