FVW Medien Portfolio  
Credible – focussed – indispensable

360 degree communication

We serve all channels with versatile forms of advertising and offer visibility as well as several accesses to all touristical B2B target groups.

Digital
- Websites
- Newsletters
- Mobil
- Magazine app
- E-paper

Print
- Magazines
- Dossiers
- Rankings

Services
- fvw Exclusive Surveys
- fvw Counter Professionals Panel
- Copytests

E-learning
- fvw Akademie

Industry Events
- fvw Kongress
- fvw Travel Expo
- fvw Destination Germany Day
- fvw Travel Technology Day
- Cruise Academy
- European Aviation Symposium

TravelTalk

TravelXperts

Job Market*
- Print & digital
- Jobs & Career Guide

Client Events
- fvw Workshop
- fvw Fam Trip
- fvw Counter Trophy
- TravelTalk Experience
- TravelTalk Lounge
- TravelTalk Roadshow
- TravelTalk Fam Trip

*For further details please refer to our 2020 Jobs & Careers rate card.
The Magazine

Print Portfolio

fvw – one of the leading trade magazines for tourism and business travel
For more than 50 years fvw has been the medium for decision makers, entrepreneurs and sales experts in the travel and mobility industry. fvw provides readers with relevant topics, current news, analyses, and backgrounds while also serving as driving force. fvw stands for competent, objective and independent reporting.

Publication frequency:
Biweekly
on Fridays

More than
50 years
of high-quality journalism

E-paper –
available one day prior
to the on-sale date

Each copy of fvw
is picked up
3.1 times on average*

Total circulation:
22,052
copies

63%
of fvw readers use both
print and digital

Highest
number of subscription
copies among travel
trade journals

*According to our subscribers
Sources: IVW UIDB, Fvw Reader Structure Analysis 2019 Insight View

Print Product Line

fvw Daily – the trade show daily at ITB
Latest industry news from the show and the only bilingual trade show daily. A must for every national and international ITB participant – and an excellent platform for you as advertiser.

fvw Dossier – current facts & figures
Essential analyses on the development of the German tour operator business and German travel distribution. These exclusive reviews are marked by long validity and high reading intensity.

fvw Destination Ranking – trends and analyses
All top travel destinations (countries) and the developments at these destinations at a glance. Overview on German and international visitation as well as current information regarding tourist boards. A long-lived product distributed as supplement to fvw’s popular special ITB issue.

fvw Special – the top-of-the-line journalistic product
New and important industry topics put in the spotlight. These special issues provide in-depth product information, tips and backgrounds for successful selling. A first-class advertising platform, particularly for specialist suppliers.
Circulation

Facts & figures fvw

Total distributed circulation 22,052
Total copies sold 19,714
Subscription copies 14,418

fwv circulation figures are IVW-audited. Figures based on IVW 1st quarter 2019 audit report.

Publisher’s note: fvw is primarily distributed on a subscription basis and is also available at select retail outlets.

Reader Profile

76% of readers state: fvw is the leading medium in the German travel and tourism industry.
84% of readers state: fvw is professionally competent.
81% of readers confirm that fvw is highly topical.
82% of readers state that fvw is close to the pulse of the industry.

Reader Profile - the entire tourism industry right at your hands!

Readers by industry segment:

<table>
<thead>
<tr>
<th>Industry Segment</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Travel sales</td>
<td>29%</td>
</tr>
<tr>
<td>Tour operator</td>
<td>20%</td>
</tr>
<tr>
<td>Other</td>
<td>15%</td>
</tr>
<tr>
<td>Airport/airline</td>
<td>9%</td>
</tr>
<tr>
<td>Cruise travel/ship company</td>
<td>4%</td>
</tr>
<tr>
<td>Tourist office</td>
<td>4%</td>
</tr>
<tr>
<td>Business travel</td>
<td>4%</td>
</tr>
<tr>
<td>PR agency</td>
<td>4%</td>
</tr>
<tr>
<td>Hotel industry</td>
<td>3%</td>
</tr>
<tr>
<td>Travel technology</td>
<td>2%</td>
</tr>
<tr>
<td>Car rental</td>
<td>1%</td>
</tr>
<tr>
<td>Insurance</td>
<td>1%</td>
</tr>
<tr>
<td>Incoming agency</td>
<td>1%</td>
</tr>
</tbody>
</table>

Decision makers read fvw!

