

2025

- > ***AUTO-aktuell***
- > ***REISE-aktuell***
- > ***BUS & HOTEL Report***
- > ***Online Advertising***
- > ***Travel News***

tariffs

topics / media data

Advertising price list Nr. 36

CB Verlags Ges.m.b.H.

+43-1-597 49 85

office@cbverlag.at

Dear media partners!

Despite global crises in recent years and increased online competition, we are proud that we are seeing steady development in our media and that we are receiving confirmation that print is alive and well. Print with serious reports, features and high-quality articles is growing, as our two consumer magazines AUTO-aktuell and REISE-aktuell clearly show.

With our two premium magazines AUTO-aktuell and REISE-aktuell, we invite our readers to dream and report on the most exclusive cars in the world as well as the most beautiful, attractive and sustainable travel destinations and hotels. In addition, our trade magazine Bus & Hotel Report International provides the industry with relevant and in-depth information from the world of coach & group tourism and coach technology.

The current CAWI print figures, of which we are particularly proud, show that our print products continue to enjoy great popularity. In addition, our magazines offer an unadulterated, almost 100% target group in the respective market segment, without wastage.

According to CAWI-Print, AUTO-aktuell was able to increase awareness to 27.6 per cent (2,009,000 Austrians know AUTO-aktuell) and the widest readership has also increased to 472,000. The reach is 2.8 per cent, which corresponds to 205,000 readers per issue.

REISE-aktuell was able to increase its readership and achieved a reach of 3 per cent with 221,000 readers, awareness increased to 23.5 per cent, 1.7 million and the widest readership also increased to 411,000.

As a trade magazine, Bus & Hotel Report was able to underline its status in the industry and is a very popular partner as a planning aid for coach and group tour operators.

In addition to our print media, we will be focussing even more strongly on our online presence in 2025. Through our two fortnightly newsletters and the increasing demand for advertorials, we have not only significantly increased the reach of our content, but also intensified interaction with our readers.

Our focus remains on fulfilling the needs of our partners and readers alike. For 2025, we are happy to offer customised rate packages on request that include both print and digital formats. With the perfect combination of expertise, market proximity and innovative forms of advertising, we offer you the ideal platform to communicate your messages in a targeted manner.

We look forward to a successful year together with you!

Christian Böhm

Founder and shareholder CB Verlags GesmbH



Picture: Jeff Mangione

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AUTO-aktuell is Austria's premium car magazine! Dream with us of the most exclusive and beautiful cars in the world and be inspired by exciting model presentations, gripping reports and fascinating insights into the world of tuning and motorsport. AUTO-aktuell offers car lovers and motoring enthusiasts comprehensive, carefully researched insights and information and impresses with its excellent photography.

AUTO-aktuell has been an integral part of the Austrian car magazine market for over 38 years. With five annual issues, we provide our readers with the latest driving presentations and test reports as well as special focuses on topics such as motor oils, tyres and motorsport. Attractive new products from the lifestyle world provide additional inspiration.

With our website www.autoaktuell.at, we combine our high-quality print product with the online world so that AUTO-aktuell readers can also dream on the go.

> www.autoaktuell.at



REISE-aktuell is Austria's premium travel magazine! Discover the world's most attractive and exclusive destinations with us and dream of white sandy beaches, vibrant cities, luxurious cruises and tropical paradises. Be fascinated by faraway countries and experience the beauty of Austria at the same time. Each issue also offers exciting news from the hotel, flight and lifestyle sectors!

REISE-aktuell has been making holiday dreams come true for 27 years and serves as an exclusive decision-making aid when choosing the perfect holiday destination. With detailed and informative travel reports, useful information and insider tips, the magazine awakens the desire to travel and accompanies its readers on their search for new adventures.

With our website www.reiseaktuell.at, we combine our high-quality print product with the digital world so that REISE-aktuell readers can also dream of faraway countries while travelling.

> www.reiseaktuell.at



Bus & Hotel Report International, the Austrian trade magazine, provides the latest information and reports from the fields of bus technology, bus tourism, the hotel industry, tourism and catering. In a separate supplement, special topics such as the Waldviertel, rest stops in Austria or leisure parks are dealt with in more detail.

The Bus & Hotel Report magazine is also distributed in Germany, Sweden, Norway, Finland, Belgium, Luxembourg, the Netherlands, Switzerland, Hungary, the Czech Republic and Slovakia and is published four times a year.

Bus & Hotel Report is a trade magazine and is sent directly to decision-makers in coach and group tourism as well as coach operators and travel organisers. Not available from newsagents.

AUTO aktuell



Austria's premium car magazine

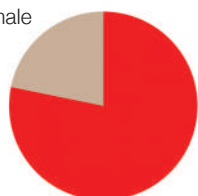
Facts & figures:

Popularity (Austria)	2.009.000	27,6%
Widest readership	472.000	6,5%
Readers per issue	205.000	2,8%
Rpi (male)	161.000	4,5%
Rpi (interest in cars)	160.000	6,5%
1000-contact-price	€ 35,10	

total circulation	36.000
circulation Austria	28.000
CAT, Airport Vienna	5.000
Events & fairs	3.000

Our readers:

21,8% female



78,2% male

Age:

14-29 years	27,1%
30-49 years	25,4%
50-59 years	16,0%
60-79 years	31,6%
∅ average age	46,1 years

Interests:

Car & motorbike	77,8%
Sport & fitness	65,9%
Electromobility	56,6%
Economy	82,5%
Culinary	67,3%
Sustainability	72,5%
Film & television	69,7%
Theatre, musicals, opera	46,3%
Travelling	74,7%
Cycling, mountain biking	47,4%
Skiing	28,5%
Hiking	51,8%
Gardening & landscaping	64,2%
Consumer electronics	68,9%
Health	82,0%

