

# 2024

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

## tariffs

### topics / media data

*Advertorial tariff list Nr. 35*

*CB Verlags Ges.m.b.H.*

*+43-1-597 49 85*

*office@cbverlag.at*

**AUTO-aktuell** offers car lovers and motor enthusiasts comprehensive information and focuses on carefully researched topics and excellent photos in the areas of cars, tuning, off-road, motor sports and lifestyle. AUTO-aktuell has been an integral part of the Austrian car magazine market for 38 years and offers a wide range of information about cars, special topics such as motor oils, summer and winter tyres, motor sports, detailed test reports, current driving presentations, tuning and much more. In December, the special issue "AUTO-aktuell TEST, LUXURY & LIFESTYLE" is published with the most important test reports of the year and the latest trends. On the Internet, AUTO-aktuell offers daily updated news about the latest models, tuning, lifestyle, as well as car tests and motor sport information at [www.AUTOaktuell.at](http://www.AUTOaktuell.at). AUTO-aktuell is available in newsagents, at Steffl Vienna and in supermarkets, at the CAT and at Vienna Airport as well as by subscription. **AUTO-aktuell is also available as an e-paper --> page 11**

[www.AUTOaktuell.at](http://www.AUTOaktuell.at)

**SMALL ADVERTISEMENTS** millimeter price for a column € 2,20

**PROMOTIONS** 1/4-page € 1.700,-; 1/2-page € 3.500,-; 1 page € 6.600,-; 2 pages € 11.500,-; each additional page € 4.600,- (promotions incl. Layout)  
**LIFESTYLE and TRENDS** 1/8 page € 780,-; 1/4 page € 1.600,-; 1/2 € 3.300,-, 1 page € 5.900,-  
**Document deadline:** 14 days before publication.

#### SURCHARGES

cover page (2,3) € 2,300 / cover page (4) € 2,600  
preferred positions: 5 % surcharge



<b>1/1</b> = 185 x 265 mm <b>bleed</b> = 210 x 297 mm + 3 mm  € 6.900,-	<div>1/1</div>	<b>2/1 bleed</b> = 420 x 297 mm + 3 mm € 12.800,-	<div>JP</div>	<b>Junior Page</b> = 137 x 180 mm <b>bleed</b> = 150 x 202 mm + 3 mm  € 6.400,-
<b>1/2</b> = 90 x 265 mm <b>bleed</b> = 102 x 297 mm + 3 mm  € 3.950,-	<div>1/2</div>		<div>1/2</div>	<b>1/2</b> = 185 x 130 mm <b>bleed</b> = 210 x 148 mm + 3 mm  € 3.950,-
<b>1/3</b> = 90 x 173 mm <b>bleed</b> = 102 x 195 mm + 3 mm  € 2.950,-	<div>1/3</div>	<b>1/3</b> = 185 x 85 mm <b>bleed</b> = 210 x 100 mm + 3 mm € 2.950,-	<div>1/3</div>	<b>1/3</b> = 137 x 115 mm <b>bleed</b> = 150 x 137 mm + 3 mm  € 2.950,-
<b>1/4</b> = 90 x 130 mm <b>bleed</b> = 102 x 148 mm + 3 mm  € 1.950,-	<div>1/4</div>	<b>1/4</b> = 185 x 60 mm <b>bleed</b> = 210 x 82 mm + 3 mm € 1.950,-	<div>1/4</div>	<b>1/4</b> = 42,5 x 265 mm <b>bleed</b> = 55 x 297 mm + 3 mm € 1.950,-
<b>1/8</b> = 42,5 x 130 mm € 950,-	<div>1/8</div>	<b>1/8</b> = 185 x 30 mm € 950,-	<div>1/8</div>	<b>1/8</b> = 90 x 60 mm € 950,-

#### special formats & inserts

**Gatecover** with half cover, 4-piece 4c € 25.000,-

**Gatecover** 2-part, 4c € 15.800,-

**Tabernacle cover** 2-part, € 14.200,-

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

**Inserts** and **special advertisements** such as bookmar-  
kets etc.: 10 % agency reduction.

**Special formats** (except cover formats) and inserts cannot  
be taken into account in the annual sales scale. Other spe-  
cial formats on request.

