Media Profile and Target Groups


FVW Medien’s digital information network includes the fvw, TravelTalk and BizTravel websites and newsletters, fvw Akademie plus various e-learning platforms. Advertisers benefit both from the instant access to their respective target groups and from the power of digital media. Through its digital portfolio FVW Medien reaches more than 213,612 unique users per month.

fvw.de/fvw International

fvw.de and fvw International are the leading news portals in tourism designed to keep users informed on the day’s latest key news from the industry. Target group: Decision makers, business owners/directors and sales managers.

fvw-akademie.de

fvw Akademie is the independent one-stop source for education and further training in tourism and corporate travel. The online portal offers a unique mix of e-learnings, destination and product trainings and much more. Target group: Sales staff, young professionals.

TravelTalk.de

TravelTalk.de is the community for travel sales agents and thus the perfect platform for interactive communication with the travel sales community. Target group: Sales staff.

biztravel.de

biztravel.de is the service and advice portal for corporate travel and MICE. The website focuses on offering practical support for day-to-day business. Target group: Decision makers in corporate travel/events, travel managers, purchasing staff, event managers.

Channel Overview

Choice of channels

<table>
<thead>
<tr>
<th>Channel</th>
<th>Tourism Decision Makers</th>
<th>Travel Sales</th>
<th>Corporate Travel</th>
<th>MICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>fvw.de</td>
<td>X</td>
<td>X</td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>fvw International</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>biztravel.de</td>
<td></td>
<td></td>
<td></td>
<td>X</td>
</tr>
</tbody>
</table>

Sections included

- Home
- Gallery & Videos
- Search
- Jobs
- Travel Sales
- Tour Operator
- Rezability
- Destination

Average page impressions per month

- 190,000
- 11,000
- 120,000
- 115,000
- 16,000
- 105,000
- 120,000
- 110,000

Source: Webtrekk ø PIs p.m. 8/2018–7/2019

For further details, performance and rates please see the following pages. Subject to change.

Like a quality media we have our coverage figures measured by IVW. IVW is a non-profit, neutral and independent auditing organization for German advertising media. This provides you, the advertiser, with transparency and the ability to compare different advertising media.
Portfolio fvw.de

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 waste.

The only IVW-audited digital travel trade media portal

810,000 contacts
Positive image transfer for your advertising message
60% of users refer to the fvw portal on a daily basis
230,000 unique users per month
Ø 1 million page impressions per month

Mobile reach
Ø 108,000 page impressions per month
83% of users confirm a high topicality

High newsletter open rate of over 40%

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 waste.

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

Newsletter overview

fvw Am Morgen
The start into the working day with all important news and appointments.
Frequency: Mon–Fri, 08:00 a.m.
Ø 20,000 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.
Ø 18,000 recipients

fvw Extra
Inform currently about important news from the travel industry.
Frequency: Mon–Fri, 08:00 a.m.
Ø 17,000 recipients

fvw E-paper
Be informed one day before the magazine appears.
Frequency: Thu before print issue appears, 06:00 p.m.
Ø 12,000 recipients

Sources: AGOF July 2019, IAB/AXS July 2019.
Source: fvw Reader Structure Analysis 2016 insight view.

Sources: AGOF July 2019, IAB/AXS July 2019.
Sources: IAB/AXS July 2019, fvw Reader Structure Analysis 2016 insight view.
Decision-making power:
- 68% are personally or jointly with others responsible for purchase decisions
- 66% are personally or jointly with others responsible for budget decisions
- 58% are personally or jointly with others responsible for investment decisions

User Profile fvw.de

**Decision makers read fvw!**

Job position:

- **Decision maker**: 68%
- **Employee**: 25%
- **Travel agent**: 6%
- **Trainee, student, intern**: 2%

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

**Department/division:**

- **Sales**: 29%
- **Marketing**: 26%
- **Product management**: 20%
- **Corporate management/president**: 18%
- **Travel management**: 10%
- **Purchase**: 8%
- **Finance/controlling**: 7%
- **Human resources**: 3%
- **Other**: 26%

**fvw is read throughout the travel industry!**

Readers by industry segment:

