

Media Data



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2026

2 Concept and Target Group

For over a decade, **Hotel vor9** has been one of the leading trade media outlets in the German-speaking hotel industry. With its **free newsletter**, which reaches around **17,500 decision-makers, opinion leaders, and hotel professionals** every day, the industry stays up to date with everything it needs to know.

The Hotel vor9 editorial team provides readers with a quick and reliable overview of what is interesting and important to the hotel industry in the form of relevant news and developments. The newsletter delivers the most important information before the day even begins. The daily open rate of around 40 percent speaks for the high acceptance of the newsletter as a leading must-read medium within the target group.

The **Hotel vor9** website is the perfect complement to the daily newsletter. **Hotel vor9** reports throughout the day on what is happening in the hotel industry and its key players. Here you will find articles on important topics, interviews with leaders, and exciting background information. **Hotel vor9** also functions as one of the most important news sources in Google News for topics related to the hotel industry and is regularly cited by renowned business media and daily newspapers. With around 2.2 million page views and approximately 387 500 visitors annually, the website is a go-to resource for decision-makers in the hotel industry.

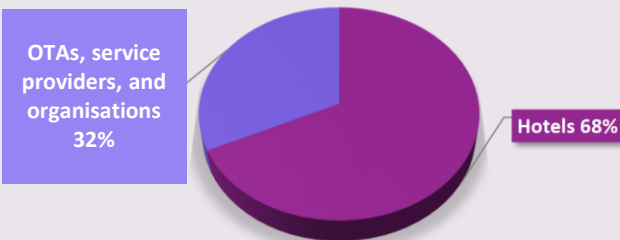
Hotel vor9 provides information on topics related to the hotel industry in its **“Inside”** section and deliberately looks beyond the horizon. The **“Local”** section contains relevant news from the regions, while **“Management”** covers trends, tips, and background information on market research, sales, marketing, careers, and social media. The section ends with the humorous or bizarre **“Check-out”** as a finale.



Other publications from us:



Subscriber breakdown – 17 500 recipients



Source: Readership Analysis 2024 Hotel vor9

Key figures*: www.hotelvor9.de	Total 12 month	Ø per month	Ø per week
Events/User Interaction	2 193 500	182.792	42.183
Page Impressions	692 000	57 667	13 308
Qualified Clients	387 500	32 292	7 452

Data source: Google Analytics, period July 1, 2024 to June 30, 2025

3 Banner Newsletter – price per week

1

2

3

4

Banner Formats	Formats in Pixel	Only Hotel vor9	Hotel vor9 and Care vor9*
Leadbanner top 1	600 x 120	2,550 €	4,550 €
Premiumbanner 2	468 x 120	2,400 €	4,300 €
Fullbanner (1. category) 3	468 x 120	1,950 €	3,500 €
XXL Banner (1. category) 4	468 x 250	2,500 €	4,500 €
Fullbanner (2. category)	468 x 120	1,750 €	3,150 €
XXL Banner (2. category)	468 x 250	2,400 €	4,300 €
Fullbanner (3. + 4. category)	468 x 120	1,600 €	2,850 €
XXL Banner (3. + 4. category)	468 x 250	2,300 €	4,100 €

All prices are exclusive of VAT.

All banners are booked on a weekly basis.

Data delivery: Banners must be submitted as physical files (jpg/gif) with a file size of approx. 50 kB at least three working days before publication. We recommend static banners, as animated banners are not supported by all email programs.

Contact: marinela.holtfreter@gloobi.de or caroline.prisching@gloobi.de

Cancellation: Free of charge up to ten working days before publication. Lead banners and premium banners can only be booked on a fixed basis and therefore cannot be canceled. See also Terms and Conditions.

Rebooking: Free of charge up to five working days before publication.

Reporting: If you require daily reporting, please send us a tracking link that you can use to track your clicks yourself. Otherwise, we will provide a report with the cumulative performance data at the end of the month after the campaign has ended. For campaigns lasting several months, we will provide interim reports at the end of each month.

