Evaluation FVW Daily

How ...?
I like that

... current/up-to-the-minute
would you rate the articles 86%

... do you assess the journalistic quality 83%

... do you assess the content o/f the newspaper 79%

Source: FVW Daily survey 2016 insight view

Trade visitors by line of business

Tour operator 27%
Travel agency 16%
Hotel industry 9%
Tourism organization 8%
PR/consulting/law agency 8%
Published/media 8%
Travel technology 6%
Transportation 5%
DMC/meeting 5%
Tourism association 5%
Research/education 4%
Business travel 3%

Source: Exhibitors’ and trade visitors’ survey ITB 2019

Participants 2019

at the world’s largest tourism fair in Berlin:

160,000 visitors total, including 133,500 trade visitors
85,000 exhibitions from 181 countries
89% of the trade visitors stated that they held direct authority for all purchasing decisions
82% of exhibitions rate the quality of trade visitors as (very) positive

Source: Exhibitors’ and travel visitors’ survey ITB 2019

FVW Medien – your access to the German market

For further information please call us or refer to www.fvw-medien.com or call your nearest representative.
We will be happy to provide you with extensive market research.

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www.fvw-medien.com

Media solutions for ITB 2020
fw’s special ITB issue

Publication date: Feb. 28th, 2020, order deadline: Feb. 17th, 2020

fw reaches out to the German decision makers of the travel industry. They plan early ITB strategies and schedules. Especially buyers want to learn about new products – they rely on fw’s extensive market overview prior to ITB. Promotion in fw is a must for all those targeting the German market.

TravelTalk’s special ITB issue

Publication date: Feb. 28th, 2020, order deadline: Feb. 14th, 2020

About 16% of ITB’s trade visitors are travel agents. TravelTalk, the trade magazine for the German travel sales forces provides up-to-date sales information and practical advice. The magazine is considered as the sales guide for travel agents in street travel agencies as well as for online travel agents and call centers.

Formats Rates fw € Rates TravelTalk €

1/1 page 10,500.– 8,400.–
2/3 page 8,500.– 7,100.–
1/2 page 7,450.– 6,150.–
1/3 page 5,700.– 4,350.–
1/4 page 4,300.– 3,500.–
1/6 page 2,450.– 1,950.–

Powerful communication packages

Forms of advertising print

Rates per Daily €

1/1 page 7,250.–
1/2 page 5,750.–
1/3 page 4,650.–
1/4 page 3,400.–

Forms of advertising digital

fw again opens its ITB channel from January 27th, 2020:

fw.de
fw.com
fw Am Morgen Newsletter
fw Am Nachmittag Newsletter

fwv Dailies

As media partner of ITB Berlin fw publishes for 19 years one of the official trade show papers at the leading international fair for travel and tourism. fw Dailies provide useful facts and information for decision-makers, businesses, sales and tourism experts. fw Dailies are the only official publications on ITB, which are:

- written in German to target the important group of German buyers
- in English (in German and English) to serve all visitors
- catering to all target groups: buyers and sellers
- written live at the show with top notch information
- produced by a team of more than 25 national and international specialist editors and producers

fwv Daily 1–3
B2B on trade days,
Target group: 113,500 trade visitors
(53% national, 47% international)
Publication date: March 04–06, 2020
Ad close: February 17th, 2020
Source: Exhibitors’ and trade visitors’ survey ITB 2019

Your benefits

- Circulation: 15,000 copies per publication-day
- Distribution:
  - handed out by hostesses at all relevant entrances
  - Media Center
  - Media partner of all 50 top partners (exhibitors such as destinations)
  - Distributed to our 50 top partners (exhibitors such as destinations)
  - Available at Berlin’s 100 top business hotels
  - Download as e-mag on fw.de/fw.com
- Format: 260 mm width x 365 mm height
- All rates are excl. VAT and 15% agency commission. The general terms and conditions of FVW Medien GmbH apply. For details visit: www.fw-medien.com/gtc
fvw’s special ITB issue

- Publication date: Feb. 28th, 2020, order deadline: Feb. 17th, 2020
- tvw reaches out to the German decision makers of the travel industry.
- They plan early ITB strategies and schedules.
- Especially buyers want to learn about new products – they rely on fvw’s extensive market overview prior to ITB.
- Promotion in fvw is a must for all those targeting the German market.