Income:

up to € 1.499,-	8,4%
€ 1.500,- to € 2.099,-	7,3%
€ 2.100,- to € 3.299,-	23,4%
€ 3.300,- to € 4.799,-	16,1%
€ 4.800,- to € 5.999,-	14,6%
over € 6.000,-	9,2%

Means of travel:

car	81,2%
train	35,6%
bus	16,3%
aircraft	34,1%
nightjet	8,3%
other	1,6%

Dates & topics:

- AD/MD:** 06. 03. 2025
PD: 26. 03. 2025

New models 2025, Exclusive: Autonomous driving **All about cars:** Everything for spring, Summer tyres
Lifestyle: Windscreen cleaners **Motorsport:** Formula 1 preview 2025, Race dates 2025
- AD/MD:** 06. 06. 2025
PD: 27. 06. 2025

Exclusive: Augmented reality in the automotive industry **All about cars:** Engine oils, tuning for sports cars
Lifestyle: Summer fun, garden furniture & appliances **Motorsport:** Le Mans 2025, Dakar Rally
- AD/MD:** 04. 09. 2025
PD: 25. 09. 2025

Exclusive: small e-cars, 40 years of Audi Quattro **All about cars:** winter fit (winter tyres & tips from the pros)
Lifestyle: drones, cameras **Classic cars:** Goodwood **Motorsport:** Audi's F1 entry
- AD/MD:** 30. 10. 2025
PD: 20. 11. 2025

Exclusive: Driving off-roaders properly **All about cars:** Batteries & snow chains, tuning for off-roaders
Lifestyle: Skiing and winter sports **Motorsport:** Suzuki Cup final, LMDh – saving the WEC
- AD/MD:** 27. 11. 2025
PD: 18. 12. 2025

The best tests and reports of the year, Exclusive: 125 years of Opel **All about cars:** Market news, charging stations
Lifestyle: Gifts for him **Motorsport:** That was the 2025 season

Editorial fixed points: New models, all about cars, market news, in-depth tests, watches, yachts, fashion, classic cars, motorsport

AUTO-AKTUELL SOCIAL MEDIA

Instagram: 17.606 impressions/views, 350 interactions, 210 story views, 610 followers
Facebook: 15.765 impressions/views, 92 interactions, 3.615 followers
TikTok: 11.555 impressions/views, 798 interactions, 9.416 viewers

Data on average per month

Prices & formats:



2/1 double page

420 x 297 mm print space
420 x 297 mm bleed

€ 13.200,-



1/1 single page

185 x 265 mm print space
210 x 297 mm bleed

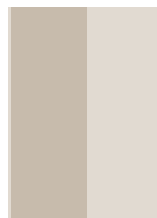
€ 7.500,-



Junior Page

137 x 180 mm
150 x 202 mm bleed

€ 6.800,-



1/2 high

90 x 265 mm
102 x 297 mm bleed

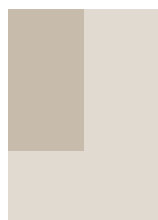
€ 4.200,-



1/2 horizontal

185 x 130 mm
210 x 148 mm bleed

€ 4.200,-



1/3 high

90 x 173 mm
102 x 195 mm bleed

€ 3.100,-



1/3 horizontal

185 x 85 mm
216 x 303 mm bleed

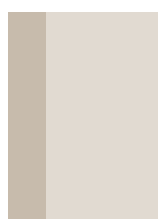
€ 3.100,-



1/3 block

137 x 115 mm
150 x 137 mm bleed

€ 3.5100,-



1/4 high

42,5 x 265 mm
55 x 297 mm bleed

€ 2.050,-



1/4 horizontal

185 x 60 mm
210 x 82 mm bleed

€ 2.050,-



1/4 block

90 x 130 mm
102 x 148 mm bleed

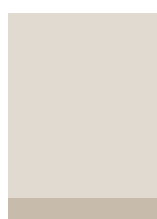
€ 2.050,-



1/8 high

42,5 x 130 mm

€ 1.050,-



1/8 horizontal

185 x 30 mm

€ 1.050,-



1/8 block

90 x 60 mm

€ 1.050,-

Special formats & inserts:



Cover pages 2 / 3
 210 x 297 mm print space
 216 x 303 mm bleed
€ 10.000,-



Cover page 4
 210 x 297 mm print space
 216 x 303 mm bleed
€ 10.300,-



Gatecover 2-piece
 Extent: 4 pages
€ 18.500,-



Tabernacle cover
 Extent: 2 pages
€ 14.600,-



Coverbänderole
 incl. printing & production
 possible from 5,000 copies
€ 990,- / 1.000 pieces



Adhesive / adh. label
 Tip-on only together with 1/1 advert
€ 270,- / 1.000 pieces



Inserts
 up to 10g: **€ 170,-** / 1.000 pcs
 up to 20g: **€ 190,-** / 1.000 pcs.
 up to 30g: **€ 210,-** / 1.000 pcs.
 up to 40g: **€ 230,-** / 1.000 pcs.

Advertorials & Lifestyle:

Advertorials

2/1 double page:	€ 12.200,-
1/1 single page:	€ 6.900,-
1/2 page:	€ 3.700,-
1/4 page:	€ 1.850,-
1/8 page:	€ 980,-

Lifestyle

2/1 double page:	€ 10.300,-
1/1 single page:	€ 6.000,-
1/2 page:	€ 3.400,-
1/4 page:	€ 1.700,-
1/8 page:	€ 850,-

TECHNICAL DATA

Format: A4 - 210 x 297 mm

Print space: 178 x 268 mm

Pagination: 4-column 42 mm / 3-column 56 mm column width

Printing process: Web offset, Euroscale

Raster: 70's

Proof copies: On request, additional costs charged separately

Advertising & print material deadline: Print documents must be received by the publisher in good time (please note AD/MDI)

Paper type: coated paper, title glued

Image resolution: 300 dpi

Total colour coverage: 280%

Colour profile: ISO Coated v2

Colour space: 4c CMYK (do not use special & RGB colours)

Print data: PDF/X4 standard (printable)

PDF files must have at least 3 mm bleed, corner marks and crop marks. Embed all fonts and images.