<table>
<thead>
<tr>
<th>Industry Segment</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Travel sales</td>
<td>35%</td>
</tr>
<tr>
<td>Tour operator</td>
<td>17%</td>
</tr>
<tr>
<td>Corporate travel</td>
<td>7%</td>
</tr>
<tr>
<td>Airport/airline</td>
<td>5%</td>
</tr>
<tr>
<td>Travel technology</td>
<td>5%</td>
</tr>
<tr>
<td>Tourist office</td>
<td>4%</td>
</tr>
<tr>
<td>Hotel industry</td>
<td>3%</td>
</tr>
<tr>
<td>Incoming agency</td>
<td>2%</td>
</tr>
<tr>
<td>PR agency</td>
<td>2%</td>
</tr>
<tr>
<td>Insurance</td>
<td>2%</td>
</tr>
<tr>
<td>Cruise travel/cruise ship company</td>
<td>2%</td>
</tr>
<tr>
<td>Other</td>
<td>16%</td>
</tr>
</tbody>
</table>

Source: User Analysis FVW Medien 2016 insight view

**Formats and Rates – fvw.de**

**Fvw Website**

- **Billboard ad**
  - 940 x 250 px
  - 940 x 250 px scalable
  - Promotion teaser
  - Rate €
    - 3,400.– (Channel)
    - 3,400.– (Decision Maker Channel)
    - 3,400.– (Am Morgen)
    - 3,400.– (Am Nachmittag)
    - 2,600.–
    - 2,600.–
    - 1,300.–
    - 1,300.–

**Fvw Newsletter**

- **Leaderboard**
  - 697 x 200 px
  - 520 x 250 px
  - Text ad with image
  - Text-only ad
  - Rate € per calendar week
    - 2,500.–
    - 2,400.–
    - 2,250.–
    - 1,950.–
    - 1,750.–

**Billboard ad**

- Hero Content ad
- Large Image ad
- Content ad
- Sponsored content
- Billboard ad
- Content ad

**Billboard ad**

- 940 x 250 px
- 940 x 250 px scalable
- Promotion teaser
- Rate €
  - 3,400.–
  - 3,400.–
  - 3,400.–
  - 3,400.–
  - 2,600.–
  - 2,600.–
  - 1,300.–
  - 1,300.–

**Content ad**

- Billboard ad
- Large content ad
- Content ad
- Text ad with image
- Text-only ad

**Forms of Advertising**

- Rate € per calendar week
  - 2,500.–
  - 2,400.–
  - 2,250.–
  - 1,950.–
  - 1,750.–

**Promotion teaser**

- 940 x 250 px scalable
- Rate €
  - 3,400.–
  - 2,600.–
  - 1,300.–
Portfolio fvw International

fvw International – the news portal for the international business partner

The FVW Medien news portal fvw International was specifically created for international tourism professionals and decision makers. International users keep informed through the weekly updated news presented on fvw International. The portal features comprehensive articles and news about the German and the European travel and tourism markets.

In addition international tourism professionals can subscribe to an English-language newsletter that supplies all key news from the German and European travel and mobility industry.

Newsletter fvw International

Frequency: Thu, 12:00 noon, ø 5,500 recipients

Source: Newsletter recipients based on in-house statistics (status: August 2019)

Formats and Rates – fvw International

1 booking – 3 channels:
You book an ad, we place it on the fvw International website, in the fvw International newsletter and on mobile.

<table>
<thead>
<tr>
<th>Forms of Advertising</th>
<th>Format</th>
<th>Rate € per calendar week</th>
</tr>
</thead>
<tbody>
<tr>
<td>fvw International Website/Mobile/Newsletter</td>
<td>Billboard ad</td>
<td>940 x 250 px</td>
</tr>
<tr>
<td>Content ad</td>
<td>940 x 250 px scalable on request</td>
<td>480.–</td>
</tr>
<tr>
<td>Promotion teaser</td>
<td></td>
<td>240.–</td>
</tr>
</tbody>
</table>
Portfolio TravelTalk.de

TravelTalk Online – the platform for the counter
Be it website or newsletter: TravelTalk serves all channels providing matching environments for your marketing campaign.

68% of users are in travel sales

Intensive use: 9.5 minutes – avg. time logged in

Online presence rated “good”

Frequent parallel use of print and online

68%
of users are in travel sales

240,000 contacts

Intensive use: 9.5 minutes – avg. time logged in

Online presence rated “good”

Frequent parallel use of print and online

TravelTalk – the community for travel professionals
Featuring news, destinations, industry events, image galleries and travel agent discount offers makes the website the knowledge basis for travel agents. This is where they communicate directly and exchange know-how amongst each other. Combined with the print magazine TravelTalk.de is the perfect blend to effectively reach travel sales staff.