<table>
<thead>
<tr>
<th>Job Position</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Decision maker*</td>
<td>61%</td>
</tr>
<tr>
<td>Employee</td>
<td>25%</td>
</tr>
<tr>
<td>Trainee, student, intern</td>
<td>7%</td>
</tr>
<tr>
<td>Travel agent</td>
<td>4%</td>
</tr>
<tr>
<td>Other</td>
<td>3%</td>
</tr>
</tbody>
</table>

*Decision maker: Office manager, independent business owner, corporate management/president, executive employee, division manager/department head

CBM by comparing

<table>
<thead>
<tr>
<th>Magazine</th>
<th>Price per subscription</th>
</tr>
</thead>
<tbody>
<tr>
<td>fvw</td>
<td>728.26 €</td>
</tr>
<tr>
<td>Touristik Aktuell</td>
<td>1,263.48 €</td>
</tr>
<tr>
<td>Travel Talk</td>
<td>2,803.90 €</td>
</tr>
</tbody>
</table>

Subscriptions compared

<table>
<thead>
<tr>
<th>Magazine</th>
<th>Subscriptions</th>
</tr>
</thead>
<tbody>
<tr>
<td>fvw</td>
<td>14,418</td>
</tr>
<tr>
<td>Travel Talk</td>
<td>2,978</td>
</tr>
<tr>
<td>Touristik Aktuell</td>
<td>5,936</td>
</tr>
</tbody>
</table>

Source: IVW 1/2019 subscriptions, on basis of ad rates 1/4c 2019

Number of readers per issue - travel sales:

76% of readers state that fvw is a must-read for managers in tourism.

