

# Travel-Inspirations

*Discover - Experience - Enjoy*

## Ratecard 2014



**Launching in 2014:**  
The world's most inspiring digital travel magazine.

Free to read.  
Always.

**Travel Inspirations**

*Introductory offer -  
valid for bookings until  
April 15, 2014!!!*

# Background & Philosophy

**Travel-Inspirations**  
*Discover - Experience - Enjoy*



After having successfully published a digital travel magazine in German for more than 4 years, the editorial team of "Reise-Inspirationen" has now decided to go international.

Our passion is to motivate people to discover foreign countries at its maximum depth, to experience the destination with all senses. Hear, smell, taste, feel and listen to the locals.

We believe in free content for the readers – everyone interested in travelling should have unlimited access to our stories and inspirations.

We also believe in fair payment to contributing editors, photographers, lecturers, and designers.

That's why we strongly rely on **your** contribution in terms of advertising.

Thank you very much for considering our magazine. We will do our very best to make your investment worthwhile.

Yours sincerely

A handwritten signature in black ink that reads "J. Hoppe".

Judith Hoppe  
Publisher

# Concept & Target group

**Travel-Inspirations**  
*Discover - Experience - Enjoy*



Travel-Inspirations is a digital leisure travel magazine. It features on the one hand well-known and popular travel destinations from a fresh perspective and on the other hand lesser known destinations.

A key aspect in the editorial concept is how human beings are tied into the story. Interviews with and features about people who live in the destination or are experts through intense visits are often the main aspect of the story told.

**Target group:** High affinity for Internet, love to travel, inform themselves online about travel and destinations and book their travel or parts of it online

**Travel type:** Adventurous mind • Curious • Culturally sensitive  
Individual travelers (FIT) who either book through specialized tour operators and/or who book a lot of extras in the destination, preferably online.

**Age:** Young professionals - Best agers

**Core target group:** 35-65 years

**Preferred accommodation:** Upmarket middle class - luxury hotels

# Editorial features

## Regular features:

### Destination feature

Itchy feet? Nobody understands better than us. That's why we assign the majority of editorial space to our featured destinations. Starting with a compelling image feature (4-6 pages), followed by 1-2 articles bringing different aspects of the destination closer to the minds and hearts of our readers. An infobox with best time to visit, climate info, accommodations, do's & don'ts etc. rounds off this section.

### City trip

Rome, Rio de Janeiro or Regensburg: Our city trip category covers the most exciting or romantic cities in the world from a fresh perspective.

### One picture – one story

Images say more than words. So we pick the best photos out there, group them with a short, descriptive text and ready is the story. Regular features are

- Incredible view
- What children eat (what is a typical breakfast or lunch in your next vacation destination?)
- Hand & feet (watch local artists as they produce or perform)
- Crops & Creatures (Exotic plants and animals)

### For the body & soul

What can one do once you have arrived in your vacation destination? Activities and personal recommendations have a significant value for travelers. We feature alternating great restaurants and must-see museums and exhibitions.

## Sustainable tourism

In this section, we feature local suppliers who have successfully demonstrated how tourism can go hand in hand with sparing precious resources or cooperating with local communities and offering them income long-term income perspectives through tourism.



Samples taken from German issue of travel magazine

# Dates

## Milestones

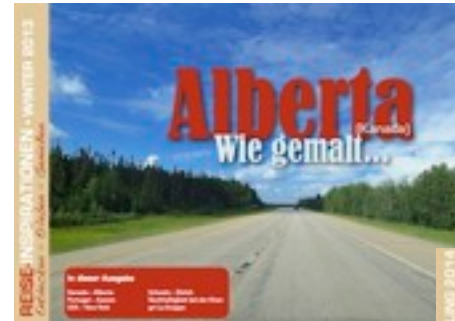
### Advertising

Early bird rate:	Book ad by April 15, 2014
Regular terms	Book ad by November 14, 2014
Invoice date:	November 14, 2014
Ad material due	November 21, 2014
Payment due:	November 28, 2014

### Editorial & content

Gathering ideas	January-May, 2014
Editorial plan	June 2014
Content	March-October 2014
Production	November 2014