About 16% of ITB’s trade visitors are travel agents. TravelTalk, the trade magazine for the German travel sales forces provides up-to-date sales information and practical advice. The magazine is considered as the sales guide for travel agents in street travel agencies as well as for online travel agents and call centers.

Powerful communication packages

Forms of advertising print
- U1 page
  - Rates per Daily €: 7,250.–
- 2/3 page
  - Rates per Daily €: 5,750.–
- U2 page
  - Rates per Daily €: 4,650.–
- U4 page
  - Rates per Daily €: 3,450.–

Forms of advertising digital
- fvw opens its ITB channel from January 27th, 2020:
  - Fvw.de
    - Fvw.de Newsletter
  - Fvw Am Morgen Newsletter

fvw Dailies

As media partner of ITB Berlin five publishers for 19 years one of the official trade show papers at the leading international fair for travel and tourism. fvw Dailies provide useful facts and information for decision-makers, businesses, sales and tourism experts.

- Written in German to target the important group of German buyers
- In bilingual (in German and English) to serve all visitors
- Catering to all target groups: buyers and sellers
- Written live at the show with top-notch information
- Produced by a team of more than 25 national and international specialist editors and producers

Advertising formats fvw & TravelTalk

<table>
<thead>
<tr>
<th>Formats</th>
<th>Rates per €</th>
<th>Rates TravelTalk €</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 page</td>
<td>10,500.–</td>
<td>8,400.–</td>
</tr>
<tr>
<td>2/3 page</td>
<td>8,500.–</td>
<td>7,500.–</td>
</tr>
<tr>
<td>1/2 page</td>
<td>7,450.–</td>
<td>6,100.–</td>
</tr>
<tr>
<td>1/3 page</td>
<td>5,700.–</td>
<td>4,350.–</td>
</tr>
<tr>
<td>1/4 page</td>
<td>4,300.–</td>
<td>3,500.–</td>
</tr>
<tr>
<td>1/6 page</td>
<td>2,450.–</td>
<td>1,950.–</td>
</tr>
</tbody>
</table>

Advertising rates

Package rate (print and digital):
- 25% discount

fvw Daily 1–3

B2B on trade days.
- Target group: 155,500 trade visitors (35% national, 65% international)
- Publication date: March 04–06, 2020
- Ad close: February 17th, 2020

Your benefits

- Circulation: 15,000 copies per publication day
- Distribution:
  - Handed out by hostesses at all relevant entrances
  - Booth International Press
  - Media Center
  - Delivered to our 50 top partners (exhibitors such as destinations)
  - Available at Berlin’s 100 top business hotels
  - Download as e-mag on fvw.de/fvw.com
- Format: 260 mm width x 365 mm height

All rates are excl. VAT and 15% agency commission. The general terms and conditions of FVW Medien GmbH apply. For details visit: www.fvw-medien.com/gtc
fvw’s special ITB issue

- Publication date: Feb. 28th, 2020, order deadline: Feb. 17th, 2020
- fvw reaches out to the German decision makers of the travel industry.
- They plan early ITB strategies and schedules. Especially buyers want to learn about new products – they rely on fvw’s extensive market overview prior to ITB.
- Promotion in fvw is a must for all those targeting the German market.

TravelTalk’s special ITB issue

- Publication date: Feb. 28th, 2020, order deadline: Feb. 14th, 2020
- About 16% of ITB’s trade visitors are travel agents. TravelTalk, the trade magazine for the German travel sales forces provides up-to-date information and practical advice. The magazine is considered as the sales guide for travel agents in street travel agencies as well as for online travel agents and call centers.