6% 4.8 readers
<table>
<thead>
<tr>
<th>Month</th>
<th>Issue no.</th>
<th>Date of publication</th>
<th>Ad &amp; materials close</th>
<th>Topics</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>1-2/20</td>
<td>Jan. 17</td>
<td>Jan. 06</td>
<td>Portugal, Insurance, Ferries, car, rail, bus</td>
</tr>
<tr>
<td></td>
<td>3/20</td>
<td>Jan. 31</td>
<td>Jan. 20</td>
<td>Turkey, Cruise travel, Airlines and airports</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Jan. 06</td>
</tr>
<tr>
<td>February</td>
<td>4/20</td>
<td>Feb. 14</td>
<td>Feb. 03</td>
<td>Preview: ITB, Greece, River cruises</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Jan. 20</td>
</tr>
<tr>
<td></td>
<td>5/20</td>
<td>Feb. 28</td>
<td>Feb. 17</td>
<td>Special issue: ITB [Berlin, March 04-08, Partner country Oman, Asia (China, Hong Kong, Macao, Hainan), The Gulf States, Expo 2020 Dubai, Travel agency chains and co-operations, mobile sales</td>
</tr>
<tr>
<td>March</td>
<td>Daily I</td>
<td>March 04</td>
<td>Feb. 17</td>
<td>fwv Daily - the trade show daily at ITB, fwv Daily for trade visitors, fwv Daily for trade visitors, fwv Daily for trade visitors</td>
</tr>
<tr>
<td></td>
<td>Daily II</td>
<td>March 05</td>
<td></td>
<td>fwv Daily for trade visitors</td>
</tr>
<tr>
<td></td>
<td>Daily III</td>
<td>March 06</td>
<td></td>
<td>fwv Daily for trade visitors</td>
</tr>
<tr>
<td></td>
<td>6/20</td>
<td>March 13</td>
<td>March 02</td>
<td>ITB summary report, Spain, Indian Ocean [Mauritius, Seychelles, Maldives, La Réunion], Austria, Switzerland, Car rental, Management &amp; Careers: Succession in the company</td>
</tr>
<tr>
<td></td>
<td>7/20</td>
<td>March 27</td>
<td>March 16</td>
<td>Italy, Malta, Cyprus, Tunisia, Morocco</td>
</tr>
<tr>
<td>April</td>
<td>8/20</td>
<td>April 09</td>
<td>March 30</td>
<td>Egypt, Croatia, Slovenia, The Caribbean, Central America</td>
</tr>
<tr>
<td></td>
<td>9/20</td>
<td>April 24</td>
<td>April 14</td>
<td>France, Benelux, The Gulf States, Active holidays</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>March 27</td>
</tr>
<tr>
<td>May</td>
<td>10/20</td>
<td>May 08</td>
<td>April 27</td>
<td>Turkey, Cruise travel, Hotels and resorts</td>
</tr>
<tr>
<td></td>
<td>11/20</td>
<td>May 22</td>
<td>May 11</td>
<td>Greece, Insurance, Study tours, Management &amp; Careers: Upgrading, master's degree</td>
</tr>
<tr>
<td>June</td>
<td>12/20</td>
<td>June 05</td>
<td>May 25</td>
<td>England, Scotland, Ireland, Wales, Group travel and special tour operators, Club holidays</td>
</tr>
<tr>
<td></td>
<td>13/20</td>
<td>June 19</td>
<td>June 08</td>
<td>USA, Canada, Sports holidays and wellness travel, The Mediterranean</td>
</tr>
<tr>
<td>July</td>
<td>14-15/20</td>
<td>July 03</td>
<td>June 22</td>
<td>The Gulf States, The Caribbean (Dominican Republic, Jamaica, Cuba), City breaks, musicals</td>
</tr>
<tr>
<td>August</td>
<td>17/20</td>
<td>Aug. 14</td>
<td>Aug. 03</td>
<td>India, Sri Lanka, Israel, Jordan, Winter programs/catalogs, Management &amp; Careers: Mobile travel sales</td>
</tr>
<tr>
<td>September</td>
<td>19/20</td>
<td>Sep. 11</td>
<td>Aug. 31</td>
<td>Spain (Canary Islands), Travel agency chains and co-operations, mobile sales</td>
</tr>
<tr>
<td>October</td>
<td>21/20</td>
<td>Oct. 09</td>
<td>Sep. 28</td>
<td>Greece, City breaks, musicals, Fairs</td>
</tr>
<tr>
<td>November</td>
<td>23/20</td>
<td>Nov. 06</td>
<td>Oct. 26</td>
<td>Preview: DIRV convention, Asia [Japan, Korea, Taiwan], Central America, Management &amp; Careers: Career opportunities, tour operators</td>
</tr>
<tr>
<td>December</td>
<td>25/20</td>
<td>Dec. 04</td>
<td>Nov. 23</td>
<td>Spain, Cruise travel, Summer programs/catalogs</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Dec. 18</td>
</tr>
</tbody>
</table>
**Standard Formats**

A 460 x 300 mm
2/1 page € 16,700.–
1/1 page € 10,500.–
2/3 page € 8,500.–
1/2 page € 7,450.–
1/3 page € 5,700.–

A 230 x 300 mm
A 165 x 300 mm
A 133 x 300 mm
A 220 x 150 mm
A 146 x 150 mm
A 230 x 100 mm

A 82 x 300 mm
1/3 page € 5,700.–
1/4 page € 4,300.–
1/6 page € 2,450.–

A 82 x 150 mm
1/6 page € 2,450.–

A 146 x 75 mm
1/6 page € 2,450.–

A 113 x 150 mm
1/4 page € 4,300.–

A 146 x 75 mm

A 113 x 75 mm

A 113 x 148 mm

Frequency discount

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 x</td>
<td>7%</td>
</tr>
<tr>
<td>6 x</td>
<td>10%</td>
</tr>
<tr>
<td>9 x</td>
<td>13%</td>
</tr>
<tr>
<td>12 x</td>
<td>16%</td>
</tr>
<tr>
<td>15 x</td>
<td>18%</td>
</tr>
<tr>
<td>18 x</td>
<td>19%</td>
</tr>
<tr>
<td>21 x</td>
<td>20%</td>
</tr>
</tbody>
</table>

**Advertorials**

These paid-for advertising pages are presented in an editorial format and are individually designed. They offer a perfect opportunity to communicate marketing information to readers beyond traditional ads. The advertorial uses a typeface and layout that is distinctly different from the magazine’s style and design.