Position elements at risk of bleed: Place important content 15 mm from all page edges, based on the paper format. Colour wedges, registration marks and crop marks may ONLY be placed outside the bleed. Fonts and logos must be placed at least 10 mm away from the bleed. For double pages, no bleed is required in the gutter.



REISE

aktuell

Austria's premium travel magazine

Facts & figures:

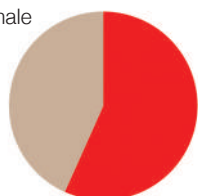
Popularity (Austria)	1.709.000	23,5%
Widest readership	411.000	5,6%
Readers per issue	221.000	3,0%
Rpi (interest in travelling)	183.000	2,5%
Rpi (interest in culinary)	156.000	2,2%

1000-contact-price € 37,10

total circulation	42.000
circulation Austria	30.000
CAT, Airport Vienna	6.000
Events & fairs	6.000

Our readers:

43,3% female



56,7% male

Age:

14-29 years	23,4%
30-49 years	28,4%
50-59 years	13,7%
60-79 years	34,5%
∅ average age	47,8 years

Interests:

Travelling	82,5%
Culinary	70,6%
Wellness	61,2%
Skiing	24,3%
Hiking	53,4%
Cycling & mountain biking	47,9%
Swimming & diving	42,4%
Sport & fitness	63,2%
Fashion	55,6%
Gardening	75,8%
Film & television	67,6%
Theatre, musical, opera	55,5%
Concerts	64,0%
Economy	79,6%
Sustainability	74,6%

Income:

up to € 1.499,-	13,6%
€ 1.500,- to € 2.099,-	8,6%
€ 2.100,- to € 3.299,-	19,1%
€ 3.300,- to € 4.799,-	17,5%
€ 4.800,- to € 5.999,-	15,0%
over € 6.000,-	5,3%

Planned holiday type:

City trip	43,2%
Beach holiday	44,8%
Long-distance holiday	22,0%
Hiking holiday	32,9%
Wellness holiday	31,3%
Family holiday	32,9%

Dates & topics:

- AD/MD:** 12. 03. 2025
PD: 02. 04. 2025

Long-distance travel: South America, Indian Ocean **Europe:** Southern Europe, Switzerland
Special: The best Workacion spots **City Shots:** New York, Palma, Malmö **Austria:** Sun skiing, detox resorts, Burgenland **Sustainability:** Revitalised hotels **Service:** travel preparation, travel insurance
Lifestyle: My hand luggage, summer sports **Mobile:** Family cars & estate cars
- AD/MD:** 06. 06. 2025
PD: 28. 06. 2025

Long-distance travel: Indonesia, Canada **Europe:** Cool destinations – Northern Europe, Mediterranean islands, Albania **Special:** Glamping, unique accommodation **Cruises:** Culinary delights on the high seas, houseboat holidays **City shots:** Gothenburg, Bath, Prague **Austria:** Lake holidays, original huts, mountain bike regions **Sustainability:** Slow travel **Service:** Travel apps **Lifestyle:** Holiday gadgets, swimwear
- AD/MD:** 05. 11. 2025
PD: 26. 11. 2025

Long-distance travel: Escape the winter, Thailand **Europe:** Advent markets, Canary Islands, Wellness **Special:** Attractive ski regions, chalets & ski hotels **Cruises:** World travel, preview 2026 **City Shots:** Budapest, Amsterdam **Austria:** Wellness, Active in winter **Sustainability:** Eco ski holidays **Service:** Photo products **Lifestyle:** Gifts, Winter fashion **Mobile:** SUVs for skiing

Editorial fixed points: Travel tips, Austria, City shots, Up & away, Hotel news, Flight news, Cruises & river cruises, Travel à la carte – culinary tips, Editor's choice, Watches, Yachts, Fashion, Nachgefragt – Interview, Service, Your rights, Mobile

REISE-AKTUELL SOCIAL MEDIA

Instagram: 5.319 impressions/views, 148 interactions, 1.076 followers
Facebook: 4.826 impressions/views, 46 interactions, 4.221 followers
TikTok: 13.112 impressions/views, 475 interactions, 8.743 viewers

Data on average per month

Prices & formats:



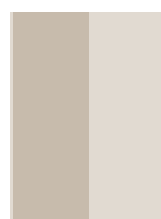
2/1 double page
 420 x 297 mm print space
 420 x 297 mm bleed
€ 13.900,-



1/1 single page
 185 x 265 mm print space
 210 x 297 mm bleed
€ 8.300,-



Junior Page
 137 x 180 mm
 150 x 202 mm bleed
€ 7.200,-



1/2 high
 90 x 265 mm
 102 x 297 mm bleed
€ 4.400,-




1/2 horizontal
 185 x 130 mm
 210 x 148 mm bleed
€ 4.400,-



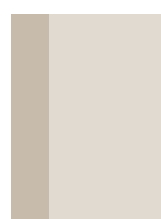
1/3 high
 90 x 173 mm
 102 x 195 mm bleed
€ 3.500,-