#### Loose insert (loosely attached printed matter)

up to 10 g € 160,- / 1.000 pieces

up to 20 g € 170,- / 1.000 pieces

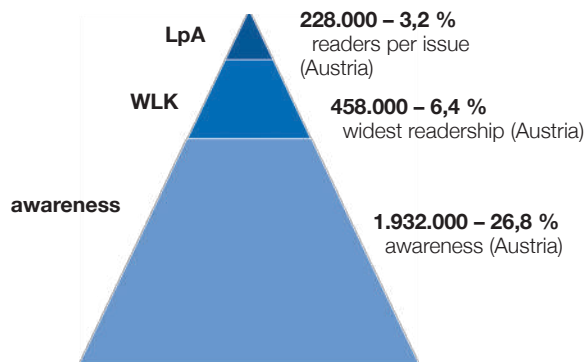
up to 30 g € 190,- / 1.000 pieces

up to 40 g € 210,- / 1.000 pieces

**Glued insert** (Tip-On) € 200,-/1.000 pieces. Only possible  
in conjunction with a full-page ad. Tip-ons are glued onto a  
basic ad (+/- 2 mm deviation possible), spot gluing on re-  
quest.

#### Bound insert

up to 20 g (max. 4 pages, format A4) € 250,-/1.000 pieces-  
Delivery loose on pallets in oversize format.



readers per copy spread 4,9

## technical data

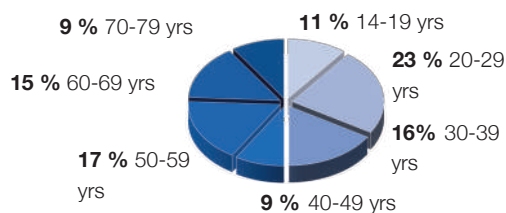
**format:** A4 - 210 x 297 mm  
**type area:** 178 x 268 mm  
**columns:** 4-column, 42 mm / 3-column, 56 mm column width  
**mode of printing:** Rollenoffset, Euroskala  
**raster:** 70s  
**proofs:** only on request, additional costs will be charged separately.  
**closing dates:** Printing material must be received by the publisher by the advertising deadline! Placements cannot be guaranteed without a placement surcharge.

Circulation Austria ..... 28.000  
CAT, Airport Vienna ..... 5.000  
Total circulation ..... 33.000

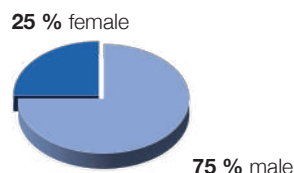


source: CAWI-Print 2023, 6,500 online interviews, 14-79 years, GfK Austria, March - June 2023, LPA

## AGE OF READERS



## TARGET GROUP



## NET HOUSEHOLD INCOME

up to € 2.100,- .....26 %  
€ 2.100,- to € 3.300,- ... 24 %  
over € 3.300,- ..... 35 %  
not specified ..... 15 %