- All rates include copy-writing and layout.
- Benefit from our online media to generate additional exposure for your advertorial on fvw.de

**Loose Inserts**

- Minimum size: 105 x 148 mm
- Maximum size: 210 x 276 mm
- Larger formats on request.
- Split-run advertising with geographical or mechanical split upon request, based on availability. Minimum circulation: 5,000; Surcharges: € 1,500 in partial print.

**Bound Inserts**

- Size: 230 x 300 mm
  - + 10 mm head trim
  - + 3 mm edge and foot trim
- Alternative sizes upon request.
- Please make sure to contact us before having your inserts printed/shipped.

**Tip-on**

- (incl. full-page carrier ad)

**Forms of Advertising Loose Inserts**

**Weight | Rate € per 1,000 copies**
---|---
up to 25 g | on request
up to 50 g and higher | on request

**Minimum size: 105 x 148 mm**

**Size: 230 x 300 mm**

**Frequency discount**

<table>
<thead>
<tr>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 x</td>
</tr>
<tr>
<td>6 x</td>
</tr>
<tr>
<td>9 x</td>
</tr>
<tr>
<td>12 x</td>
</tr>
<tr>
<td>15 x</td>
</tr>
<tr>
<td>18 x</td>
</tr>
<tr>
<td>21 x</td>
</tr>
</tbody>
</table>

**Arranged ad placement on front cover includes € 190.–**

**Advertorial**

- 1 page € 11,600.–
- 2 pages € 17,150.–
- 4 pages € 23,300.–
- 6 pages € 27,500.–

**Guaranteed ad positioning on front inside or back outside:**

- € 11,550.–
- € 11,025.–

**Preprinted bound inserts delivered to our printing house**

- 4 pages € 14,400.–
- 8 pages € 16,600.–
- 12 pages € 19,700.–

**Preprinted tip-ons delivered to our printing house**

- Postcard € 13,700.–

**Design, production and printing available through fvw at extra cost.**

**Loose inserts, bound inserts and tip-ons are distributed with the care customary to business.**
Sales Guide
Our service editors highlight industry-relevant topics, offering consolidated knowledge for all sales experts. Sales Guides are distributed with fvw and Traveltalk. Advertising in this environment reaches the sales specialists for cruise and golf travel, and for Germany and its short-haul destinations – without wastage.

Counter Info
Benefitting as a destination. Our service editors produce, in close cooperation with you, this established supplement for travel agents designed to supply counter staff with important knowledge on your destination through sound information and practical sales advice. Distribution with fvw and/or Traveltalk. Also available as free download on fvw.de and/or Traveltalk.de.

Promotional Insert
Based on your specifications and your corporate look and feel, our service editors develop a bespoke promotional insert. The industry-specific content serves sales staff as valuable source of information actively used in day-to-day business.

For details on page volume, formats and rates regarding the Sales Guides Germany and Short-haul destinations please contact us at ph. +49 40 41448-844.

For details on page volume, formats and rates regarding the Sales Guides Germany and Short-haul destinations please contact us at ph. +49 40 41448-844.