1/3 horizontal
 185 x 85 mm
 216 x 303 mm bleed
€ 3.500,-




1/3 block
 137 x 115 mm
 150 x 137 mm bleed
€ 3.500,-



1/4 high
 42,5 x 265 mm
 55 x 297 mm bleed
€ 2.150,-



1/4 horizontal
 185 x 60 mm
 210 x 82 mm bleed
€ 2.150,-



1/4 block
 90 x 130 mm
 102 x 148 mm bleed
€ 2.150,-



1/8 high
 42,5 x 130 mm
€ 1.100,-



1/8 horizontal
 185 x 30 mm
€ 1.100,-



1/8 block
 90 x 60 mm
€ 1.100,-

Special formats & inserts:



Cover pages 2 / 3
 210 x 297 mm print space
 216 x 303 mm bleed
€ 10.800,-



Cover page 4
 210 x 297 mm print space
 216 x 303 mm bleed
€ 11.100,-



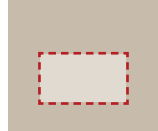
Gatecover 2-piece
 Extent: 4 pages
€ 18.800,-



Tabernacle cover
 Extent: 2 pages
€ 15.000,-



Coverbanderole
 incl. printing & production
 possible from 5.000 copies
€ 990,- / 1.000 pieces



Adhesive / adh. label
 Tip-on only together with 1/1 advert
€ 270,- / 1.000 pieces



Inserats
 up to 10g: **€ 170,-** / 1.000 pcs
 up to 20g: **€ 190,-** / 1.000 pcs
 up to 30g: **€ 210,-** / 1.000 pcs.
 up to 40g: **€ 230,-** / 1.000 pcs.

Advertorials & Lifestyle:

Advertorials

2/1 double page:	€ 13.000,-
1/1 single page:	€ 7.000,-
1/2 page:	€ 3.950,-
1/3 page:	€ 3.100,-
1/4 page:	€ 2.000,-

Lifestyle

2/1 double page:	€ 10.800,-
1/1 single page:	€ 6.500,-
1/2 page:	€ 3.750,-
1/4 page:	€ 1.900,-
1/8 page:	€ 1.000,-

TECHNICAL DATA

Format: A4 - 210 x 297 mm

Print space: 185 x 265 mm

Pagination: 4-column 42,5 mm column width

Printing process: Web offset, Euroscale

Raster: 60's, 70's

Proof copies: On request, additional costs charged separately

Advertising & print material deadline: Print documents must be received by the publisher in good time (please note AD/MDI)

Paper type: coated paper, title glued

Image resolution: 300 dpi

Total colour coverage: 280%

Colour profile: ISO Coated v2

Colour space: 4c CMYK (do not use special & RGB colours)

Print data: PDF/X4 standard (printable)

PDF files must have at least 3 mm bleed, corner marks and crop marks. Embed all fonts and images.

Position elements at risk of bleed: Place important content 15 mm from all page edges, based on the paper format. Colour wedges, registration marks and crop marks may ONLY be placed outside the bleed. Fonts and logos must be placed at least 10 mm away from the bleed. For double pages, no bleed is required in the gutter.

BUS & HOTEL REPORT INTERNATIONAL



Austria's magazine for bus and group tourism

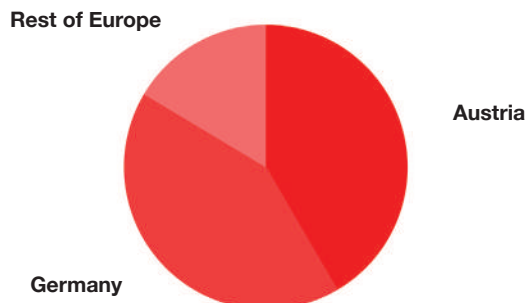
Picture: Timo Trilk (Unsplash)

Circulation:

total circulation europe-wide 9.100

circulation Austria	41 %	3.780
circulation Germany	41,5 %	3.820
circulation rest of europe	17,5 %	1.500

(Hungary, Sweden, Netherlands, Belgium, Slovakia, Czech Republic, Norway, Finland, Switzerland, Luxembourg)



Direct dispatch to:

- Bus and package tour operators
- Incoming and travel agencies
- Hotels und restaurants
- Tourism organisations
- Technology and gastronomy industry
- Bus manufacturers and suppliers

Advertising in specialised media works better

Advertising in specialised media is 'perceived with different eyes. It is taken more seriously and suffers less from the ironic distance of advertising for the general public and the associated avoidance strategies', according to the results of the "Verdammt nah dran" study, for which the Munich-based institute H,T,P Concept surveyed 60 "decision-makers" on behalf of Deutscher Fachverlag (Frankfurt am Main).

Advertising in specialised media, on the other hand, is subjected to an 'active relevance check' and is generally perceived more openly. Specialist media increase the willingness to read, put the user in a 'permanent search mode' and this also benefits the advertising.

Dates & topics:

- 1** AD/MD: 09. 01. 2025
PD : 30. 01. 2025

Austria: Vienna, Lower Austria, Upper Austria **Focus on:** Cultural highlights for groups, festivals, regional exhibitions **International:** Capitals of Culture 2025 (Chemnitz, Nova Gorica) **Gastronomy:** Interior for restaurants & hotels, outdoor furniture **Special:** Digital information for coach tourism, event locations in Austria, garden shows **Technology:** Bus tyres, new minibuses, interior fittings, navigation **Insert:** Waldviertel
- 2** AD/MD : 10. 04. 2025
PD : 30. 04. 2025

Austria: Carinthia, Tyrol, Styria **Focus on:** Styria as a region of pleasure, nostalgic railways in Europe, monasteries & abbeys, summer & cultural tourism **International:** South Tyrol, Germany, Slovenia, Croatia, Netherlands **Gastronomy:** Wellness in hotels, gastronomy trends **Special:** Group excursion destinations: Castles & palaces, museums, zoos, theme & adventure parks, summer events Vienna, RDA preview, event locations **Technology:** New coaches, e-buses, used coaches **Special:** motorway restaurants in Austria
- 3** AD/MD : 30. 06. 2025
PD : 18. 07. 2025