240,000 contacts

Intensive use: 9.5 minutes – avg. time logged in

Online presence rated “good”

Frequent parallel use of print and online

TravelTalk Newsletter – relevant news and backgrounds
Daily news from the market that is important for the travel agents’ daily work.

TravelTalk Extra
Top news from the tourism industry with exclusive backgrounds.

Ø 105,000 page impressions per month

30,000 unique users per month

Formats and Rates – TravelTalk.de

Forms of Advertising | Format | Rate € per calendar week
--- | --- | ---
TravelTalk Website | Billboard ad | 2,800.–
Content ad | 2,200.–
Promotion teaser | 990.–

Forms of Advertising | Format | Rate € per calendar week
--- | --- | ---
TravelTalk Newsletter | Leaderboard | 1,950.–
Large content ad | 1,850.–
Content ad | 1,750.–
Text ad with image | 1,400.–
Text-only ad | 1,200.–

Newsletter recipients based on in-house statistics (status: August 2019)
User Profile TravelTalk.de

TravelTalk reaches travel agents and travel managers!

- Job position:
  - Manager*: 42%
  - Travel agent: 33%
  - Employee: 19%
  - Trainee, student, intern: 4%
  - Other: 1%

- Readers by industry segment:
  - Travel sales: 68%
  - Tour operator: 14%
  - Corporate travel: 6%
  - Airline/airport: 3%
  - Tourist office: 1%
  - PR agency: 1%
  - Insurance: 1%
  - Other: 6%

- Department/division:
  - Sales: 26%
  - Product management: 18%
  - Corporate management/president: 16%
  - Marketing: 15%
  - Purchase: 13%
  - Travel management: 13%
  - Human resources: 6%
  - Finance/controlling: 5%
  - Other: 27%

Source: User Analysis FVW Medien 2016 insight view

Portfolio biztravel.de

BizTravel Online – the platform for corporate travel and MICE

1 booking – 3 channels: You book an ad, we place it on the BizTravel website, in the BizTravel newsletter and on mobil.biztravel.de. We help you reach business travel professionals and present yourself to your target group, directly and to the point.

BizTravel News and BizTravel Extra
Backgrounds and facts from the corporate travel industry.
Frequency: Mo/Wed/Fr, 09:30 a.m.
Ø 7,300 recipients

BizTravel Mobile – the perfect travel companion
For those who want to stay informed while travelling from A to B. Put your advertising in the spotlight. We take care of the right placement: Your ads are visible on all smartphones.

mobil.biztravel.de
Ø 50,000 page impressions per month

biztravel.de – tips and tricks at a single click
The website is designed as service and advice portal for business travel and MICE. Key industry news and valuable information with particular emphasis on practicability make biztravel.de an ideal extension to the magazine’s printed edition while offering a perfect environment for your communication.

Ø 140,000 page impressions per month
60,000 unique users per month

Increased reach through web and mobile

Modern, dynamic environment

Increased present at all times thanks to different contexts of use
Formats and Rates – biztravel.de

<table>
<thead>
<tr>
<th>Forms of Advertising</th>
<th>Format</th>
<th>Rate € per calendar week</th>
</tr>
</thead>
<tbody>
<tr>
<td>Billboard ad</td>
<td>940 x 250 px</td>
<td>2,200–</td>
</tr>
<tr>
<td>Content ad 1</td>
<td>940 x 250 px scalable</td>
<td>1,900–</td>
</tr>
<tr>
<td>Promotion teaser</td>
<td>940 x 250 px scalable</td>
<td>1,700–</td>
</tr>
<tr>
<td></td>
<td>on request</td>
<td>1,100–</td>
</tr>
<tr>
<td>Leaderboard (only newsletter)</td>
<td>697 x 200 px</td>
<td>1,600–</td>
</tr>
</tbody>
</table>

User Profile biztravel.de

biztravel.de reaches the corporate travel management and frequent business travelers!