**Publication date** December 1, 2014



*Publication date: December 1, 2014*

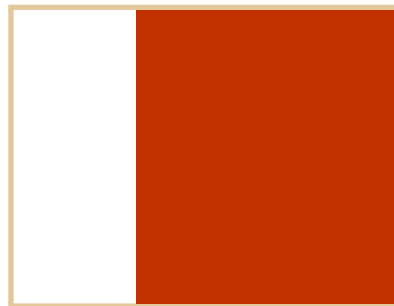
# Ads in the Magazine

Magazine format: 297 x 210 mm (DIN A4 horizontal)

## Advertising formats



**1/1 page**  
297 x 210 mm



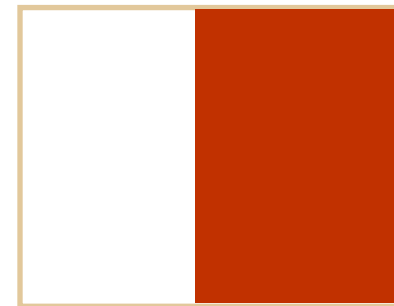
**3/4 page upright**  
220 x 210 mm



**2/3 page across**  
297 x 140 mm



**2/3 page upright**  
190 x 210 mm



**1/2 page upright**  
148 x 210 mm



**1/2 page across**  
297 x 105 mm



**1/3 page across**  
290 x 70 mm



**1/4 page upright**  
70 x 210 mm

File formats: jpg, TIFF, PDF. Resolution: 96 dpi, RGB

**Please submit without bleed and register marks!**

Placement requests will be honored - if they can be done - without upcharge.

*Introductory offer - valid for bookings until April 15, 2014!!!*

## Prices

Format	Size in type area	Price
1/1 page	297 x 210 mm introductory offer	<del>2,000 €</del> 1,500 €
3/4 page	220 x 210 mm upright introductory offer	<del>1,500 €</del> 1,125 €
2/3 page	190 x 210 mm upright 297 x 140 mm across introductory offer	<del>1,335 €</del> 1,000 €
1/2 page	148 x 210 mm upright 297 x 105 mm across introductory offer	<del>1,000 €</del> 750 €
1/3 page	297 x 70 mm across introductory offer	<del>669 €</del> 500 €
1/4 page	73 x 210 mm upright introductory offer	<del>500 €</del> 375 €

## Advertise in an editorial context with PR material

An Advertorial converts images, texts and links related to your offer to an editorial article or interview, written by our editors. By placing the content in an editorial context, this form of advertising has a strong character of recommendation and gains credibility. At the same time, it allows you to include images, links to booking channels as well as response elements, such as coupon codes or raffles.

## Scope & implementation

You should provide us with suitable image/text material as input. Our editorial team will write the article based on this input. If necessary, we will conduct additional interviews on premises or create suitable image material (travel cost not included in the price). Our editorial team writes the article based on the material gathered. Links to your website or booking engine can be included in the article. Prior to publication, you will receive an upfront copy of the article in order to correct mistakes or request changes. Optionally, we can provide the advertorial for your own use as a PDF or in print-optimized form (against upcharge).

## Price

Format	Scope	Price in €
Advertorial	2 pages (text, images, contact information)	<del>1,500 €</del> 1,125 €

*Introductory offer - valid for bookings until April 15, 2014!!!*

**Axis at One Aldwych: Stilvoll essen & schlafen im Londoner Theater-Distrikt**

Das Aldwych, London, Großbritannien, Text: Judith Heppel | Bilder: Judith & Christoph Heppel

Wenn ein britischer Koch ein Hotel statt in ein traditionell geführtes Restaurant aus feinen Vorurteilen heraus zu einem genialen, einen neuen Impuls, wenn sich sich um das im Luxus-Bereich Hotel One Aldwych in London ein beliebiger Restaurant (Aldwych) befindet.

Küchenschef Dominic Teague kocht regional und saisonal - das gefüllt bei Spitzenköchen mittlerweile ja schon zum guten Ton - setzt dabei jedoch gleichzeitig auf innovative Konzepte.

Wenn ein Hauptthema, das sich durch seine Gerichte zeigt, ist „Angebot“ - Nahrungsmittel, die nicht im Wald und von Wäldern gesammelt werden, bei saisonaler Gartenernte und Saucen - die es nicht fast eingesparten Problemen für ungewöhnlichen Anweisungen kombinieren, Teile der Karte wechseln jeden Tag, manchmal sogar zwischen mittags und abends, in puncto Qualität macht Teague keine Kompromisse.