4 Text Ads Newsletter

» INSIDE

Münchener Koenigshof zielt auf Topmanager und Gäste vom Golf



@Koenigshof

Es ist nicht einfach, aus der beeindruckenden Galerie Münchner Luxushotels herauszu-
gen. Der neue Koenigshof hat das geschafft.
Beim einzigen Mitglied von Marriotts Luxury
Collection in Deutschland passen Lage, De-
sign, Exklusivität und F&B-Konzept zusam-
men. Jörg Frehse, Vorstandssprecher und
Mitgründer des Betreibers MHP, erzählt, wie
der Start verlief. [Hotel vor9](#)

Booking mit gedrossemtem Wachstum im zweiten Quartal



@Booking

Booking CEO Glenn Fogel (Foto) muss sich
für das zweite Quartal 2024 mit einem deut-
lich verlangsamten Wachstum zufriedenge-
ben. Der Umsatz stieg um lediglich sieben
Prozent. Booking hatte nach dem Ende der
Corona-Pandemie stets zweistellige Wachs-
tumsraten erzielen können. [Hotel vor9](#)

ANZEIGE

Innovative technische Entwicklungen und Top-Service seit 1999



Die KraftCom GmbH blickt nun auf ein Vierteljahrhundert voller
technischer Innovationen, maßgeschneiderter Lösungen und
herausragendem Service zurück. Hotels profitieren von
KraftComs Lösungen für LAN/WLAN-Netzwerke, Streaming, In-
Room-Entertainment, Digital Signage, Kameraüberwachung
etc. [Mehr erfahren](#)

40 Millionen Euro für Fewo Start-up Myne

Das Ferienhaus-Startup Myne aus Berlin hat sich in einer neuen Finanzierungsrunde 40
Millionen Euro gesichert. Myne vermittelt Immobilieneigentum im Share Deal in derzeit
sechs Ländern, darunter Deutschland. Die Immobilien werden auf zwei bis acht Eigentü-
mer aufgeteilt und von Myne verwaltet und in den Zeiten außerhalb der Eigennutzung an
Ferien Gäste vermietet. Mit dem frischen Kapital sollen zwei weitere Länder erschlossen
werden. Das Unternehmen plant, in 2024 den Break-even zu erreichen. [Gründerszene](#)

Text Ads Format	Hotel vor9 per day	Hotel vor9 per week	Hotel vor9 and Care vor9* per day	Hotel vor9 and Care vor9* per week
Text Ad with Logo 280 characters plus a logo, including link and slogan, logo/image max. 300 px width (Format 16:9) jpg	550 €	2,250 €	990 €	4,050 €
Text Ad without Logo max. 350 character, including link	450 €	1,800 €	810 €	3,200 €

All prices are subject to statutory value added tax.

* Care vor9 is a daily newsletter from the vor9 group aimed at managers of care facilities.

Data delivery: Text, link, and logo (if applicable), including approval, must be submitted by 2 p.m. the day
before publication for Tuesday through Friday publications. For Monday through Friday publications, the
deadline is 10 a.m.

Contact: marinela.holtfreter@gloobi.de or caroline.prisching@gloobi.de

Rebooking: Possible free of charge up to five working days before publication. See also Terms and
Conditions.

Note: The newsletter is published in responsive design, which means that it is optimized for the device on
which it is viewed. The display of the ads therefore depends on the output device. The screenshot for
approval of the text ads is only used to coordinate the text.

Reporting: If you require daily reporting, please send us a tracking link that you can use to track your clicks
yourself. Otherwise, we provide monthly reports summarizing the key figures for your ad(s).

5 Banner Website

SPAREN SIE BEIM KAUF EINES PELOTON BIKES BIS ZU 600 €

PELOTON COMMERCIAL

MEHR ERFAHREN

1

Hyatt will Zahl der Hotels in Deutschland verdoppeln

"Wir arbeiten an weiteren Übernahmen", sagt Javier Águila, Hyatt-Manager für die Region EMEA, im Interview. Er will die ...

2

» Top-News | 7.10.2024

» Inside Bei Airbnb herrscht Kommerz statt lokale Sharing-Economy » Local Das Seehotel Fleesensee hat jetzt eine eigene Insel » Management Umziehen kann zur Arbeitszeit gehören » Check-out Hier dreht sich alles um Nichts!

» Inside

Bei Airbnb herrscht Kommerz statt lokale Sharing-Economy

Die Plattform Inside Airbnb zeigt, wo es besonders viele Airbnb-Angebote gibt. Spitzenreiter sind Florenz (27 Unterkünfte ... »

4. Oktober 2024 | 07:00 Uhr

14 Prozent mehr Azubis im Gastgewerbe in Rheinland-Pfalz

In Rheinland-Pfalz wurden bis Ende August rund 12.000 neue Ausbildungsverträge abgeschlossen, zwei Prozent mehr als im ... »

3. Oktober 2024 | 07:00 Uhr

SANET extreme von Green Care Professional

Der leistungsstärkste nachhaltige Sanitärreiniger der Branche. Der Hochleistungs-Sanitärreiniger und Entkalker mit EU-Ecolabel wirkt extrem schnell gegen Kalkflecken und Kalk! Mit 50% des organischen Kohlenstoffes aus pflanzlichen Quellen. » Mehr erfahren

Der clevere Einstieg für die Hotel-Lobby der eCOUNTER

Inzwischen erwartet der Gast einen Check-In Automaten am Eingang seines Hotels, wenn die Rezeption nicht mehr besetzt ist.