Forms of Advertising
Loose Inserts

<table>
<thead>
<tr>
<th>Page volume</th>
<th>Size (min.–max. W x min.–max. H)</th>
<th>Rate € CI</th>
<th>Rate € PI</th>
</tr>
</thead>
<tbody>
<tr>
<td>8 pages</td>
<td>105 – 210 x 148 – 276 mm</td>
<td>22,000.–</td>
<td>25,700.–</td>
</tr>
<tr>
<td>12 pages</td>
<td>105 – 210 x 148 – 276 mm</td>
<td>27,300.–</td>
<td>31,500.–</td>
</tr>
<tr>
<td>16 pages</td>
<td>105 – 210 x 148 – 276 mm</td>
<td>31,800.–</td>
<td>36,600.–</td>
</tr>
<tr>
<td>24 pages</td>
<td>105 – 210 x 148 – 276 mm</td>
<td>40,400.–</td>
<td>46,800.–</td>
</tr>
</tbody>
</table>

For details on page volume, formats and rates regarding the Sales Guides Germany and Short-haul destinations please contact us at ph. +49 40 41448-844.
**Special Formats**

<table>
<thead>
<tr>
<th>Special Format</th>
<th>Rate €</th>
</tr>
</thead>
<tbody>
<tr>
<td>Booklet* (to be supplied) 105 x 148 mm</td>
<td>29,000.–</td>
</tr>
<tr>
<td>Title page</td>
<td>28,300.–</td>
</tr>
<tr>
<td>Inside magazine (incl. full-page carrier ad)</td>
<td>24,700.–</td>
</tr>
<tr>
<td>Multi-page ad* (magazine opening)</td>
<td>21,700.–</td>
</tr>
<tr>
<td>Belly band* 520 x 50 mm</td>
<td>24,700.–</td>
</tr>
</tbody>
</table>

For bleed advertisements add 3 mm edge trim.
Design, production and printing available through fvw at extra cost.
Rates include printing and paper cost (does not apply for booklets).
Ad specials are not eligible for discounts but commissionable.
For details on more ad specials and information see: fvw-medien.com/media

*Limited availability per issue due to mechanical requirements.
The trade show daily at ITB Berlin

fvw Daily is one of the official trade show papers at the leading international fair for travel and tourism. Being the only trade show paper in both German and English fvw Dailies are relevant to all target groups: decision makers, businesses, sales and tourism experts. 25 national and international specialist editors evaluate on a daily basis the key news and trade show trends. Show visitors receive every day at 08:00 am, hot off the press, a summary of the previous and the current day’s highlights.

- Circulation: 15,000 copies per publication day
- Distribution:
  - Handed out by hostesses at all relevant entrances
  - Available at Berlin’s 100 top business hotels

Circulation: 15,000 copies per publication day
Distribution:
- Handed out by hostesses at all relevant entrances
- Available at Berlin’s 100 top business hotels

Participants 2019
at the world’s largest tourism fair in Berlin:

- 160,000 visitors total, including
  - 113,500 trade visitors
  - 10,000 exhibitors from 181 countries
- 81% of the trade visitors stated that they held direct authority for all purchasing decisions
- 87% of exhibitors rate the quality of trade visitors as (very) positive

80% other countries
20% Germany

Exhibitor by country of origin

2020
2019

A 260 x 87.5 mm
1/4 page
€ 3,400.–

A 260 x 118 mm
1/3 page
€ 4,000.–

A 260 x 180 mm
1/2 page
€ 4,650.–

A 260 x 365 mm
1/1 page
€ 7,250.–

A 260 x 87.5 mm
1/2 page
€ 4,000.–

A 83 x 365 mm
1/3 page
€ 4,000.–

A 124 x 180 mm
1/4 page
€ 3,400.–

A 124 x 365 mm
1/2 page
€ 4,650.–

A 260 x 87.5 mm
Title page
Title page German: € 5,900.–
Title page English: € 5,900.–

Package Discount
fvw Daily Trade Package (3 issues) 20%

Package
Discount

A = trim size (width x height in mm).
- A = trim size (width x height in mm).
- For bleed advertisements add 3 mm edge trim.
- Elements running into bleed must allow at least 8 mm from the trim.
- Ad design and artwork available through fvw at extra cost.

Source: Exhibitors’ and trade visitors’ survey ITB 2019
Digital Portfolio

fvw Online – the information portal for tourism and business travel
Website, newsletter or mobile content: fvw is the no. 1 for digital B2B communication in travel and tourism. It is through us that you reach the decision makers in the industry - without wastage.