Dem Servicemitarbeiter in dieser Philosophie in Fleisch und Blut übergeben.

gibt. Leidenschaftlich diskutiert man mit uns die Details der Gerichte, solange bis wir sicher sind, alle richtigen Entscheidungen getroffen zu haben. Das Auftakt macht eine Suppe aus süßem Was mit Linsen und Citrus-Früchten sowie geröstete Jakobsmuscheln von den schottischen Orkney-Inseln mit Leuch- und Garnelen auf Aglio-Olio, die so frisch schmecken, als wären sie direkt vom Meer auf dem Teller gelandet. Unsere Hauptbeiseite - Hühnerchen mit Artischocke und gebratenem Wermutgrün sowie die im Feuer gebratene Ente auf Spitzahle und ge-

bratenem Pfirsich - sind genau wie die Inspiration eine tolle, gelungene Kombination mit überraschenden Akzenten wie zum Beispiel die leichte Säure der Garnelenfilets. Die Desserts - Erdbeeren Sorbet mit Caramel und Basilikum und ein Kibbuckel mit Glas mit Mango und Holunderblüten - runden das Menü ab. Auch bei der Weinbegleitung wird viel Wert auf die perfekte Abstimmung gelegt. Der einflussreiche Sutherland-Leungman-Bank aus Südafrika hat ein ungewöhnliches Bouquet, wird aber angesprochen nicht von dem anderen Gängen überlagert.



1 Die Restaurant Axis „7“ inspiriert Jakobsmuscheln auf Aglio-Olio Winter 2012/Herbst: One Aldwych

Da das One Aldwych sehr zentral inmitten des Theaterviertels liegt, kommen viele Restaurantgäste früh fröhlich, um anschließend eine Vorstellung zu besuchen, schon um 17.30 Uhr ist die Küche geöffnet. Ab circa 20.30 Uhr ist das Restaurant hingegen deutlich leiser und ruhiger.

Kinofans müssen übrigens das Hotel nicht verlassen, um einen Blockbuster zu sehen. Im feinsten Kinosaal wird zum Film ein Glas Champagner gereicht, ergänzt um ein Orangenminut in Rot. Das „Film & Top“ Angebot meint hat im November beispielsweise „Great Gatsby“ mit Leonardo DiCaprio und Tobey Maguire sowie der Superman-Epis „Man of Steel“ auf dem Programm stehen.

Natürlich kann man in einem von Charles James und Arthur Davis (die übrigens auch für das Ritz in London und Paris verantwortlich sind) ein- oder zweibettigen Suite auch süßere Kombinationen überlassen. Die Liste der Restaurantpunkte wird nicht lang. Exemplarisch seien hier die bemerkenswerte Ruhe in den Zimmern, die spektakulären Blumen Arrangements zusammengefasst vom Hausingenieur Florian Mark Steadnik sowie die in der Hotelbar-Grillbar-Küche immer noch viel zu selten vorhandenen Tischplatten im Bad, die dem Gast dabei bewahren, sich entweder beim Händewaschen selbiger zu verfrachten oder abends das Gesicht mit erfrischendem Wasser reinigen zu müssen, genannt.

**Info & Buchung**  
One Aldwych Hotel  
1 Aldwych  
London WC2E 6DF  
Tel: +44 (0) 20 7420 3836  
U-Bahn Station Temple oder Strandmarkt (Circle oder District Line)  
[www.onealdwych.com](http://www.onealdwych.com)  
[www.booking.com](http://www.booking.com)  
Das One Aldwych ist Mitglied bei den Leading Hotels of the World.  
[www.lhw.com](http://www.lhw.com)

**Restaurant**  
Axis at One Aldwych  
Tel: +44 20 7486 0300  
[www.onealdwych.com](http://www.onealdwych.com)  
Öffnungszeiten: Dienstag-Freitag 11.00-14.30 h, 17.30-22.00 h  
Samstag 17.00-22.00 h

Die letzte Tischreservierung ist für 21.45 h möglich und letzte Special-Reservierungen werden bis 22.00 h entgegen genommen. Menü abends Zwei Gänge € 18,75, Drei Gänge € 23,75.



1 Hauptplatte: Ente „7“ Die Blumenarrangements sind eine Augenweide „7“ Dessert: Erdbeeren Sorbet Winter 2012/Herbst: One Aldwych

## Three for the price of one!

Travel Market



## Prices

Format/Scope	Price
<p>1 - PDF magazine ad: approx. 1/4 page</p> <p>2 - Website: Dedicated Sub-URL within the feature, market place</p> <p>3 - facebook-post</p>	<p>regular <del>350 €</del> introductory offer 299 €</p>

### Market place magazine

Your offer will be published with a maximum of 3 other offers per page within the market place

### Market place website

Your offer will be published with a dedicated URL on a subpage within the market place.