Der eCOUNTER begrüßt Ihre Gäste, checkt sie ein, kassiert die Rechnung und händigt den Zimmerschlüssel oder die Schlüsselkarte aus.

Besuchen Sie uns auf der INTERGASTRA 2024 in Stuttgart Halle: 4 Stand: 4C16

www.ecounter.info

4

Endlich mehr Zeit für die Gäste

Unserer Gästen sparen wir über 95% der Glasentfernung selbstständig

3

Advertising Format	Formats in pixel	per week
Leadbanner top (appears on all pages of the website) 1	600 x 120	1,500 €
Premiumbanner (appears on all pages of the website) 2	468 x 120	1,400 €
Fullbanner (appears on the homepage and in the category Inside) 3	468 x 120	1,000 €
XXL Banner (appears on the homepage and in the category Inside) 4	468 x 250	1,400 €
Fullbanner (appears on the homepage and in the category Local)	468 x 120	800 €
XXL Banner (appears on the homepage and in the category Local)	468 x 250	1,300 €
Fullbanner (appears on the homepage and in the category Management)	468 x 120	700 €
XXL Banner (appears on the homepage and in the category Management)	468 x 250	1,200 €

All prices are exclusive of VAT.

All banners can be booked on a weekly basis. You will only receive click statistics for a banner if you provide us with a tracking link.

Data delivery: Banners must be submitted as physical files (jpg/gif) with a file size of approx. 50 kB at least three working days before publication. We recommend static banners, as animated banners are not supported by all email programs.

Contact: marinela.holtfreter@gloobi.de or caroline.prisching@gloobi.de

Cancellation: Free of charge up to 10 business days before publication. Lead banners and premium banners can only be booked on a fixed basis and therefore cannot be canceled. See also Terms and Conditions.

Rebooking: Free of charge up to five business days before publication.

6 Text Ads Website

» Management



**Umziehen kann zur
Arbeitszeit gehören
»**

7. Oktober 2024 | 07:00 Uhr

Pandemie brachte keinen Digitalisie- rungsschub

Obwohl die Deutschen in der Corona-Pandemie stark im Home-Office arbeiteten und mehr digitale Technik nutzen, habe die ... »

5. Oktober 2024 | 14:53 Uhr



Kosten senken und nachhaltig handeln! 1

Die Green Option von SuitePad ermöglicht es Ihnen, Kosten zu sparen und die Umwelt zu schützen. Erfahren Sie, wie Sie durch weniger Zimmereinigung profitieren. Lesen Sie unser Whitepaper und starten Sie mit nachhaltigen Maßnahmen. » [Whitepaper herunterladen](#)

» Management



**Umziehen kann zur
Arbeitszeit gehören
»**

7. Oktober 2024 | 07:00 Uhr

Pandemie brachte keinen Digitalisie- rungsschub

Obwohl die Deutschen in der Corona-Pandemie stark im Home-Office arbeiteten und mehr digitale Technik nutzen, habe die ... »

5. Oktober 2024 | 14:53 Uhr



Kosten senken und nachhaltig handeln! 2

Die Green Option von SuitePad ermöglicht es Ihnen, Kosten zu sparen und die Umwelt zu schützen. Erfahren Sie, wie Sie durch weniger Zimmereinigung profitieren. Lesen Sie unser Whitepaper und starten Sie mit nachhaltigen Maßnahmen. » [Whitepaper herunterladen](#)

Text Ads, bookable in the Inside, Local, or Management sections

Price per day

Price per week

1

Text Ad with Logo

280 characters, including link and slogan, plus logo (picture 300 px width)

300 €

1,200 €

2

Text Ad without Logo

max. 350 characters, including link

250 €

1,000 €

All prices are exclusive of VAT.

Key figures*: www.hotelvor9.de

Total 12 months

Ø per month

Ø per month

Page Impressions (PIs)

2,93500

182792

42183

Visits

692.000

57667

13308

Qualified Clients

387500

32292

7452

Data source: Google Analytics, period July 1, 2024 to June 30, 2025

You will only receive click counts for a banner on the website if you provide us with a tracking link.