The only
IVW-audited
digital travel trade media portal

810,000 contacts
High newsletter open rate of up to 40%
60% of users refer to the fvw portal on a daily basis
83% of users confirm a high topicality

Positive image transfer for your advertising message

Ω 108,000 page impressions per month

Newsletters overview

fvw Am Morgen
The start into the working day with all important news and appointments.
Frequency: Mon-Fri, 08:00 a.m.
Ω 20,700 recipients

fvw Am Nachmittag
All news of the travel industry of the day with analyses and background information.
Frequency: Mon-Fri, 03:00 p.m.
Ω 18,800 recipients

fvw Extra
Informs currently about important news from the travel industry.
Frequency: Once a week
Ω 17,200 recipients

fvw International
English-language newsletter especially for international readers.
Frequency: Thu, 12:00 noon
Ω 5,500 recipients

Sources: AGOF July 2019, Webtrekk July 2019, fvw Reader Structure Analysis 2016 insight view

230,000
unique users
per month

Ω 1 million
page impressions
per month

Advertising Channels

fvw.de – 100% up-to-date industry news
The website is the relevant B2B platform in travel and tourism. fvw.de is right at the pulse of the industry, quickly provides information about what is currently happening in the market, and it is competent and professional. The members only content section guarantees you as advertiser targeted B2B communication without wastage.

fvw Newsletter – first hand news
Our newsletter portfolio offers you a high-quality and relevant market environment for your advertising. Opt for quality!

Digital Products Advertising Channels
**Partnership Opportunities**

**fvw Kongress – the top event for decision makers**

FVW Medien offers you as its partner the opportunity to be part of all advertising material and marketing activities such as direct marketing as well as on- and offline event advertisement. Get attention from the industry and make an impact. Please feel free to contact us for individual concepts tailored to your specific needs.

**Choice of customizable partnership options:**

<table>
<thead>
<tr>
<th>Supplements</th>
<th>Cost €</th>
</tr>
</thead>
<tbody>
<tr>
<td>Basic package</td>
<td>7,600.–</td>
</tr>
<tr>
<td>1 convention ticket</td>
<td></td>
</tr>
<tr>
<td>Logo:</td>
<td></td>
</tr>
<tr>
<td>On event ads in fvw and on fvw.de</td>
<td></td>
</tr>
<tr>
<td>In the e-mail newsletters and participant mailings</td>
<td></td>
</tr>
<tr>
<td>In the fvw Kongress magazine</td>
<td></td>
</tr>
<tr>
<td>In all event-related digital media</td>
<td></td>
</tr>
<tr>
<td>On marketing/advertising material at the venue</td>
<td></td>
</tr>
</tbody>
</table>

**Branding**

- Entrance door
- Coat check
- Give-away
- Charging station
- Lanyards
- Lift
- Lunch area
- Pillar advertising
- Stair railings
- Steps
- Water bottles
- Welcome package
- Welcome wall

**Logo inclusion**

- Pre-session video trailer in the hall

Availability may be limited for same options. Please contact us for further details.

**Key partners presenting themselves during fvw Kongress include:**

[List of partners such as QIC, bookinglist, CURACO, DB, Premier Inn, Schmetterling, Car Rental Experts, TurnFriendly, and TPILCNETA]

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**Participant profile fvw Kongress**

What is your job position?

- President, board member/corporate manager: 24%
- Office manager/department head: 21%
- Employee: 20%
- Division manager: 19%
- Independent business owner: 10%

**Top reasons for participation in fvw Kongress:**

- 84% networking
- 61% information about current issues

**How many times have you attended fvw Kongress?**

- 1st time: 23%
- 2 to 5 times: 25%
- 6 times or more: 52%

Source: Visitors’ survey fvw Kongress and fvw Travel Expo 2019
First-class industry events by FVW Medien – powerful advertising platforms
Benefit from our events as platform for your advertising message presenting your latest products and services to the top-level decision makers. Please feel free to contact us for the development of individual concepts tailored to your specific needs.

fvw Fam Trip
The exclusive travel agent familiarization tour
fvw Fam Trips are designed as events for destinations who would like to present themselves to German travel sales professionals. Participating counter staff receives comprehensive information about the destination, its hotels and tourism products. During six days (or less) they discover the destination and its culture enabling the agents to successfully incorporate the newly gained insights into their day-to-day work. After all, when it comes to selling nothing beats personal experience. A fact that both the destination and the travel agent benefit from.

