

DELUXE Media Data 2020

Le
DELUXE
TRAVELBOOK

MEDIA DATA 2020





The magazine for travel inspiration from all over the world

LE DELUXE TRAVELBOOK



German and English. High-quality content and appealing design combine to create a travel magazine of the highest quality and with a lasting character.

HIGHEST AESTHETIC STANDARDS

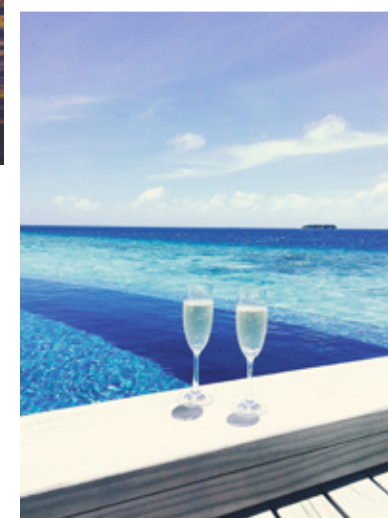
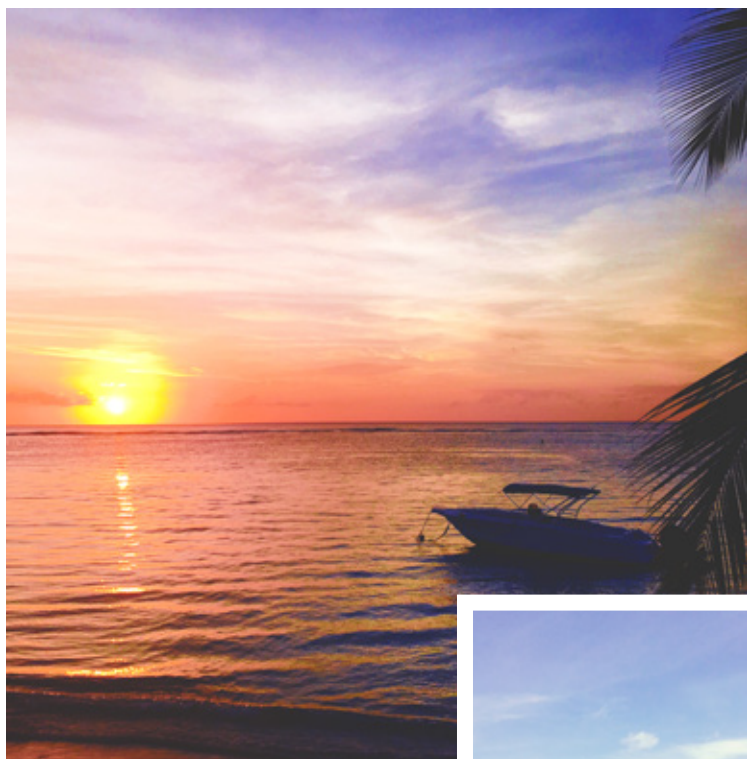
The content, layout and material of the Le DELUXE travelbook stands for a particularly high-quality production. The magazine inspires and fascinates in optics and haptics.

SUSTAINABLE PRESENCE & AFFLUENT TARGET GROUP

The annual Le DELUXE travelbook has a circulation of 18,000 copies and a reach of over 70,000 readers. Each issue is specifically displayed in the DACH area and at hotspots – worldwide. The focus is on luxury and design hotels, restaurants and cultural institutions. As a B2C magazine, the distribution key is constantly being expanded and optimised.

THE MOST BEAUTIFUL DESTINATIONS AND HOTELS

Whether it's the shine of the sea and the sound of palm trees, desert nights and cultural history or mountain air and snow flurries, summer or winter, island or mainland - in our Le DELUXE travelbook we awaken the wanderlust in your customers with destinations, hotels and insider tips from all over the world. As an exclusive second edition, we will reach German and international readers with purchasing power on 100 pages and in



Contents & Dates

THEMATIC DIVERSITY

EDITION 2020

Advertising deadline: 8 November

Date of publication: 26 November

CROATIA

Cultural and varied.

ALPIN HIGHLIGHTS

Not only popular as a winter destination - the mountain regions in Germany, Austria and Switzerland.

DELUXE TRAVEL GUIDES

Restaurant and hotel recommendations.

HOTEL NEWS

New openings.

CRUISES

Trends and highlights of the new season - from luxury to expedition.

TRAVEL TRENDS

The best accessories and fashion trends for your next vacation.

ANDALUSIA

Flamenco, tapas and sherry - the Spanish south coast surprised.

AUSTRALIA

The continent of Downunder with impressive pictures and insider tips from locals.

MALLORCA

Outside the high season and away from the tourist routes - the other Mallorca.

NEW YORK

The capital of the world - a declaration of love to the Big Apple.