Job position:

- Manager*: 66%
- Employee: 32%
- Travel agent: 2%
- Trainee, student, intern: 2%
- Other: 4%

*Manager: Office manager, executive employees, division manager, head of department, independent business owner, corporate management/president

Department/division:

- Travel management: 35%
- Corporate management/president: 27%
- Sales: 27%
- Marketing: 11%
- Purchase: 9%
- Finance/controlling: 9%
- Product management: 8%
- Human resources: 5%
- Other: 15%

Readers by industry segment:

- Corporate travel: 28%
- Travel sales: 15%
- Hotel industry: 6%
- Airport/airline: 5%
- Tour operator: 4%
- Travel technology: 4%
- PR agency: 2%
- Car rental: 1%
- Insurance: 1%
- Other: 34%

Source: User Analysis FVW Medien 2016 insight view
Forms of Advertising Ad Specials & Rates

<table>
<thead>
<tr>
<th>Forms of Advertising</th>
<th>Format</th>
<th>fvw.de</th>
<th>TravelTalk.de</th>
<th>biztravel.de</th>
</tr>
</thead>
<tbody>
<tr>
<td>Layer ad</td>
<td>[placement at the center of the browser window]</td>
<td>550 x 550 px</td>
<td>2,900.–</td>
<td>2,350.–</td>
</tr>
<tr>
<td>Banderole ad</td>
<td>50 x 250 px</td>
<td>3,200.–</td>
<td>2,600.–</td>
<td>1,850.–</td>
</tr>
<tr>
<td>Banderole ad full size</td>
<td>770 x 250 px</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Floor ad background</td>
<td>926 x 60 px</td>
<td>2,900.–</td>
<td>2,350.–</td>
<td>1,850.–</td>
</tr>
<tr>
<td>Floor ad product image</td>
<td>100 x 200 px</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pushdown ad</td>
<td>900 x 90 px</td>
<td>3,200.–</td>
<td>2,600.–</td>
<td>1,900.–</td>
</tr>
<tr>
<td>Pushdown ad full size</td>
<td>900 x 300 px</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Paralax</td>
<td>on request</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

All rates per calendar week and in Euro.

Further Digital Options

Digital advertising special – ITB 2020
On the occasion of the International Tourism Exchange (ITB) Berlin fvw.de specially opens up the ITB Channel to its advertising clients, providing them with a unique opportunity to promote their latest products, product launches, trade show specials and invitations to their booth at ITB.

ITB campaign package
Format: Text ad
Media: fvw.de and the fvw Am Morgen Newsletter or fvw Am Nachmittag Newsletter Channel: ITB
- One-time ad: € 330.–

Whitpaper – the ad special to generate qualified leads
A whitpaper presents key facts and details about a product, a process, a survey, or a development. It comes as professionally edited, compact summary providing the reader with a quick and concise overview of a specific topic. Professional expertise is required. The paper is available as free download upon completion of a brief registration form.

Features included:
- Teaser depending on availability on the websites fvw.de, TravelTalk.de and/or biztravel.de, time online: 4 weeks
- Teaser depending on availability in the newsletters of fvw.de, TravelTalk.de and/or biztravel.de, time online: 2 weeks
- Supply of the generated qualification data
- Guaranteed leads: 100
  (the campaign is renewed automatically until 100 leads have been generated)
Rates: € 3,500.–

Sponsored Posts – advertising in a relevant editorial environment
The FVW Medien editorial team edits the content provided by the client. On the day of publica-
tion the post appears in fvw Am Nachmittag or in the TravelTalk Newsletter, including the corresponding mobile versions. Via the online archive each post remains accessible for an unlimited period of time. Sponsored Posts are marked as such.

Additional traffic marketing on the FVW Medien digital advertising channels (including social media) upon request.

Rates:
- fvw.de: € 3,800.–
- TravelTalk.de: € 3,200.–
- biztravel.de: € 2,000.–

No further discounts available.
Online Advertorials

Target group-specific advertorials in an editorial environment

Advertorials provide a perfect form of advertising to complement standard B2B methods. They even allow for comprehensive content to be conveyed in a visually appealing way. FVW Medien assumes, in close coordination with the client, conceptual design, layout and production of the advertorial. Also included are a promotion teaser and a standard banner ad. All the client needs to supply are images and copy. Placement and promotion on a website of choice, in accordance with the target group, are part of the advertorial package as well.