Services provided by FVW Medien
- Recruitment of participants and coordination
- Assigned editor and photographer joining the tour for up to 6 days
- Live online coverage on fvw.de
- 4-page advertorial in fvw

Please contact us for further information and an individual offer.

fvw Workshop
The exclusive destination marketing event
The custom-made premium event for international destinations that are looking to position themselves in the German market. During the Workshop a group of around 40 leading German tour operators, select travel agents and representatives from tourism authorities and associations meets at the destination to jointly discuss and develop new marketing strategies and visions to effectively establish the product in the German market. fvw Workshops are a mix of expert conference and event. The destination also benefits from the comprehensive editorial coverage and the marketing activities to recruit participants that take place in fvw, both print and online.

Services provided by FVW Medien
- Workshop organization
- Event program coordination jointly with the destination
- Announcement of the Workshop in fvw
- Selection of participants and recruitment of speakers
- Comprehensive coverage in fvw and on fvw.de
- fvw editor-in-chief exclusively attends and hosts the panel discussions;
- a photographer is assigned to cover the event

The number of fvw Workshops is limited to 3–4 events annually. Timing based on availability. Rates and further details on the included services upon request.

fvw Destination Germany Day
The event for domestic tourism in Germany
The event offers destination managers from the German-speaking markets and decisions makers in German domestic tourism best practices and new important impulses regarding the challenges that come with marketing, digitalization and new mobility concepts.

fvw.de/destinationgermanyday
January 14, 2020/Stuttgart
January 26, 2021/Stuttgart

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- 4-page advertorial in fvw

Please contact us for further information and an individual offer.
fvw Exclusive Surveys – players, trends & facts
fvw’s exclusive surveys are an established publication series delivering a comprehensive view on the tourism industry and select travel trade segments from a customer-oriented travel sales perspective.

fvw Counter Professionals Panel: Exclusive – representative – up-to-date
The fvw Counter Professionals Panel is the only B2B panel in Germany that takes a look at the tourism industry from a travel sales perspective while the FVW Medien media company, as initiator of the panel, ensures credibility, reputation and neutrality.

The panel provides a comprehensive opportunity
- to ask travel professionals individual questions,
- to receive latest information on topics that counter staff are really concerned with,
- to generate sound data regarding advertising impact of marketing campaigns and
- to gather through representative results a thorough impression of the range of opinions in sales, adding to input from your own field staff.

Professional panel management by a renowned market research institute and conceptual project management handled by fvw’s dedicated in-house market research team provide for a high level of quality.

Cost depends on the number of cases, the scope of the topic and the extent of the questionnaire. Call us at ph. +49 40 41448-844 for an offer tailored to your specific needs.

FVW Medien CopyTest: How effective is your ad?
An ad needs to stand out against a lot of other magazine content. Our CopyTest offers the exclusive opportunity to have your ad tested through an actual placement. Our address data grants representative access to your target group. The CopyTest results thus provides you with an unparalleled added value. This way you receive valuable insights and feedback, straight from the industry, to help optimize your messages.

Please feel free to contact us for further details.