### facebook

Your offer will be featured on the facebook page of Travel-Inspirations.

### Included in the price

- Layout if you deliver raw text & images (note: translation into German is NOT included!)

- Link to a URL of your choice (SEO/SEM!)

### Dimensions for own artwork

You can certainly submit a readily made ad for the market place.

Dimensions for the ad in the market place are 12 x 9 cm.

Please submit the ad as PDF or jpeg, RGB, maximum 96 dpi and no bleed or register marks.



# Publisher data

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**Travel-Inspirations**  
*Discover - Experience - Enjoy*

Editor: Travel-Inspirations  
Editor in chief: Christoph Hoppe  
Address: Schmid-Wildy-Weg 46  
81739 Munich, Germany  
e-mail: [editor@travel-inspirations.com](mailto:editor@travel-inspirations.com)

Issuer: Tourism Unlimited e.P. Hoppe & Partner  
Schmid-Wildy-Weg 46  
81739 Munich, Germany  
Court of registration: Munich  
(Amtsgericht), PR 764  
VAT-ID as per § 27a of German VAT Law:  
  
DE259674638

Advertising & Sales: Tourism Unlimited  
phone: +49-89-673 78 619  
fax: +49-89-673 78 620  
e-mail: [judith.hoppe@toursim-unlimited.com](mailto:judith.hoppe@toursim-unlimited.com)  
Internet: [www.tourism-unlimited.com](http://www.tourism-unlimited.com)

Frequency: annually (1 x per year)

Payment terms: Payment must be made **prior** to publication date. Advertiser agrees to carry all cost related to bank transfers. Payments through Paypal are subject to a 5.3 % surcharge.

1. An „advertising order“ within the meaning of the General Terms and conditions hereinafter stated constitutes a contract for the placement of one or more advertising media of an advertiser in the digital travel magazine or on the website for the purpose of dissemination.
2. Placement requirements issued by the advertiser shall not be regarded as binding instructions, but will be accepted as a non-binding placement request
3. In the event that an advertising contract is not fulfilled due to circumstances which are not the responsibility of the publisher, the advertiser shall refund to the publisher the difference between the deduction granted and the deduction corresponding to actual purchase of service. The refund does not apply if the non-compliance is based upon force majeure in the risk area of the publisher.
4. Advertising media not recognizable as such by dint of their design shall be clearly identified as advertising by the publisher..
5. The advertiser shall provide an assurance that he is in possession of the necessary rights in respect of the publication of the advertising material. The advertiser shall bear the sole responsibility for the content and the legal admissibility of the advertising material. The advertiser shall indemnify the publisher against all claims which may be asserted by third parties in respect of breach of statutory regulations (in particular breaches of competition law, copyright law or law governing personal rights). The advertiser shall further indemnify the publisher against the costs of appropriate legal defense. The advertiser shall act in good faith in supporting the publisher in legal action brought by third parties and shall make information and documentation available.  
The publisher reserves the right to refuse or block advertising orders in the event that the content of such is in breach of official regulations or has formed the object of a complaint process conducted by the German Advertising Council or in the event it is not reasonable to expect the publisher to publish such advertising by dint of its content, origin or technical form. The customer shall be notified immediately of any rejection or blocking.
6. The advertiser shall be obliged to provide complete, correct and appropriate advertising material in accordance with the specifications supplied in rate card and to do so within the deadlines stipulated. The publisher will request replacement material for obviously damaged or inappropriate files.
7. The publisher is not obliged to check advertising material for completeness or accuracy.
8. The publisher is not responsible for transmission errors..
9. Compensation claims from positive breach of contract, culpa in contract and tort - even in the case of orders placed by telephone - are excluded. Compensation claims from impossibility and delay are limited to compensation for foreseeable damage and limited to the relevant ad paid. This does not apply to intent and gross negligence of the publisher, his legal representative or his vicarious agents.
10. If the advertiser does not pay in advance, payment is due on the first day the issue with the advertising is published.
11. In the event of default of payment or delay in payment the usual bank interest rates and recovery costs will be charged. In the event of default of payment, the publisher may delay further execution on an ongoing order until payment has been rendered and may further require payment in advance for the remaining advertisements.
12. Place of performance and jurisdiction is Munich/Germany.