Falstaff RANCEL MEDIA KIT 2024













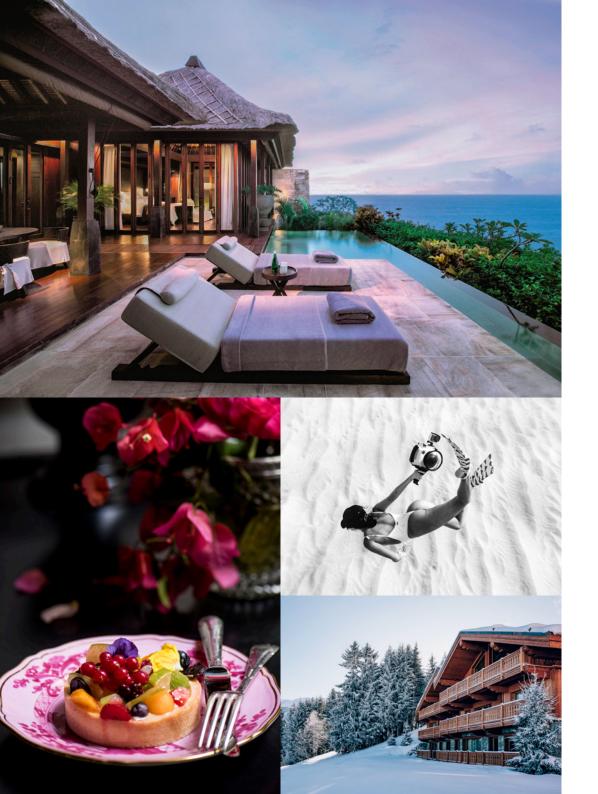
Falstaff TRAVEL is the NO. 1 TRAVEL MAGAZINE in the German-speaking markets.







MEDIA KIT 2024 falstaff TRAVEL 2



With EXCITING content, we impress a discerning and well-traveled audience all CONNECTED by our deep desire for quality, sophistication, luxury and INNOVATION.



Our aim is to provide DISCERNING readers with the very best the international WORLD OF TRAVEL has to offer: the most beautiful HOTELS, extraordinary DESTINATIONS and the best insider tips.



TOTAL REACH

75k Coverage across Germany, Austria and Switzerland (print & digital) 20k Coverage with our European luxury edition (print & digital) 1,2 M unique clients/month*

1,5 M visits/month*

92k luxury travel club members and e-mail subscribers

*across all falstaff pages. Source: ÖWA 2023



AUDIENCE HIGHLIGHTS

88% brand awareness among the relevant demographic

68% of readers belong to upper income groups 64% are between the ages of 25 and 54 43% of readers are luxury-oriented and ready to spend

61% keep the magazine for a longer period of time or add it to their permanent collection

71% of readers are highly educated and lead an elevated lifestyle

PROPONENTS OF THE GOOD LIFE: YOUNG, COSMOPOLITAN AND EAGER TO TRAVEL!

PUBLICATION OVERVIEW



Falstaff TRAVEL The most popular travel magazine for German-speaking audiences.



Falstaff TRAVEL Europe: The Art of Luxury Travel in Europe The very best Europe has to offer for a discerning English-speaking audience.



Falstaff TRAVEL Specials Insightful special issues with insider tips and the ultimate places to be. Published in German.



Falstaff TRAVEL Guides

The Falstaff Hotel Guides and the Falstaff Spa Guide present the best hotels in the German-speaking region, ranked according to the most relevant categories.









Digital FALSTAFF-TRAVEL.COM The latest news, trends, reviews, top destinations and rankings of the best hotels in the world.

falstaff TRAVEL MAGAZINE



MARKETS

Germany, Austria, Switzerland

LANGUAGE German

CIRCULATION

75.000 issues

DIGITAL DISTRIBUTION

- wide distribution across digital newsstands: Goldkey Media, Press Reader, Zinio, Readly, ReadIt
- all content is also published on *falstaff-travel.com*.

TIMELINE

PRINT DISTRIBUTION

- Subscribers and Gourmet Club members (Germany: 51%, Austria: 40%, Switzerland: 6%, Northern Italy: 3%)
- newsstands, specialty stores, airport and train station libraries
- airport lounges, business and first class lounges
- exclusive department stores and cooperation partners

ISSUE	CD	PD	OD
Spring 2024	06.03.2024	07.03.2024	28.03.2024
Summer 2024	05.06.2024	06.06.2024	20.06.2024
Fall 2024	21.08.2024	22.08.2024	19.09.2024
Winter 2024	06.11.2024	07.11.2024	28.11.2024