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**Technical Requirements**

<table>
<thead>
<tr>
<th>Magazine format</th>
<th>230 mm width x 300 mm height</th>
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<td>Type area</td>
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<td>Naming convention</td>
<td>1. Abbreviated magazine title (fvw) 2. Issue number (NOYY) 3. Advertiser’s name [companyXYZ] e.g. “fvw_0120_advertisersname.pdf”</td>
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<tr>
<td>Artwork production</td>
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<tr>
<td>Production</td>
<td>Ph. +49 40 41448-330 Fax +49 40 41448-689</td>
</tr>
<tr>
<td>Consulting and sales</td>
<td>Ph. +49 40 41448-844 Fax +49 40 41448-899 <a href="mailto:anzeigen@fvw-medien.de">anzeigen@fvw-medien.de</a></td>
</tr>
<tr>
<td>Delivery address for artwork</td>
<td>FVW Medien GmbH, Produktion, P.O. Box 70 06 29, 22006 Hamburg, Germany</td>
</tr>
</tbody>
</table>
Publisher’s Details

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fvw-medien.com

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IBAN DE 21500502010200529803
BIC HELADEF1822

Terms of payment
Net due upon receipt of invoice.
2% discount on prepayment or direct debit provided that no earlier invoices are outstanding.
The publisher reserves the right to demand advance payment from first-time advertisers.

Agency commission
15%

VAT
All rates are quoted net, excluding VAT.

General terms and conditions
The general terms and conditions of FVW Medien GmbH apply.
For details see: fvw-medien.com/gtc

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<table>
<thead>
<tr>
<th>Region</th>
<th>Representative</th>
<th>Phone Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Albania/Bulgaria/Macedonia/</td>
<td>VIA Bulgaria GmbH</td>
<td>+359 888 598660</td>
</tr>
<tr>
<td>Montenegro/Serbia</td>
<td></td>
<td></td>
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<tr>
<td>Argentina/Bolivia/Brazil/</td>
<td>RRWW Communicaciones</td>
<td>+54 911 51090732</td>
</tr>
<tr>
<td>Colombia/Paraguay/Uruguay</td>
<td></td>
<td></td>
</tr>
<tr>
<td>China</td>
<td>New Base China</td>
<td>+86 10 6588 8155</td>
</tr>
<tr>
<td>Cyprus</td>
<td>GEM – Tourism Consulting Ltd.</td>
<td>+357 99 631 950</td>
</tr>
<tr>
<td>Eastern Europe</td>
<td>Miroslav Roncák</td>
<td>+49 151 41342630</td>
</tr>
<tr>
<td>Egypt</td>
<td>Masters Travel Service</td>
<td>+20 65 3553160</td>
</tr>
<tr>
<td>Greece</td>
<td>Publicitas S.A.</td>
<td>+30 211 0129600</td>
</tr>
<tr>
<td>India</td>
<td>Mediascope Representation India LLP</td>
<td>+91 11 61319300</td>
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<tr>
<td>Indonesia</td>
<td>PT Media Mandiri</td>
<td>+62 21 2970 4008</td>
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<tr>
<td>Israel</td>
<td>El-Ron Adv. &amp; Public Relations Co. Ltd.</td>
<td>+972 3 6955367</td>
</tr>
<tr>
<td>Italy</td>
<td>mediart</td>
<td>+39 3472932531</td>
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<tr>
<td>Mexico/Panama/Ecuador/Chile</td>
<td>INTEGRA Tourism For Good, S.L.</td>
<td>+521 9999471194</td>
</tr>
<tr>
<td>Middle East/Asia</td>
<td>Stephen Dioneda</td>
<td>+49 160 933 911 06</td>
</tr>
<tr>
<td>Portugal</td>
<td>Illimitada-Marketing</td>
<td>+351 21 385 3598</td>
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<tr>
<td>Scandinavia</td>
<td>Best of Scandinavia Incoming AS</td>
<td>+47 6135 2207</td>
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<tr>
<td>South Africa</td>
<td>Tourism Tattler (Pty) Ltd.</td>
<td>+27 32 8150414</td>
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<tr>
<td>Spain</td>
<td>COMIMAG S.L.</td>
<td>+34 93 237 47 82</td>
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<tr>
<td>Thailand</td>
<td>Sphere One Thailand</td>
<td>+66 2 235 8341</td>
</tr>
<tr>
<td>UK/Ireland/Iceland</td>
<td>Mercury Publicity</td>
<td>+44 20 7611 1900</td>
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