Our readers, your target group

READERSHIP + KEY DATA

DISTRIBUTION

10.100 Ex.	Tourism and gastronomy (e.g. hotels, shipping companies, restaurants, bars)
4.750 Ex.	Special distribution at seasonal hotspots
750 Ex.	Sports clubs and associations (including fitness, spa and golf clubs)
100 Ex.	Hamburg Towers (including VIP area at all home basketball games)
500 Ex.	Business clubs (PR, marketing, finance), lounges, car dealerships, trade fairs, real estate agents, interior decorators
300 Ex.	Agencies (PR, Media, Marketing)
700 Ex.	International display
600 Ex.	Subscription customers, multipliers
200 Ex.	Archives

ADVERTISING PRICES (PLUS LEGALLY APPLICABLE VAT)

2/1 page, 4c	EUR 3,300	U2, 4c	EUR 2,860
1/1 page, 4c	EUR 2,200	U3, 4c	EUR 2,640
1/2 page, 4c	EUR 1,500	U4, 4c	EUR 3,300
1/3 page, 4c	EUR 1,000		

ERSCHEINUNGSWEISE

Publication: once a year
 Circulation: 18,000 copies
 Reach: over 70,000 readers per issue

DISCOUNT SCALE

With simultaneous placement in two Le DELUXE issues, we grant you 10% discount on your advertising volume and 20% with simultaneous placement in four issues. We also offer the discount scale in combination with Le DELUXE Hamburg an THE MALLORQUIN. We will be happy to advise you.

Free advertising forms, inserts as well as the occupancy of the inner part of a fold-out title page as a special format are possible on request. We are happy to offer a set of advertisements incl. ad layout on request. Subject to change without notice. Our General Terms and Conditions apply. The publisher reserves the right to change or adapt the distribution of the magazine if this ensures equal or better distribution. The circulation can be up to 15% higher or lower depending on the season. Price list no. 3 - valid from 1 January 2019.

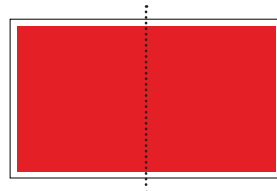
DELUXE HAMBURG

- makes you want to travel
- takes you to foreign cities and regions
- makes you relaxed in everyday stress
- informs about current trends and events
- activates readers

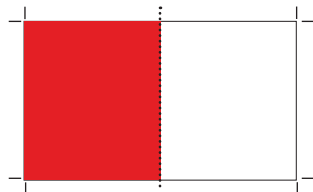
FORMATS



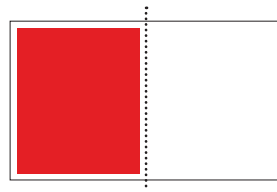
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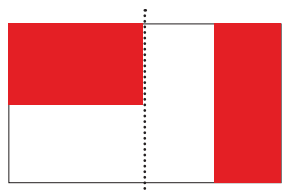
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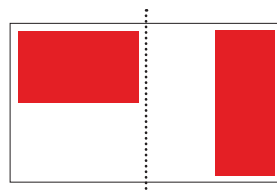
1/1 PAGE
in bleed area (+3 mm trim allowance) 230 x 297 mm



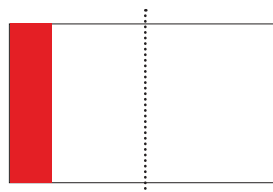
1/1 PAGE
in type area
197 x 257 mm



**1/2 PAGE LANDSCAPE/
PORTRAIT**
in bleed area (+3 mm trim allowance) 230 x 146 mm /
114 x 297 mm



**1/2 PAGE LANDSCAPE/
PORTRAIT**
in type area
197 x 126 mm / 96 x 257 mm



1/3 PAGE PORTRAIT
in bleed area (+3 mm trim allowance)
80 x 297 mm

ACCEPTABLE DATA FORMATS FOR ADVERTISEMENT TEMPLATES

Printable formats: JPEG, TIFF, EPS or PDF files

PDF files must be in PDF/3X-Standard Images, colours, and texts must be in CMYK.

(colour profile: FOGRA 391 / ISO coated v2 300% – www.eci.org)

Optimal print resolution: 300 dpi in original size

Open files: InDesign, Illustrator, Photoshop
Fonts and images must be delivered separately.

Fonts must be rasterised in EPS files.

The production costs of varying formats will be priced in consultation with the advertising department. Advertorials will be marked with the word “advertorial”. The content will be produced in coordination with the customer or responsible agency. Colour matching will be done with a colour-binding proof on request (for a fee). We would be happy to answer any questions you may have.

Files (from Office programs including OpenOffice) generated in Word or PowerPoint using the program “AFPL Ghostscript” to create PDF files are not suitable for printing.

CONTACT

ADVERTISING

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