CD = close date / PD = print deadline / OD = on sale date. European date format. *The release dates and the respective deadlines are subject to change.*

falstaff TRAVEL EUROPE



MARKETS

US, UK, Middle East

LANGUAGE English

CIRCULATION

20.000 issues

DIGITAL DISTRIBUTION

- wide distribution across digital newsstands: Goldkey Media, Press Reader, Zinio, Readly, Readlt, Apple News International, and more
- in-flight entertainment on the following airlines: British Airways, Singapore Airlines, Lufthansa, Austrian, Swiss, American Airlines, and more
- all content is also published on *falstaff-travel.com*

TIMELINE

PRINT DISTRIBUTION

- international private jets (NetJets, Avcon, FAI Aviation Group)
- business, first class und senator lounges at international airports
- Fashion Weeks New York, Paris, Milan, London
- exclusive yacht clubs (Monaco, Dubai, Abu Dhabi)
- wide distribution in the Hamptons, New York
- high profile events such as Dubai Watch Week, the Formula 1 Grand Prix in Abu Dhabi and Las Vegas, yacht shows (Monaco, Cannes, Abu Dhabi), Snow polo St Moritz (media partner)

ISSUE	CD	PD	OD
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Fall 2024	21.08.2024	22.08.2024	12.09.2024
Winter 2024	06.11.2024	07.11.2024	12.12.2024

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falstaff TRAVEL **SPECIALS**



MARKETS

Germany, Austria, Switzerland

LANGUAGE German

DISTRIBUTION

75.000 issues

DIGITAL DISTRIBUTION

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TIMELINE

PRINT DISTRIBUTION

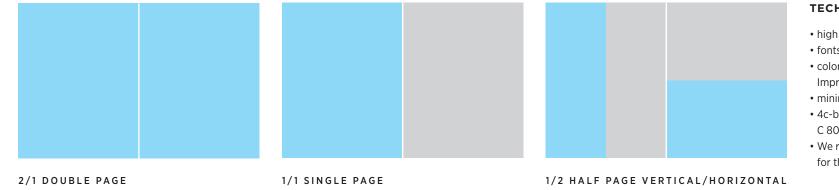
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- newsstands, specialty stores, airport and train station libraries
- airport lounges, business and first class lounges
- exclusive department stores and cooperation partners

ISSUE	CD	PD	OD
Tyrol Special	06.03.2024	07.03.2024	28.03.2024
Cruise Special	06.03.2024	07.03.2024	28.03.2024
Northern Italy	05.05.2024	06.05.2024	23.05.2024
Maldives Special	05.06.2024	06.06.2024	20.06.2024
Spa Special	21.08.2024	22.08.2024	19.09.2024
Ski Special	06.11.2024	07.11.2024	28.11.2024

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AD PRICES

ADS & ADVERTORIALS



Ad 466 x 300 mm full bleed €20,500

Advertorial 436 x 268 mm live area €25,500 Ad 466 x 300 mm full bleed €12,500

Advertorial 436 x 268 mm live area €14,200 Ad 114 x 300 mm / 233 x 148 mm full bleed €7,200

Advertorial 97,5 x 268 mm / 203 x 132 mm live area €7.200

TECHNICAL REQUIREMENTS

- high res PDF with minimum 300 dpi
- fonts fully formatted or embedded into paths
- color profiles: ISO coated V2 (cover) PSO LWC Improved (core)
- minimum 3 mm bleed on all sides
- 4c-black with these color values recommended: C 80 M 80 Y 40 K 100
- We recommend safety margins of at least 5 mm for the bleed and 10 mm for the binding.

PREMIUM PLACEMENTS

2/1 double page opening spread €24,900

first 2/1 double page after opening spread €22,500

second 2/1 double page after opening spread €20,900 **1/1 single page** cover 3 €13,500

1/1 single page cover 4 €17,200

All prices excluding 5% advertising tax and VAT.

The advertorial prices include graphic design and text.

CONTACT sales@falstaff-travel.com T: +43 512 909011

falstaff HOTEL GUIDES

RELEASE

CIRCULATION & DISTRIBUTION

subscribers and Travel Club members

wide distribution across digital newsstands:

Falstaff Travel Shop, Readly, Readlt, Goldkey

Circulation: 10.000 copies

Spring 2024

FORMAT

A5 / 148 x 210 mm

EDITIONS

Austria Northern Italy Germany Switzerland

Italy nd falstaff HOTEL GUIDE HOTEL GUIDE

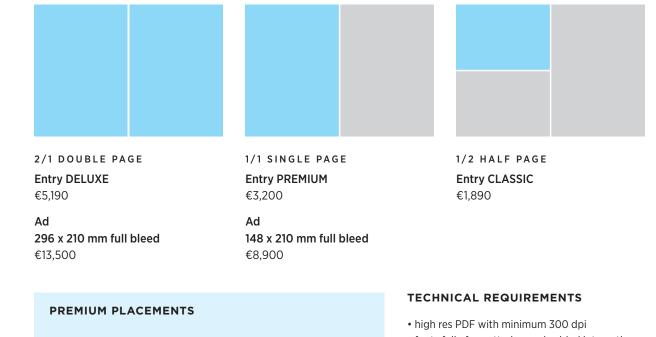
ÖSTERREICH

2024

SÜDTIROL 2024



HOTEL PLACEMENTS & ADS



2/1 double page opening spread	€15,600
first 2/1 double page after opening spread	€14,600
second 2/1 double page after opening spread	€14,200
1/1 singe page cover 3	€11,800
1/1 single page cover 4	€13,500