Advertorial* fvw Package (ROS) Rate €**
- Online advertorial including 5 HTML pages
- Text teaser in the fvw Am Morgen Newsletter or in the fvw Am Nachmittag Newsletter
- 4-week Content ad 9,900.–

Advertorial* TravelTalk Package (ROS)
- Online advertorial including 5 HTML pages
- Text teaser in the TravelTalk Newsletter
- 4-week Content ad 8,800.–

Advertorial* BizTravel Package (ROS)
- Online advertorial including 5 HTML pages
- Text teaser in the BizTravel Newsletter
- 4-week Content ad 7,200.–

*According to § 3.5 UWG, online advertorials must be clearly marked with the term “advertisement”.
**Client to provide all images and copy. Rates are not eligible for discounts/time online: 4 weeks.

Blogger reports

The blogger reports are the perfect marketing tool to specifically provide the travel sales community with authentic information about destinations or hotels and to showcase products with genuine credibility.

It is exactly this targeted type of presentation method the platform on fvw.de or TravelTalk.de offers, reaching multipliers who have substantial impact on travel decisions. They make a great add-on to mega fam trips or also to individual trips. During their visit, three testers are confronted with the product in order that they later share their experience on the platform. This way, different hotels, different regions within a destination or select aspects of a destination can be tried firsthand and authentic accounts of the experience are passed on to the travel industry.

Facts & figures:
- 6-page online advertorial (2 pages per testing person) incl. images and videos
- 3 raffles [call to action]
- 9-week content ad on fvw.de or TravelTalk.de
- Communication and invitation of winners in coordination with the client

Time online: 3 months

To be provided by the client:
- 3 flights
- Accommodation and meals for 3 testers
- Program itinerary for 3 testers

Rate: € 17,500.–

*Online Advertorials

Blogger reports

Facts & figures:

To be provided by the client:

Rate: € 17,500.–
## Raffles

Generating leads through raffles

While online raffles are ideally suited for generating valuable, high-quality address leads, they also provide a great platform to promote new product offerings.

<table>
<thead>
<tr>
<th>Standard raffle  (also bookable as quiz module)</th>
<th>Premium raffle</th>
<th>Interactive raffle</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inclusion of client logo</td>
<td>Branded background as specified by the client, including client logo</td>
<td>Design according to client’s specifications (key visual, background, layout)</td>
</tr>
<tr>
<td>Copy of raffle written by editorial service team</td>
<td>Copy of raffle written by editorial service team</td>
<td>Copy of raffle written by editorial service team</td>
</tr>
<tr>
<td>3 images and 3 questions maximum, choice of different question types</td>
<td>10 images and 10 questions maximum, inclusion of video possible</td>
<td>Hidden object game featuring one question per day and daily changing images (one image per question)</td>
</tr>
<tr>
<td>1 incentive prize draw, prize to be provided by the client</td>
<td>1 incentive prize draw, prize to be provided by the client</td>
<td>Daily prize draw, prizes to be provided by the client</td>
</tr>
<tr>
<td>Promotion: The raffle is advertised through a promotion teaser on the websites of fvw.de, TravelTalk.de or biztravel.de</td>
<td>Promotion: The raffle is advertised through a promotion teaser on the websites and the newsletters of fvw.de, TravelTalk.de or biztravel.de</td>
<td>Promotion: The raffle is advertised through a promotion teaser on the websites and the newsletters of fvw.de, TravelTalk.de or biztravel.de</td>
</tr>
<tr>
<td>Reporting: Report including total number and a list of participants, opt-in upon request for further use of participants’ information</td>
<td>Reporting: Report including total number and a list of participants, opt-in upon request for further use of participants’ information</td>
<td>Reporting: Report including the number and a list of participants, page impressions, visits, visitors (weekly plus final cumulative report as soon as the raffle has been closed), opt-in upon request for further use of participants’ information</td>
</tr>
<tr>
<td>Time online: 2 weeks</td>
<td>Time online: 3 weeks</td>
<td>Time online: 4 weeks</td>
</tr>
<tr>
<td>Rate: € 4,200.–</td>
<td>Rate: € 7,300.–</td>
<td>Rate: € 10,500.–</td>
</tr>
</tbody>
</table>

No further discounts available.

## Portfolio fvw-akademie.de

The platform for education and further training

Through targeted promotion in the fvw Akademie we make your program a success.