## Topics & dates

dates # topics

<b>Issue date:</b> <b>21. 03. 2024</b> <b>closing date:</b> 12. 03. 2024	1	<b>New 2024 models, in-depth tests, Exclusive:</b> Drift Training! <b>Service:</b> Everything for spring, windscreen cleaner, summer tyres, car wash test. <b>Tuning:</b> Chip tuning & new wheel rims, electric car tuning. <b>Lifestyle:</b> E-bikes, motorhomes and campers, yachts and watches, exclusive model cars for collectors. <b>Motorsport:</b> All dates 2024, Electric in racing. <b>Oldtimers:</b> The classic car season 2024, Winterising classic cars properly.
<b>Issue date:</b> <b>25. 06. 2024</b> <b>closing date:</b> 15. 06. 2024	2	<b>New models, in-depth tests, Exclusive:</b> Japan's car culture. <b>Service:</b> Tuning for sports cars, exhaust systems, engine oils. <b>Motorbike:</b> 125cc models. <b>Lifestyle:</b> Everything for summer fun, garden furniture and garden tools, everything for barbecues. <b>Motorsport:</b> Suzuki Cup, DTM, RallyeCross. <b>Oldtimers:</b> Concorso d'Eleganza Villa d'Este.
<b>Issue date:</b> <b>26. 09. 2024</b> <b>closing date:</b> 14. 09. 2023	3	<b>New models, in-depth tests, Exclusive:</b> Driving test with the Easy Drivers! <b>Service:</b> The best new winter tyres. <b>Tuning:</b> Tuners & their cars. <b>Lifestyle:</b> Drones and action cameras. Yachts, watches and fashion. <b>Motorsport:</b> Young drivers' formulas, a visit to the rallycross championship. <b>Oldtimers:</b> What to look out for when buying!
<b>Issue date:</b> <b>18. 11. 2024</b> <b>closing date:</b> 09. 11. 2024	4	<b>New models, in-depth tests, Exclusive:</b> Winter driving training! <b>Service:</b> Tuning for off-roaders, Batteries and snow chains, All-season tyres: Good or bad? <b>Lifestyle:</b> Everything for skiing and winter sports, Christmas gifts, quads and snowmobiles. <b>Motorsport:</b> Suzuki Cup finals, DTM. <b>Oldtimers:</b> Guest at the Ventilspiel.
<b>Issue date:</b> <b>18. 12. 2024</b> <b>closing date:</b> 09. 12. 2024	5	<b>AUTO aktuell Test, Luxury &amp; Lifestyle:</b> The best tests and stories of 2024. That was the car year 2024! <b>Lifestyle:</b> Quads & snowmobiles, Winter sports, The most beautiful watches of the year, Special model cars, Electric novelties. <b>Motorsport:</b> That was the 2024 season. <b>Oldtimers:</b> What classic car fans can do in winter when the noble metal is in the garage.

## Fixed editorial points of each issue

Model Presentations, Exclusive Reports, Offroad News, Market News, Car Tests & Driving Reports, Tuning and Accessories, Tips & Trends, Countryside, Motorsport & Rally, Watches, Yachts, Motorcycles, Fashion by STEFFL

**Exclusive in AUTO-aktuell:** More than just car tests, combination of car and lifestyle. Visiting... (AMG, Cupra, Audi Sport, Abt, Alpha Tauri, Envy Factor, Car Designers), Sustainability: Insight into alternative forms of propulsion.

*Attractive, worldwide reports, hotel tests, flight news as well as gourmet gastronomy tips, lifestyle & yacht news.*

**REISE-aktuell**, Austria's international travel magazine in the premium segment, has been making readers' holiday dreams come true for 27 years and is an attractive decision-making aid when choosing a holiday destination. Detailed and informative travel reports, useful information and insider tips complement the generous and exclusive appearance of REISE-aktuell. In Austria and Germany, REISE-aktuell is sold as a subscription and in newsstands and bookshops. REISE-aktuell is also available in selected supermarkets and as an e-paper on board Lufthansa, Eurowings, AUA, Swiss, Edelweiss and China Airlines. REISE-aktuell is also present in travel agencies, in many four-star superior and luxury hotels in Austria, in the CAT and at Vienna Airport. On the internet, REISE-aktuell offers daily updated top news as well as a fortnightly newsletter at [www.REISEaktuell.at](http://www.REISEaktuell.at).

**REISE-aktuell is also available as an e-paper --> page 11**

[www.REISEaktuell.at](http://www.REISEaktuell.at)

**PROMOTIONS** 1/4-page € 1.900,-; 1/3 page € 2.900,-; 1/2-page € 3.900,-; 1 page € 6.900,-; 2 pages € 12.200,-; each additional page € 4.900,-  
**LIFESTYLE and TRENDS** 1/8 page € 980,-; 1/4 page € 1.850,-; 1/2 page € 3.600,-; 1 page € 6.600,-  
**Document deadline:** 14 days before publication.