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меріа кіт 2024 falstaff TRAVEL 12

falstaff **SPA GUIDE**

RELEASE

CIRCULATION & DISTRIBUTION

Q2 2024

FORMAT

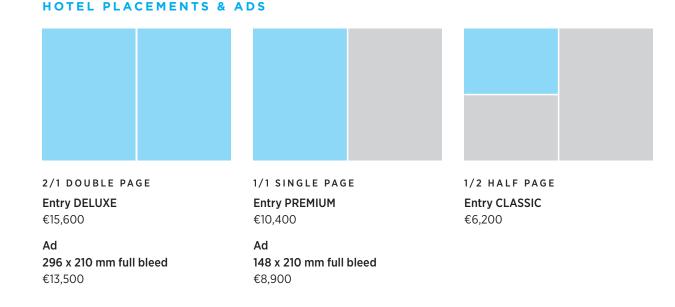
A5 / 148 x 210 mm

Circulation: 10,000 copies subscribers and Travel Club members

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falstaff

SPA GUIDE



PREMIUM PLACEMENTS

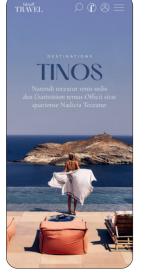
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falstaff TRAVEL **DIGITAL**



190K

unique clients

per month at

falstaff-travel.com

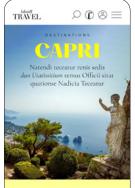
WEBSITE FASTAFF-TRAVEL.COM

Daily new articles on the most exciting new openings, the hottest destinations and trending travel accessories. PLUS: exclusive giveaways and polls.

895K visitors per month at falstaff-travel.com



SAINT TROPEZ



DIE BESTEN BOUTIQUEHOTELS IN KAMPANIEN







SOCIAL MEDIA COMMUNITY

Travel inspiration and diverse content of the most exciting and beautiful destinations for a steadily growing community on Instagram and Facebook.

facebook

Falstaff Trave TRANEL. freaming about Summer in Greece 🤞 Paros, Greece



*as of December 2023

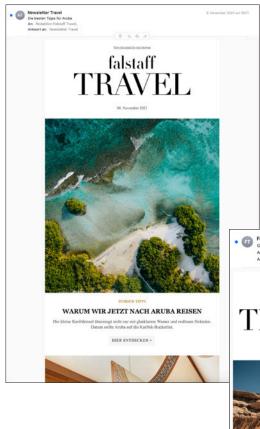
66K Social Follower



o falstaff.travel Falstaff Travel

* Source: Google Analytics 2023

falstaff TRAVEL **DIGITAL**



92K travel-savvy and lifestyle oriented newsletter subscribers.

*as of December 2023

NEWSLETTER

The Falstaff TRAVEL community receives news from the world of travel, insightful insider tips and hotel reviews several times a week.



eschreibliche Artenvielfalt: Nicht ohne Grund steht die Karibik bei Reisenden oftmals ganz oben auf der Bucket List. Die Inseln im Atlantik eignen sich perfekt, um den Alltag für kurze Zeit zu vergessen und in eine ganz andere Welt einzutauchen. Auch die brandneue Seven Seas Grandeur aus der Flotte von Regent Seven Seas WARUM WIR 2023 NA Cruises treibt es 2024 in die traumhafte Tropenregion

Einst eine Oase und wichtiger Hande AlUla ein echter Traveltipp für Saudi-Arabien. Warum sich eine Reise lohnt. JETZT ENTDECKEN >

DESTINATION

ALULA REISEN







DIGITAL ISSUE

The digital version of our popular Falstaff TRAVEL magazine is also available on the go, via smartphones and tablets. Available at digital newsstands and the Falstaff TRAVEL online shop.





More than 446K delivered digital issues per year.