7 Combination Newsletter & Website

Advertising Format	Formats in pixel	Price per week
Leadbanner top	600 x 120	3,200 €
Premiumbanner	468 x 120	3,000 €
Fullbanner (1. category)	468 x 120	2,500 €
XXL Banner (1. category)	468 x 250	3,150 €
Fullbanner (2. category)	468 x 120	2,200 €
XXL Banner (2. category)	468 x 250	3,000 €
Fullbanner (3. and 4. category)	468 x 120	2,000 €
XXL Banner (3. and 4. category)	468 x 250	2,900 €

All prices are exclusive of VAT.

Text Ads	Price per day	Price per week
Text Ad with logo 280 characters plus a logo, including link and slogan logo/image max. 300 px width	690 €	2,900 €
Text Ad without logo max. 350 character, including link	590 €	2,250 €

All prices are exclusive of VAT.

Text ads can be booked in the following categories:

1. Category: Inside
2. Category: Local
3. Category: Management

8 Job Ads Newsletter & Website

» JOBS

Sie suchen Mitarbeiter?

Der Stellenmarkt von Hotel vor9 hilft! Heute geschaltet, morgen bei rund 17.000 **Fachkräften** in der Hotellerie in der Mail und auf der [Hotel vor9](#)-Website. [Hotel vor9](#) (Mediadaten)



Ihr Herz schlägt für die Hotellerie und Gastronomie? Wir suchen engagierte Fachkräfte!

- **Rezeptionist/Empfangsmitarbeiter (m/w/d)**
- **Kellner/Servicekraft (m/w/d)**
- **Zimmermädchen/Frühstückskraft (m/w/d)**
- **Spüler (m/w/d)**

Erleben Sie beeindruckende Gastgeber-Momente bei uns im Waldgasthof Buchenhain im Süden von München. [Info](#)



Perfect Meeting ist ein weltweit tätiger Messe- und Veranstaltungsdienstleister mit Sitz in Seefeld/München.

Aufgrund von weiterer Expansion, suchen wir eine/n:

- **Projektmanager Operation (m/w/d)**
- **Hoteleinkauf (m/w/d)**

Treffen Sie jetzt die richtige Wahl, jetzt bewerben.

» CHECK-OUT

Ein Hotel auf Schienen

Das französische Start-up Midnight Trains will ins Geschäft mit Nachtzügen einsteigen. Die Gründer Adrian Aumont und Romain Payet planen ein "Boutique-Hotel auf Rädern". Ihre Gäste sollen mit Luxus verwöhnt werden, zum Beispiel mit Zimmerservice in High-End-Privatsuiten, die über ein Bad verfügen oder mit einem saisonalen Menü und Cocktails à la carte. Rat eingeholt haben sie sich unter anderem bei Accor und Iosgehn soll es 2024. Bon voyage! [Standard](#)

Job Ads	Price	Discount
Job Advertisement with logo 280 characters including link to website or PDF, plus Logo/image 300px width	420 € (20% combination discount is available if the same ad appears in two newsletters, e.g. Hotel vor9 and Reise vor9)	As of 5 Job Advertisements 15%
Job Advertisement without logo approx. 350 characters, including link	370 € (20% combination discount is available if the same ad appears in two newsletters, e.g. Hotel vor9 and Reise vor9)	As of 10 Job Advertisements 20%

All prices are exclusive of VAT. We do not grant agency commission to employment ads.

Hotel vor9 puts your employment ad in front of more than 17,500 managers in the hospitality industry: in a separate section "**Jobs**" surrounded by articles.

All we need is a link to where you have placed your ads on your own website, or alternatively a PDF that we upload and publish a link

Ad material delivery and approval: Employment text ads have to be approved for release latest at 10 a.m. prior to publication date, if not, we reserve us the right to postpone the publication to the following day.

Contact: marinela.holtfreter@gloobi.de or caroline.prisching@gloobi.de

Note: The newsletter are displayed in responsive design. The presentation of the ads depends on the devices. The screenshot for approval is only for the correctness of the text.

9 Discounts and Agency Commission

Sales volumes	Discounts
as of 2,500 Euros	3%
as of 10,000 Euros	5%
as of 20,000 Euros	10%
as of 30,000 Euros	15%
as of 40,000 Euros	20%

As of a certain turnover (within 1 year), benefit from our discounts. We grant 15% agency commission when placed through a recognized advertising agency. The prices quoted do not include the statutory value-added tax (VAT).

From an agreed sales volume with a one-year term, we grant discounts after the next season. It does not matter in which newsletter or on which website the advertising material appears. Excluded are job advertisements.