### Training in travel & tourism at a single click

fvw Akademie is the central and independent platform for education and further training in tourism and corporate travel. The portal presents a unique mix of opportunities to specialize on a specific topic and expand one’s knowledge in a series of sales-relevant areas such as cruise travel or destinations.

### fvw Akademie Newsletter

Introduction of new e-learnings and training offers featured on the fvw Akademie platform, presentation of selected seminars and workshops, current news on education and training.

Frequency: Weekly, Wed at 5,000 recipients.

---

No. 8 effective Jan. 1, 2020
User Profile fvw-akademie.de

What users say about fvw Akademie
With a campaign on the fvw Akademie website advertisers reach the highly motivated and committed travel sales agent. For this very select niche group in sales the proactive expansion of their counter selling skills is specifically important.

- 90% rate the platform’s content “very helpful” in their daily work.
- 30% report increased travel sales after participating in fvw Akademie online programs.
- 90% are self-motivated when it comes to educational and training programs.
- Users take the training both at the workplace and during their free time.

Main target group are experienced female travel agents

<table>
<thead>
<tr>
<th>Gender</th>
<th>Percentage</th>
<th>Usage Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>80%</td>
<td>51%</td>
</tr>
<tr>
<td>Male</td>
<td>20%</td>
<td>5%</td>
</tr>
<tr>
<td>Travel agents</td>
<td>51%</td>
<td></td>
</tr>
<tr>
<td>Office owners/ agency owners</td>
<td>32%</td>
<td></td>
</tr>
</tbody>
</table>

Source: In-house statistics

Promotion on fvw-akademie.de

Maximum target group affinity for e-learning products
fvw Akademie is the perfect platform to promote third-party e-learning programs or training offerings. Synergy effects and the expansive reach are used to increase awareness of these third-party products.

“E-Learning in the Market”

<table>
<thead>
<tr>
<th>Service Description</th>
<th>Rate €</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 image/text teaser in the fvw Akademie</td>
<td>2,900.–</td>
</tr>
<tr>
<td>1 news mention in the fvw Akademie Newsletter</td>
<td>2,900.–</td>
</tr>
</tbody>
</table>

Additional option*

| Online advertorial (1 HTML-page) | 1,500.– |

*The online advertorial is exclusively available with the “E-learning in the market” option. Content and copy are supplied by the client. No further discounts available.

Premium Package on fvw-akademie.de

<table>
<thead>
<tr>
<th>Service Description</th>
<th>Premium Package</th>
<th>Premium Package Light</th>
</tr>
</thead>
<tbody>
<tr>
<td>4 course units (5 pages each)*</td>
<td>2 course units (5 pages each)*</td>
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<tr>
<td>4 knowledge tests (10 questions each)</td>
<td>2 knowledge tests (10 questions each)</td>
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<td>1 short partner’s profile</td>
<td>1 short partner’s profile</td>
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<tr>
<td>4 incentive draws [incentives provided by the client]</td>
<td>3 incentive draws [incentives provided by the client]</td>
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<td>5 news in the fvw Akademie Newsletter</td>
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<tr>
<td>2 short editorial coverages in the magazine TravelTalk</td>
<td>1 short editorial coverage in the magazine TravelTalk</td>
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</tr>
<tr>
<td>2 Instagram posts in the fvwinside account</td>
<td>1 Instagram post in the fvwinside account</td>
<td></td>
</tr>
<tr>
<td>2 x 1 week presence at the fvw Akademie centerstage</td>
<td>1 x 1 week presence at the fvw Akademie centerstage</td>
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<tr>
<td>Quarterly report with analysis of the course programme</td>
<td>Quarterly report with analysis of the course programme</td>
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</tr>
<tr>
<td>Participant statistics on request</td>
<td>Participant statistics on request</td>
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</tbody>
</table>

Time online: 12 months
Rate: € 28,900.–

Time online: 12 months
Rate: € 16,500.–

No further discounts available.

Special Features

- Course units, knowledge tests and partner’s profile reflecting client’s corporate design
- Standard course certificate including client’s logo
- Premium package only: On request individual URL for a targeted increase in reach and incorporation into client’s marketing communication

*Start of courses successively within 2 months.