DIGITAL PRICES

BRANDED CONTENT	SOCIAL MEDIA	NEWSLETTER	BANNERS
Native advertorial€3,900wide-coverage editorial articles, published on falstaff-travel.com (languages: German, English)Digital special€4,900wide-coverage editorial articles, published on falstaff-travel.com (languages: German, English); PLUS: promotion in the Falstaff TRAVEL newsletterGiveaway€1,850wide-coverage articles on the prize, published on falstaff-travel.com (languages: German, English); PLUS: promotion in the Falstaff TRAVEL newsletterAdvertorial Special articles on the prize, published on falstaff-travel.com (languages: German, English); PLUS: promotion in the Falstaff TRAVEL newsletterAdvertorial Special articles on the prize, published in the Falstaff TRAVEL newsletterAdvertorial Special article on falstaff-travel.com, which is extensively advertised in the Falstaff TRAVEL newsletter. (Distribution: last Sunday of each month)	Social media story published on: Instagram and Facebook€1,900Social media post published on: Facebook€1,900	Newsletter€1,490placement with sitelinkplacement of an offer in the popular Falstaffplacement of an offer in the popular FalstaffTRAVEL newsletter with a direct link(languages: German, English)Stand alone newsletter€4,900Exclusive hotel newsletter with a description, pictures, placement of an exclusive offer and a direct link.(Language: German)	Superbanner XL 960 x 100 25 TCP Billboard 960 x 250 45 TCP Leaderboard 728 x 90 19 TCP Half page 300 x 600 35 TCP Sidebar 300 x 600 45 TCP Medium rectangle 300 x 250 29 TCP

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FALSTAFF-TRAVEL.COM



WATCH VIDEO

falstaff TRAVEL MAGAZINES

THEMES 2024



SPRING 2024

Where to Go in 2024: From the Summer Olympics in Paris to discovering a new side of Vietnam to exploring untouched Madagascar: these are the top destinations of the year.

Top Travel Trends: Astrotourism, eco diving and skip-gen travel – these are the hottest trends of 2024.

Floating on: A Nile cruise through the Land of the Pharaohs, a voyage through the Amazon and a discovery tour of the cities along the Danube – river cruises are the talk of the town.

Gourmet Hotels: When restaurateurs become hoteliers: from Massimo Bottura in Modena to three-starred chef Ana Ros in Ljubljana, these chefs are shaking up the hotel industry.

Cruise Special: These cruise liners are embarking on their maiden voyage in 2024.



SUMMER 2024

Hot Summer Nights: From Sardinia to St. Tropez: we present the best beaches, culinary hotspots and the ultimate places to be. Plus: the hottest beach clubs of the summer.

A Taste of Mediterranean: Crawfish, octopus and more – we're taking a culinary trip through Spain, Greece and Italy.

Coolcations: We're giving the heat the cold shoulder and are heading to cooler climes in Iceland, Scotland and Sweden.

Where the Mountains Meets the Sea: From green mountainsides in Madeira to volcanoes in Hawaii: we're presenting opposing marvels of nature.

Into the Alps: We're following in the footsteps of great mountaineers and are presenting legendary hiking routes.



FALL 2024

Travel Without a Plan: All about the major travel trend that promises surprises galore and begs for spontaneity.

Villa to Rent: The most exclusive villas and vacation homes, from Airbnb to The Thinking Traveller.

All Aboard the Luxury Train: From the new Orient Express to an epic trip with Around the World by Luxury Train: we reveal the most Iuxurious rail adventures.

In Gourmet Paradise: Lima, the Peruvian capital, is home to the world's best restaurant and many other noteworthy locales.



WINTER 2024

Winter-Wonderland: We reveal the best hotels and most beautiful places in the Alpine region.

Charming Chalets: From rustic to luxurious, these are the chicest winter hideaways.

Serving Sustainability: They cook with plankton, abstain from animal products and observe the moon: these top chefs are self-proclaimed guardians of the planet.

Flying Towards the Sun: Who needs snow when you can chill by the beach? These are the best destinations for a winter trip to warmer climes.

falstaff TRAVEL EUROPE

THEMES 2024



SPRING 2024

Where to Go in 2024: Vibrant cities, stunning beaches and unforgettable adventures - these are the top destinations of the year.

Top Travel Trends: Astrotourism, eco diving and skip-gen travel - these are the hottest trends of 2024.

Floating on: Inland navigation is booming and it's time for young families to hop on board – childcare and city breaks included. We present the best offers.

Gourmet Hotels: When restaurateurs become hoteliers: from Massimo Bottura in Modena to three-starred chef Ana Ros in Ljubljana, these chefs are shaking up the hotel industry.

Cruise Special: These cruise liners are embarking on their maiden voyage in 2024.



SUMMER 2024

Into the Blue: Belek, Bodrum, Side: the most beautiful spots for a dip in Turkey.

A Taste of Mediterranean: Crawfish, octopus and more – we're taking a culinary trip through Spain, Greece and Italy.

Coolcations: We're giving the heat the cold shoulder and are heading to cooler climes in Iceland, Scotland and Sweden.

Island Hopping: Even in summer, the Maldives are among the dreamiest places to be.

Into the Alps: We're following in the footsteps of great mountaineers and are presenting legendary hiking routes.



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