Austria: Salzburg, Vienna, Small Historic Cities **Focus on:** Garden summer, preview of Advent markets Austria & Europe **International:** The most beautiful regions in Europe: Southern Germany, Czech Republic, Italy, Switzerland **Gastronomy:** Light design, pub gardens **Special:** National parks, farmers' autumn, hotel groups, group excursion tips, unique trains in Europe **Technology:** Mini & midi buses **Special:** Package tour operators - Overview 2025 **Insert:** Burgenland, Almtal-Salzkammergut
- 4** AD/MD : 06. 10. 2025
PD : 24. 10. 2025

BTB-edition, Austria: Lower Austria, Upper Austria, Vorarlberg **Focus on:** Museums, exhibitions, musicals, summer theatre & events 2026 **International:** Scandinavia, Swiss cities, Hungary, preview of 2026 Capitals of Culture **Gastronomy:** Crockery & hotel equipment, wellness **Special:** New ferry & river cruise routes (incl. packages), lifestyle hotels for groups, trade fairs 2026 **Technology:** Winter tyres, bus containers for bikes & co., bus innovations

Editorial fixed points: Festivals, exhibitions, adventure tourism, company tours, cultural highlights, Austria, destinations in neighbouring countries, city portraits, international, hotel news, package tour operators, ferry connections, river cruises, mountain & nostalgic railways, bus technology, gastronomy tips, hotel facilities, personalia

BUS UND HOTEL REPORT TECHNICAL DATA

Format: A4 - 210 x 297 mm

Print space: 185 x 265 mm

Pagination: 4-column 43,25 mm column width

Printing process: Sheet-fed offset, Euroscale

Raster: 60's, 70's

Proof copies: On request, additional costs charged separately

Advertising & print material deadline: Print documents must be received by the publisher in good time (please note AD/MD!)

Prices & formats:



2/1 double page

420 x 297 mm print space
420 x 297 mm bleed

€ 8.800,-



1/1 single page

185 x 265 mm print space
210 x 297 mm bleed

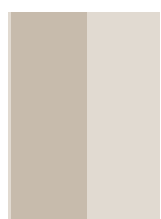
€ 5.100,-



Junior Page

137 x 180 mm
150 x 202 mm bleed

€ 4.800,-



1/2 high

90 x 265 mm
102 x 297 mm bleed

€ 3.000,-



1/2 horizontal

185 x 130 mm
210 x 148 mm bleed

€ 3.000,-



1/3 high

90 x 173 mm
102 x 195 mm bleed

€ 2.600,-



1/3 horizontal

185 x 85 mm
216 x 303 mm bleed

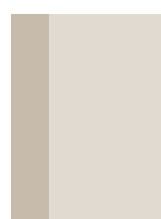
€ 2.600,-



1/3 block

137 x 115 mm
150 x 137 mm bleed

€ 2.600,-



1/4 high

42,5 x 265 mm
55 x 297 mm bleed

€ 1.600,-



1/4 horizontal

185 x 60 mm
210 x 82 mm bleed

€ 1.600,-



1/4 block

90 x 130 mm
102 x 148 mm bleed

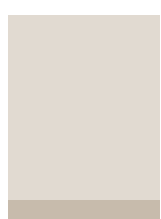
€ 1.600,-



1/8 high

42,5 x 130 mm

€ 820,-



1/8 horizontal

185 x 30 mm

€ 820,-



1/8 block

90 x 60 mm

€ 820,-

Sonderformate & Beilagen:



Front page

210 x 235 mm bleed

€ 7.100,-



Cover pages 2 / 3

210 x 297 mm print space
216 x 303 mm bleed

€ 6.700,-



Cover page 4

210 x 297 mm print space
216 x 303 mm bleed

€ 7.000,-



Gatecover 2-piece

Extent: 4 pages

€ 10.800,-



Tabernacle cover

Extent: 2 pages

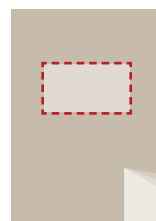
€ 8.900,-



Coverbanderole

incl. printing & production
possible from 5.000 copies

€ 990,- / 1.000 pieces



Adhesive / adh. label

Tip-on only together with 1/1 advert
€ 2.600,- entire edition



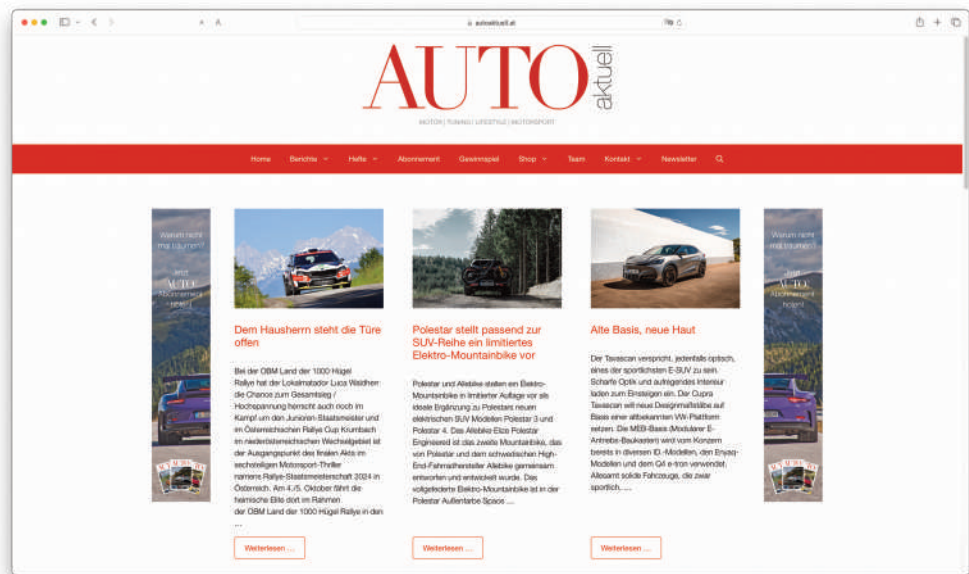
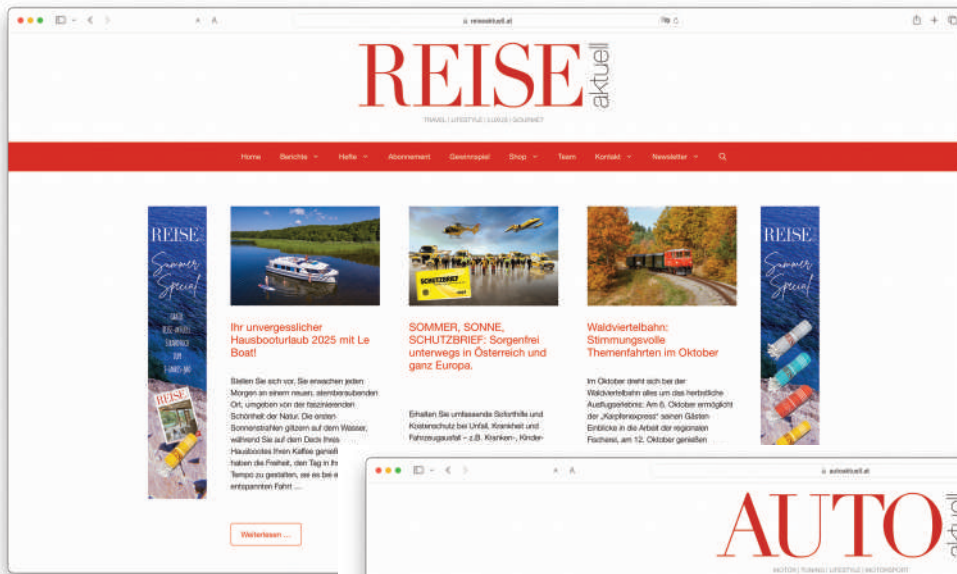
Inserts

up to 20g: € 3.600,-
up to 30g: € 3.800,-
up to 60g: € 4.500,-

Promotions:

Advertorials

2/1 double page: € 7.800,-
1/1 single page: € 4.600,-
1/2 page: € 2.600,-
1/4 page: € 1.300,-
each additional page: € 3.200,-



Advertorial

Your editorial contribution on www.REISEaktuell.at or www.AUTOaktuell.at in the category of your choice including cover image (1.000 x 667 px) and gallery (max. 4 images) as well as do-follow link.

Advertorial	€ 300,-
incl. 1 month fixation on start page	€ 500,-
incl. 2 months fixation on start page	€ 600,-

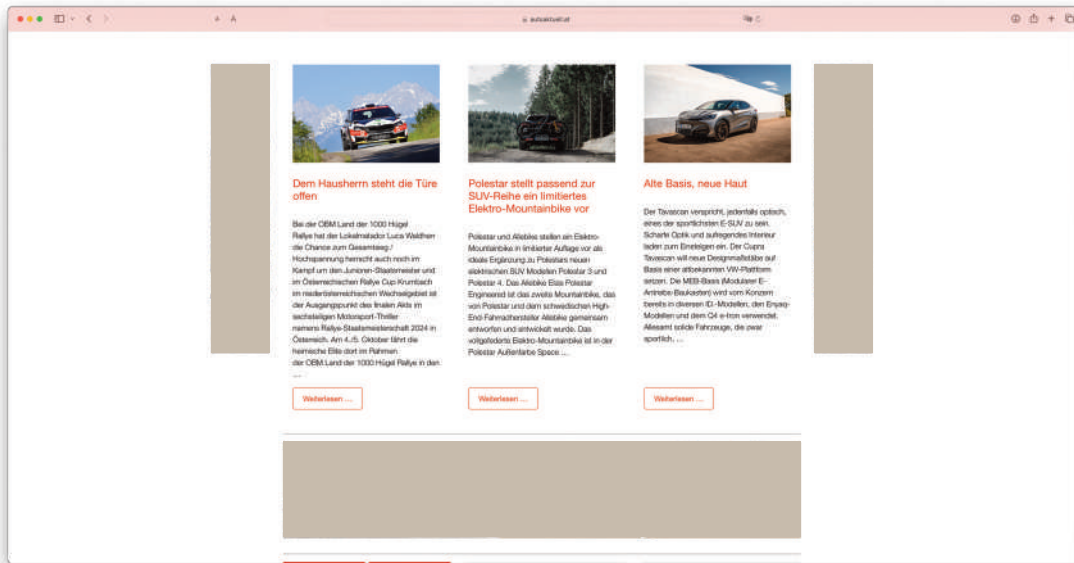
Prize competition

Your competition as an editorial article in the print edition of REISE-aktuell or AUTO-aktuell (approx. 1/4 page with product photo & text) incl. online feature (/gewinnspiel) and 2x article in the newsletter.

