COUNTER O VORS

Media Data 2019

Concept and target group



Counter vor9 is the free information service for travel agents. It gives them a quick overview of relevant news about the travel industry that has just appeared in national and international media, blogs or elsewhere on the internet. Even before their day starts, they learn what they need to know.

Counter vor9 is compiled overnight to make sure that it is up-to-the-minute. Our editors review hundreds of websites and cull the most important information from them: concise and to the point, with direct links to the original sources. **Counter vor9** also consciously looks about the bigger picture.

Counter vor9 consists of 4 main sections: Sales, Destinations, Products and Trends. The part "Sales" reflects all matters in a travel agency, "Destinations" gives information what's new in the different countries. "Products" represents new products in the travel industry. Under "Trends" you'll find pertinent news about market research, from the digital world and useful articles about internet topics. A separate section called "Jobs" puts your employment ads in front of around 20,000 travel agents.

Subscriber Breakdown

Counter vor9 reaches some 20,000 travel agents from stationary and online sales every day: both the staff and office managers of travel agency chains, as well as the agencies not belonging to a chain or and affiliation.

With the newsletter **Schmetterling vor9** your have the opportunity to reach 25,000 additional readers of the travel agency corporation Schmetterling International. At a special combination rate you can book your banner or text advertisement in both newsletters and reach by this means over 45,000 people in travel sales.



Other publications from us:





SCHMETTERLING VOR9

Banners





	BANNER FORMATS	FORMATS IN PIXEL	PRICE PER WEEK	Acquisition per week Schmetterling vor9
1	Leadbanner Top	600 x 120	2,100€	1,050€
2	Corner Ad	234 x 80	1,200€	600€
3	Fullbanner Premium position	468 x 120	1,900 €	950 €
	Fullbanner 1. Category Sales	468 x 120	1,200 €	600€
	XXL Banner 1. Category Sales	468 x 250	1,900 €	950 €
	Fullbanner 2. Category Destinations	468 x 120	1,100€	550€
	XXL Banner 2. Category Destinations	468 x 250	1,900 €	950 €
	Fullbanner 3. Category Products	468 x 120	1,100€	550€
	XXL Banner 3. Category Products	468 x 250	1,900 €	950 €
	Fullbanner 4. Category Trends	468 x 120	1,000 €	550€
	XXL Banner 4. Category Trends	468 x 250	1,900 €	950€
5	Leadbanner bottom	600 x 120	1,200 €	600€

All banners are booked on a weekly basis. The newsletter is also displayed on our website, including all ads.

Ad material delivery

At least three days prior to publication, jpg or gif, maximum 50 KB. Banner can be animated but we do not recommend this as animations are not supported by some email programs (such as Outlook). Should it be animated, please put the most imported information on the first page.

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

Cancellation: 10 working days prior to publishing date without any costs, except Leadbanner Top and Fullbanner Premium position.

Text Ads/Discount



» PRODUKTE

Mit der "Phoenix Viola" barrierefrei den Fluss bereisen

Mit dem neuen Kreuzfahrschiff bietet Phoenix ab Mai behindertengerechtes Reisen an. Mit Hilfe von Experten wurde das Schiff saniert und verfügt nun über 34 rollstuhlgerechte Kabinen, unter anderem mit breiten Türen, höhenverstellbaren Betten, und befahrbaren Duschen. Cruisetricks

Biblische Reisen startet Asien-Trips im Herbst

"Durchs wilde Kurdistan" führt zu uralten Stätten des Islam wie die Blaue Moschee in Täbris oder die Orte Maragheh, Sanadaj und Negel. Mit der 13-tägigen Reise "Impressionen der Seidenstraße" geht es im September durch Tadschikistan und Usbekistan. "Pagoden – Klöster – Goldenes Dreieck" erkundet das Grenzgebiet zwischen Thailland, Laos und Myanmar. Counter vor?

ANZEIGE

DRV-Seminare - Die Weiterbildungen für Touristiker



Sie sind auf der Suche nach Verkaufs- und Vertriebsseminare speziell für Reisebüros und Reiseveranstalter? Sie brauchen Fachwissen zum neuen Steuerrecht, Reiserecht und zum Datenschutz? Buchen Sie jetzt unter: www.drw-seminare.de

Lufthansa fliegt ab Mai Rostock - München

Nach der Insolvenz von Fly BMI übernimmt Lufthansa die Flüge selbst. Außer samstags, verkehrt zweimal täglich eine Maschine, am Sonntag einmal. Im Einsatz ist ein Regionaljet der Cityline. Airliners

Wettbewerbszentrale rüffelt Google und Vergleichsportale

Die Zentrale zur Bekämpfung unlauteren Wettbewerbs prangert bei Check24 und Verivox irreführende Produktinformationen an, im konkreten Fall bei Mobilfunkverträgen. Der Suchmaschinen-Gigant Google steht nicht nur in der Kritik, sondern wird verklagt, wegen der Hotelkategorisierung mit eigenen Sternen. Auch dies sei für den Verbraucher nicht zu durchschauen. Cruisetricks

ANZEIGE

Mit diesen 5 Tipps verwandeln Sie Ihre Gäste in Fans

Sie möchten bei Ihren Gästen die Nummer eins werden? Dann müssen Sie jetzt dafür sorgen, dass Ihre Gästekommunikation in Bestform ist. Was Sie dafür tun müssen und welche Strukturen dafür nötig sind, erfahren Sie hier: Cruisetricks