Forms of advertising

- **print**
  - **1/1 page**: 10,500.–
  - **2/3 page**: 8,500.–
  - **1/2 page**: 7,450.–
  - **1/3 page**: 5,700.–
  - **1/4 page**: 4,300.–
  - **1/6 page**: 2,450.–

- **digital**
  - **1/1 page**: 7,250.–
  - **2/3 page**: 5,750.–
  - **1/2 page**: 4,650.–
  - **1/3 page**: 4,000.–
  - **1/4 page**: 3,400.–

Powerful communication packages

- **fvw Daily**
  - As media partner of ITB Berlin, fvw publishes for 19 years one of the official trade show papers at the leading international fair for travel and tourism.
  - fvw Dailies are the only official publications on ITB, which are:
    - written in German to target the important group of German buyers
    - bi-lingual (in German and English) to serve all visitors
    - catering to all target groups: buyers and sellers
    - written live at the show with top notch information
    - produced by a team of more than 25 national and international specialist editors and producers

- **package rate**
  - 25% discount

- **fvw Daily trade package (3 issues)**
  - 20% discount

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Source: Exhibitors’ and trade visitors’ survey ITB 2019
Perception fwv Daily during ITB

<table>
<thead>
<tr>
<th>Perception</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Decision maker</td>
<td>76%</td>
</tr>
<tr>
<td>Project management</td>
<td>88%</td>
</tr>
<tr>
<td>Other</td>
<td>82%</td>
</tr>
<tr>
<td>Country of origin Germany</td>
<td>81%</td>
</tr>
<tr>
<td>Country of origin other</td>
<td>80%</td>
</tr>
</tbody>
</table>

Evaluation fwv Daily

<table>
<thead>
<tr>
<th>Evaluation</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>How ...?</td>
<td>Like that</td>
</tr>
<tr>
<td>... current/up-to-the-minute</td>
<td>86%</td>
</tr>
<tr>
<td>... you assess the journalistic quality</td>
<td>83%</td>
</tr>
<tr>
<td>... you assess the content of the newspaper</td>
<td>74%</td>
</tr>
</tbody>
</table>

Trade visitors by line of business

<table>
<thead>
<tr>
<th>Business Line</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tour operator</td>
<td>27%</td>
</tr>
<tr>
<td>Travel agency</td>
<td>16%</td>
</tr>
<tr>
<td>Hotel industry</td>
<td>9%</td>
</tr>
<tr>
<td>Tourism organization</td>
<td>8%</td>
</tr>
<tr>
<td>PR/consulting/law agency</td>
<td>8%</td>
</tr>
<tr>
<td>Published media</td>
<td>8%</td>
</tr>
<tr>
<td>Travel technology</td>
<td>6%</td>
</tr>
<tr>
<td>Transportation</td>
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<tr>
<td>DMC/Incoming</td>
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<tr>
<td>Tourism association</td>
<td>5%</td>
</tr>
<tr>
<td>Research/education</td>
<td>4%</td>
</tr>
<tr>
<td>Business travel</td>
<td>3%</td>
</tr>
</tbody>
</table>

Exhibitor by country of origin

- 20% other countries
- 80% same countries

Participants 2019

- 160,000 visitors total, including 135,500 trade visitors
- 16,000 exhibitors from 181 countries
- 85% of the trade visitors stated that they held direct authority for all purchasing decisions
- 82% of the visitors rated the quality of the trade visitors as (very) positive

Source: Exhibitors’ and trade visitors’ survey ITB 2019

FVW Medien GmbH
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Media solutions for ITB 2020
Perception fvw Daily during ITB

<table>
<thead>
<tr>
<th>Category</th>
<th>Total</th>
<th>Decision maker</th>
<th>Project management</th>
<th>Other</th>
<th>Country of origin Germany</th>
<th>Country of origin other</th>
</tr>
</thead>
<tbody>
<tr>
<td>Percentage</td>
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How ... I like that

... current/up-to-the-minute articles you rate the articles 86%
... do you assess the journalistic quality 83%
... do you assess the content of the newspaper 79%

Country of origin

- Germany 81%
- other 80%

Tour operator 27%
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Evaluation fvw Daily

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<td>Event: ITB 2019 survey</td>
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