Online: prices plus VAT, no advertising tax

Competition	€ 1.400,-
Competition online only	€ 500,-

Online advertising formats:



Skyscraper (left & right)

120 x 600 pixels (W x H)

1 month	€ 350,-
3 months	€ 850,-
6 months	€ 1.500,-

Fullsizebanner

1.080 x 60-200 pixes (W x H)

1 month	€ 300,-
3 months	€ 720,-
6 months	€ 1.200,-

WEBSITE NUMBERS

www.reiseaktuell.at

Views: 1.885
Unique Users: 352
Events: 4.065
Interaction duration & rate: 3m 41s, 66,9%

www.autoaktuell.at

Views : 2.155
Unique Users: 320
Events: 3.932
Interaction duration & rate: 2m 24s, 63,7%

Data on average per month



Newsletter-Advertorial

The REISE-aktuell and AUTO-aktuell newsletters deliver the latest news from the world of travel and mobility directly to around 6,000 recipients every 14 days. This allows you to reach your customers without wastage.

1x online advertorial in one of the newsletters	€ 400,-
incl. 1 month fixation on start page	€ 600,-
incl. 2 months fixation on start page	€ 700,-

NEWSLETTER NUMBERS

REISE-aktuell

Recipients: 5.588
Openings: 12,5% opening rate
Clicks: 19,9% click rate

AUTO-aktuell

Recipients: 5.892
Openings: 10% opening rate
Clicks: 15,9% click rate

Average data per newsletter mailing

Always well informed ...

Travel News, Austria's only PDF counter trade magazine, is sent to **almost 1,000 travel agency employees and decision-makers at tour operators**. This trade magazine offers monthly industry information with insider information on tourism, the hotel industry, the airline business and new, interesting destinations. Not forgetting the latest information from tour operators, PEP offers and personalia.

Register now:



1/1 single page
185 x 265 mm print space
210 x 297 mm bleed
€ 1.900,-

Junior Page
137 x 180 mm
150 x 202 mm bleed
€ 1.500,-

1/2 high
90 x 265 mm
102 x 297 mm bleed
€ 980,-

1/2 horizontal
185 x 130 mm
210 x 148 mm bleed
€ 980,-

1/3 high
90 x 173 mm
102 x 195 mm bleed
€ 750,-

1/3 horizontal
185 x 85 mm
216 x 303 mm bleed
€ 750,-

1/3 block
137 x 115 mm
150 x 137 mm bleed
€ 750,-

1/4 high
42,5 x 265 mm
55 x 297 mm bleed
€ 550,-

1/4 horizontal
185 x 60 mm
210 x 82 mm bleed
€ 550,-

1/4 block
90 x 130 mm
102 x 148 mm bleed
€ 550,-

1/8 high
42,5 x 130 mm
€ 300,-

1/8 horizontal
185 x 30 mm
€ 300,-

1/8 block
90 x 60 mm
€ 300,-



Travel News published every last Thursday of the month, closing date for documents is Tuesday 15:00 of the same week

TRAVEL NEWS NUMBERS

Recipients: almost all travel agencies in Austria
Openings: 36,6% opening rate
Clicks: 44,1% click rate

Average data per Travel News mailing

Publication dates 2025:

30 January
27 February
27 March
24 April
29 May
26 June

28 August – Double issue
25 September
30 October
27 November
18 December

LUX Travel Guides is the new innovation from REISE-aktuell and LUX Travel Buzz, a tourism marketing company specialising in digital travel guides.

We create digital guides for the luxury travel market, reaching more than **2 million travellers** per year. The guides are **bi-lingual**, in English and German, and can be easily downloaded to smartphones and tablets. Each guide features a specific destination, presented in stunning images and stories. Our total reach of over 2 million readers covers the upper-income travel market. Tourism organisations in many destinations support our local distribution. In addition, the guide is promoted in print media and online.

> www.luxtravelbuzz.com

Prices 2025:

Main sponsor of a LUX Guide

- Guide Branding
- Video
- Detailed information
- Contact information
- Direct weblink

€ 2.500,- per year

Full page in the LUX Guide

- Photos
- Detailed information
- Contact information
- Direkter Weblink

€ 1.800,- pro Jahr

Banner advertising in the LUX Guide

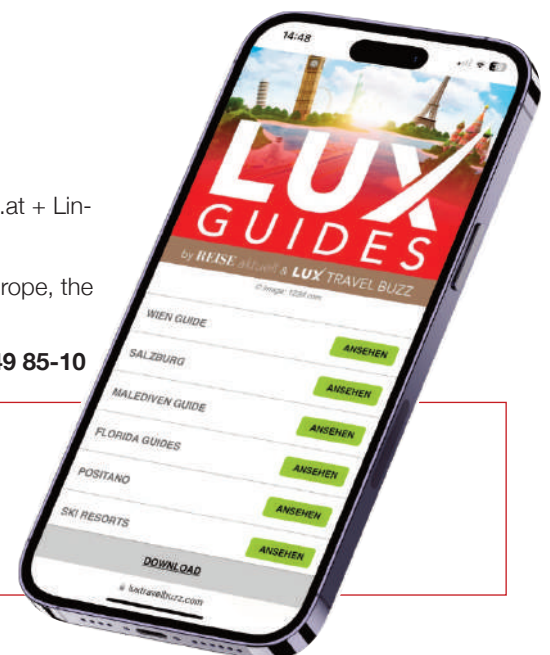
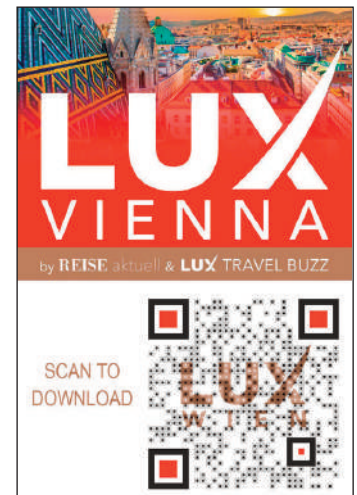
- Banner
- Direct weblink

€ 1.200,- per year

All LUX Travel Guide advertising formats include:

- Integration in a LUX Guide
- Integration in an editorial / story post on: luxtravelbuzz.com/stories + reiseaktuell.at + LinkedIn + social media
- Integration in a direct campaign (to our tourism partners, media & travellers in Europe, the USA & Canada)

We will be happy to advise you personally at cb@cbverlag.at or +43-1-597 49 85-10



LUX TRAVEL GUIDES NUMBERS

Digital Guides Accesses 2024: 318.000
Direct Campaign opening rate: 47%
Direct Campaign click rate: 81%
Luxury Audience: 30-59 years, 53% with an upper income, 44% Luxury travellers

Data from 2024 (until the end of September)



General Terms and Conditions:

ORDER PLACEMENT

1. The currently valid advertising rate shall apply (available at www.cbverlag.at). In the case of existing framework agreements (placement of several advertisements), the publisher is entitled to increase the price due to changes in raw material prices, statutory or collectively agreed increases in labour costs or increases in information.
2. Orders shall only be accepted upon written confirmation by the publisher.
3. A cancellation fee of **40%** of the advertisement value will be charged for orders cancelled before the advertising deadline. Cancellations after the advertising deadline will be charged at **75%** of the advertising price.
4. The publisher reserves the right to refuse advertisements without giving reasons.
5. For orders for inserts, bound-in inserts, bound-in liners and glued inserts, an original sample must be enclosed with the order.
6. Exclusion of competition can only be agreed from an advert size of 1/1 page for the opposite page.

ORDER PROCESSING

1. The client is solely liable for the content of the advert. By placing the order, the client confirms that it holds all the necessary rights in relation to the advertisement. Furthermore, the client confirms that the advertisement does not violate the provisions of the UWG, the UrhG, other industrial property rights or other statutory provisions. The client shall fully indemnify and hold the publisher harmless against all third-party claims.
This shall also apply to the costs of any court-ordered counterstatements, preliminary notices and judgement publications. In the event of a legal claim, the client undertakes to bear all costs of legal representation of the publisher and to join legal proceedings on the publisher's side. If the client does not fulfil this obligation, the client waives any objections.
2. The publisher shall only guarantee technically flawless reproduction if the client has provided flawless technical printing documents. In the event of wholly or partially illegible, incorrect or incomplete reproduction which significantly impairs the purpose of the advertisement, the client's claim for compensation shall be limited to the price of the respective advertisement (excluding taxes and duties). Otherwise, any warranty is excluded.
3. The publisher accepts no liability for damage caused by the non-appearance of the advertisement on a particular day or by printing, typesetting or placement errors. In any case, the publisher's liability is limited to intent and gross negligence and to the price of the respective advertisement (excluding taxes and duties).
4. Proofs or colour proofs will only be produced on request and for a fee. If the proof is not accepted in due time (within TWO working days of being sent by the publisher), authorisation to print shall be deemed to have been granted.

5. Placement requests will be fulfilled if possible, but do not constitute an obligation for the publisher.
6. The publisher accepts no liability for adverts sent by e-mail. A colour print or PDF (with a copy of the advertisement) must be sent to the publisher by the customer.
7. Complaints must be submitted to the publisher in writing within 5 days of invoicing. Later complaints will not be recognised.
8. In the event of operational disruptions or interventions due to force majeure, the publisher shall be entitled to full payment for the published advertisement, provided that the print run stated in the rate has not been undercut by more than 30 %. In the event of a lower print run, the rate shall be charged according to the price per thousand.
9. The publisher accepts no liability for errors in PR reports.

INVOICING / PAYMENT

1. Invoices are due immediately upon issue. If payment is made within 5 working days, the publisher shall grant a 2% discount on the invoice amount, with the exception of litho and production costs. In the event of default, default interest of 7.5% above the base rate shall be charged from the due date. The customer shall reimburse any reminder or collection costs as well as the costs of legal representation of the publisher.
2. Reproduction, design and exposure costs for the production of the advert will be charged to the client.
3. The client shall receive a specimen copy together with an invoice after publication.
4. Discounts shall be granted exclusively as credit notes after fulfilment of the discount conditions. The client is not authorised to offset current accounts.
5. In the event of late payment, even of only one invoice, the publisher may refuse to fulfil orders that have not yet been carried out. In this case, any price agreements deviating from the advertising rate shall become invalid and invoicing shall be based on the valid advertising rate. Discounts granted shall also become invalid.
6. Payments are to be made free of bank or other charges. Bank charges shall be borne by the client.

Media owner:

CB Verlags Ges.m.b.H., A-1060 Vienna, Haydngasse 12/5

Tel. +43-1-597 49 85, Fax: DW 15, office@cbverlag.at

The place of fulfilment and jurisdiction is Vienna.

Austrian law shall apply exclusively.

UID: ATU 43387303, FN 161405k

TAXES

All prices plus 5 % advertising tax, plus 20 % VAT, no advertising tax for online advertising

AGENCY DISCOUNT

15 % on adverts. 10 % on inserts, loose inserts, glued inserts and bound inserts

Annual turnover bonus

The sales scale can only be applied if the following payment conditions are met:

- 2 % discount for invoice settlement within 5 days.
- Net cash within 30 days of invoicing.

from € 20.000,-	- 2 %
from € 35.000,-	- 3 %
from € 50.000,-	- 5 %

Data provided by e-mail, FTP or data carrier as printable PDF.

Subject to changes, errors, typesetting and printing errors. All prices are in Euro plus taxes.

CB Verlags Ges.m.b.H.

Haydngasse 12/5, A-1060 Vienna

Tel. +43-1-597 49 85 | Fax +43-1-597 49 85-15 | office@cbverlag.at

www.AUTOaktuell.at | www.REISEaktuell.at | www.cbverlag.at