If the pre-agreed sales volume is exceeded within the year, we grant higher discounts in the form of our incremental discount scale.





Pascal Brückmann
CEO/ Editor in Chief



Britta Linke
CEO



Thomas Hartung
CEO



Frank Winter
Editor



Michael Körner
Head of Advertising Sales



Nina Gehlen
Advertising Sales



Markus Gruber
Advertising Sales



Cordula Dependahl
Advertising Sales



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Publisher

Thomas Hartung und Thomas C. Wilde

11 AGB

These terms and conditions and the price list apply to banner advertising or other forms of advertising in the newsletters and on the website hotelvor9.de, produced and marketed by Gloobi.de.

1. "Advertisement order" within the meaning of the following General Terms and Conditions is the contract for the publication of one or more advertisements or other forms of online advertising by an advertiser or other advertiser in the newsletters and on the websites of vor9.de.

2. Gloobi.de reserves the right to reject advertising orders on the basis of their content, origin, or technical form in accordance with uniform, objectively justified principles if their content violates laws or official regulations or if their publication is unreasonable for Gloobi.de. This also applies to orders placed with representatives. The client shall be notified immediately of the rejection of an order. The client guarantees that it possesses all rights necessary for the placement of the advertising material. The client indemnifies Gloobi.de against all third-party claims and is liable for all damages of any kind attributable to the placement of the advertisement.

3. Every order only becomes legally binding after written confirmation by Gloobi.de.

4. Advertising orders placed by an agency are accepted in its name and on its behalf. Advertising brokers and advertising agencies are obliged to adhere to the Gloobi.de price list in their offers, contracts, and invoices to advertisers.

5. If a joint discount is claimed for companies belonging to the same group, written confirmation of a capital share of more than 50% is required.

6. Advertisements and special forms of advertising must be called up within one year of the conclusion of the contract. If individual or multiple calls up of a contract are not fulfilled due to circumstances for which Gloobi.de is not responsible, the client shall reimburse the publisher, without prejudice to any further legal obligations, for the difference between the discount granted and the discount corresponding to the actual purchase according to the rate schedule.

7. Advertisements or forms of advertising that are not recognizable as such due to their design will be clearly marked by Gloobi.de with the word "Advertisement."

8. The client is obliged to deliver and approve proper advertising material, in particular in accordance with the format or technical and scheduling specifications of Gloobi.de (For special forms of advertising, the date specified in the offer applies).

9. Gloobi.de guarantees, within the scope of foreseeable requirements, the best possible reproduction of the advertising material in accordance with the usual technical standards. However, the client is aware that, given the current state of technology, it is not possible to create a program that is completely free of errors.

10. Proofs are only provided for text advertisements. The client is responsible for the accuracy of the approved proofs. Gloobi.de will take into account all corrections that are communicated within the deadline set when the proof is sent.

11. The obligation to retain the advertising materials sent ends three months after completion of the order

12. If the execution of an order is not possible (e.g. due to software or other technical reasons), in particular due to computer failure, force majeure, strikes, legal provisions, disruptions within the area of responsibility of third parties (e.g. other providers), network operators or service providers, or for comparable reasons, the order will be carried out at a later date if possible. If the order is completed at a reasonable time after the disruption has been remedied, which is acceptable to the client, Gloobi.de's claim to remuneration remains valid.

AGB

13. Terminations of advertising orders must be made in writing or by email within the specified time limit.

14. Cancellations by the customer within 9 to 5 business days prior to publication will be charged a processing fee of 30% of the gross volume of the respective order. Within 5 days to one day prior to publication, the fee is 50%. If campaigns that are already running are stopped, the full amount of the gross volume of the respective order must be paid.

15. If the client does not make an advance payment, the invoice will be sent within 14 days of publication. The invoice amount is due within 14 days of receipt of the invoice.

16. In the event of late payment or deferral, interest and collection costs will be charged. In the event of late payment, Gloobi.de may postpone further execution of the current order until payment is made and demand advance payment for the remaining advertisements. If there are justified doubts about the client's solvency, Gloobi.de is entitled, even during the term of an advertising contract, to make the publication of further advertisements dependent on advance payment of the amount and settlement of outstanding invoice amounts, regardless of any originally agreed payment terms.

17. Costs for the production of ordered designs, scans, image processing, creation of PDF files, as well as for significant changes to the originally agreed designs requested or justified by the client shall be borne by the client.

18. In the event of changes to advertising rates, these shall also apply to current advertising contracts.

19. The place of performance and jurisdiction is the headquarters of Gloobi.de.