Course Packages on fvw-akademie.de

<table>
<thead>
<tr>
<th>Service Description</th>
<th>Compact Course Unit</th>
<th>Quick Check</th>
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<tbody>
<tr>
<td>1 course unit (5 pages)</td>
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<tr>
<td>1 knowledge test (10 questions)</td>
<td>1 knowledge test (5 questions)</td>
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<td>1 short partner’s profile</td>
<td>1 short partner’s profile</td>
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<tr>
<td>1 Instagram post in the fvwinside account</td>
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<tr>
<td>Quarterly report</td>
<td>Rate: € 6,200.–</td>
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</table>

Time online: 12 months
Rate: € 8,900.–

No further discounts available.

Please contact us for an attractive extension option and for additional features.
Individual E-learning Solutions

FVW Medien is the competent e-learning partner for successful sales trainings. For more than ten years it has produced, developed and conducted strong e-learnings on behalf of clients, tailored to their individual needs. The service includes full conceptual design, copy-writing, technical set-up and operation of the client’s e-learning platform.

Services provided by FVW Medien
- Conceptual design and advice
- Project management and implementation
- Provision of e-learning platform and technology
- Copy-writing (course units) based on content provided by the client
- Operation of the e-learning platform
- Hosting while the e-learning is online

FVW Medien’s strengths = benefits for the client
- Product and destination trainings for increased expertise at the counter
- Large number of participants due to comprehensive access to travel sales
- High editorial and educational competence
- Established and popular e-learning standards as guarantee for successful trainings

Discounts

<table>
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<th>Volume discount for display banner</th>
<th>Percent</th>
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<tr>
<td>Volume of € 5,000.– +</td>
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<tr>
<td>Volume of € 10,000.– +</td>
<td>10%</td>
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<tr>
<td>Volume of € 15,000.– +</td>
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<tr>
<td>Volume of € 20,000.– +</td>
<td>20%</td>
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</tbody>
</table>

Excluded are e-learnings, advertorials and raffles. Discounts cannot be transferred from print to online.

Technical Requirements

Ad run time: All banner ads are booked on a per-calendar-week basis (Monday, 00:00 through Sunday, 24:00).

Supply of data: Display banners to be supplied via e-mail at ad.online@fvw-medien.de by Wednesday previous to the week your ad is booked for. Ad specials must be submitted one week prior to campaign launch at ad.online@fvw-medien.de.

File size: Display ads: 40 KB maximum
          Ad specials: 100 KB maximum
          HTML: 5150 KB maximum
          Video ads: 1 MB maximum

Ad reports: After closure of your ad flight we are happy to provide upon request an ad impression and ad click report.

Contact online: Ph. +49 40 41448-800, Fax +49 40 41448-899, m.ehlers@fvw-medien.de

Current examples
TUI Cruises: Wissenswerft – Die Mein Schiff Akademie (www.meinschiff-wissenswerft.de)
DER Touristik: Campus e-Learning (www.campus-elearning.info)
Publisher's Details

Publishing house  
FVW Medien GmbH  
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fvw-medien.com

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Peter Esser

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Sabine Pracht

Head of editorial department  
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Director Media & Brand Solutions  
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Fax +49 40 41448-899  
anzeigen@fvw-medien.de

Bank details  
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IBAN DE 21500502010200529803  
BIC HELADEFF822

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: fwv-medien.com/gtc

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Ph. +49 40 41448-800  
m.ehlers@fvw-medien.de
<table>
<thead>
<tr>
<th>Region</th>
<th>Contact Details</th>
<th>Phone Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Albania/Bulgaria/Macedonia/Montenegro/Serbia</td>
<td>VIA Bulgaria GmbH</td>
<td>+359 888 598660</td>
</tr>
<tr>
<td>Argentina/Bolivia/Brazil/Colombia/Paraguay/Uruguay</td>
<td>RRWW Communicaciones</td>
<td>+54 911 51090732</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>
</tr>
<tr>
<td>Indonesia</td>
<td>PT Media Mandiri</td>
<td>+62 21 2970 4008</td>
</tr>
<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>
</tr>
<tr>
<td>Mexico/Panama/Ecuador/Chile</td>
<td>INTEGRA Tourism For Good, S.L.</td>
<td>+521 9999 471194</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>
</tr>
<tr>
<td>South Africa</td>
<td>Tourism Tattler (Pty) Ltd.</td>
<td>+27 32 8150414</td>
</tr>
<tr>
<td>Spain</td>
<td>COMIMAG S.L.</td>
<td>+34 93 237 47 82</td>
</tr>
<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>
</tr>
</tbody>
</table>