Holidaycheck nimmt sich Bewertungsbetrüger vor

Nach der Abmahnung von Hotels, die nachweislich gefälschte Bewertungen einkauften, klagt Holidaycheck nun gegen ein Unternehmen, das positive Reviews verkauft: Fivestar Marketing. Nur so könne man "für den Urlauber eintreten sowie den Initiatoren und deren unlauteren Methoden das Handwerk legen". Cruisetricks

	TEXT ADS FORMAT	PER DAY	ACQUISITION SCHMETTELING	WEEKLY BOOKING WITHOUT MOTIF-/ TEXT CHANGE	ACQUISITION SCHMETTELING	WEEKLY BOOKING WITH MOTIF-/ TEXT CHANGE	ACQUISITION SCHMETTELING
1	Text ad with logo 280 characters plus a logo, including link and slogan	450€	250€	1,700€	850€	2,000€	1,000 €
2	Text ad without logo , max. 350 character, including link	350€	200€	1,400 €	700€	1,600€	800 €

Ad material delivery

Text and logo (jpg) must be provided to us by 12 p.m. on the day before publication (for Monday publication, that means on the preceding Friday).

Cancellation

10 working days prior to publishing date without any costs.

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.

Discounts

As of a certain turnover (within 1 year), benefit from our discounts.

as of 2,500 €: discount 3% as of 10,000 €: discount 5% as of 20,000 €: discount 10%

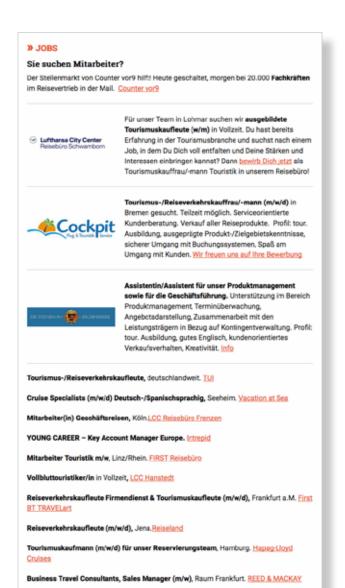
as of 30,000 €: discount 15% as of 40,000 €: discount 20%

We grant 15% agency commission when placed through a recognized advertising agency. The prices quoted do not include the statutory value-added tax (VAT).

Employment ads



Counter vor9 puts your employment ad in front of around 20,000 travel agents: in a separate section called "Jobs" surrounded by articles. All we need is a link to where you have placed your ad on your own website, or alternatively a PDF that we upload and link to.



Employment text ad

- Up to 5 lines of text (approx. 280 characters)
- Logo (jpg) if booked (max. width 300px)
- Link to website or PDF
- · Appears twice in full, thereafter as a one-liner
- · Runs for a total of 8 days in the newsletter,
- 4 weeks on www.countervor9.de
- Price without logo: € 270 plus VAT
- Price with logo: € 320 plus VAT
- No agency commission
- Travel agencies get a discount

Ad material delivery and approval

Employment text ads have to be approved for release latest at 12 noon prior to publication date, if not, we reserve us the right to postpone the publication to the following day.

Discounts

As of a certain turnover (within 1 year), benefit from our discounts.

Note

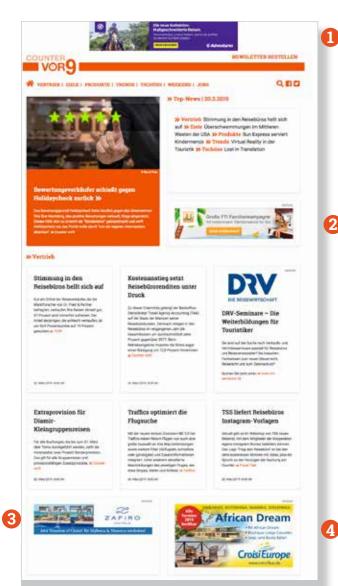
The newsletter are displayed in responsive design. The presentation of the ads depends on the devices. The screenshot for approval is only for the correctness of the text.

With the simultaneous delivery of two newsletters, we grant a combined discount.

Website



Counter vor9 brings your advertising to the web. For a low additional fee is your advertisment also published on our Website countervor9.de. Of course your advertisement will appear only on our website, without the newsletter, if you want.



BANNER FORMATS	Formats in Pixel	Only Website Price per week	Acquisition Website per week (means price if you already booked an ad in the Newsletter)
Leadbanner Top	600 x 120	1,400 €	1,100€
Fullbanner Premium position	468 x 120	1,300 €	1,000€
Fullbanner 1. Category Sales	468 x 120	800€	650€
XXL Banner 1. Category Sales	468 x 250	1,300 €	1,000€
Fullbanner 2. Category Destinations	468 x 120	750€	600€
XXL Banner 2. Category Destinations	468 x 250	1,300 €	1,000 €
Fullbanner 3. Category Products	468 x 120	750€	600€
XXL Banner 3. Category Products	468 x 250	1,300 €	1,000€
Fullbanner 4. Category Trends	468 x 120	750€	600€
XXL Banner 4. Category Trends	468 x 250	1,300 €	1,000 €
Leadbanner bottom	600 x 120	800€	650€

TEXT ADS FORMAT	Only Website per day	Only Website per week without motif-/ text change	Only Website per week with motif-/ text change	Acquisition Website per day	Acquisition Website per week without motif-/ text change	Acquisition Website per week with motif-/ text change
Text ad with logo 280 characters plus a logo, including link and slogan	300€	1,000€	1,150€	250€	800€	900€
Text ad without logo , max. 350 character, including link	250€	800€	1,000€	200€	650€	850€

Contact





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