## SURCHARGES

cover page (2,3) € 2.200 / cover page (4) € 2,600  
 preferred positions: 5 % surcharge



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<b>1/4</b> = 90 x 130 mm <b>bleed</b> = 102 x 148 mm + 3 mm € 2.050,-	<b>1/4</b>	<b>1/4</b> = 185 x 60 mm <b>bleed</b> = 210 x 82 mm + 3 mm € 2.050,-	<b>1/4</b>	<b>1/4</b> = 42,5 x 265 mm <b>bleed</b> = 55 x 297 mm + 3 mm € 2.050,-
<b>1/8</b> = 42,5 x 130 mm € 1.000,-	<b>1/8</b>	<b>1/8</b> = 185 x 30 mm € 1.000,-	<b>1/8</b>	<b>1/8</b> = 90 x 60 mm € 1.000,-

## special formats & inserts

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**Loose insert** (loosely attached printed matter)

up to 10 g € 160,- / 1.000 pieces

up to 20 g € 180,- / 1.000 pieces

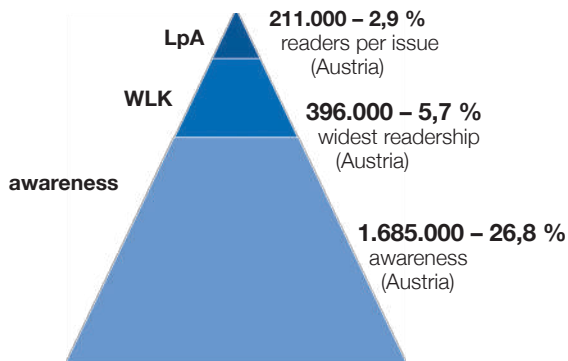
up to 30 g € 190,- / 1.000 pieces

up to 40 g € 210,- / 1.000 pieces

**Glued insert** (Tip-On) € 200,-/1.000 pieces. Only possible in conjunction with a full-page ad. Tip-ons are glued onto a basic ad (+/- 2 mm deviation possible), spot gluing on request.

**Bound insert**

up to 20 g (max. 4 pages, format A4) € 250,-/1.000 pieces-  
 Delivery loose on pallets in oversize format.



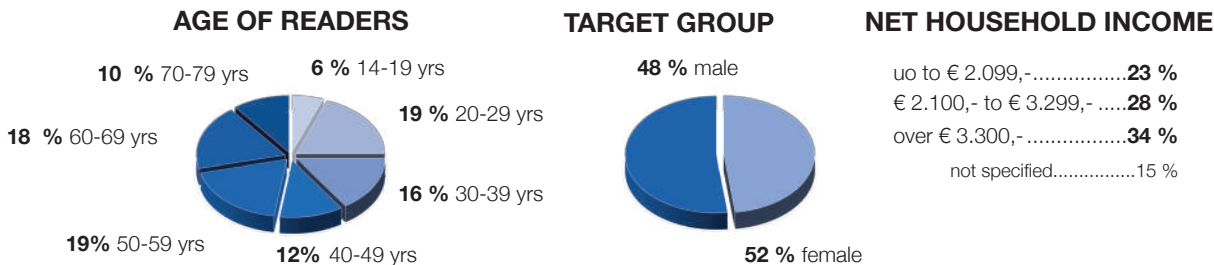
readers per copy spread 5,9

**technical data**  
**format:** A4 - 210 x 297 mm  
**type area:** 185 x 265 mm  
**columns:** 4-column, 42 mm / 3-column, 56 mm column width  
**mode of printing:** Rollenoffset, Euroskala  
**raster:** 60s, 70s  
**proofs:** only on request, additional costs will be charged separately.  
**closing dates:** Printing material must be received by the publisher by the advertising deadline! Placements cannot be guaranteed without a placement surcharge.

**Circulation Austria** ..... 30.000  
**Circulation Germany** ..... 5.000  
**CAT, Airport Vienna** ..... 6.000  
**Total circulation**... 41.000

**CAWI****PRINT** 2023  
Die Reichweitenstudie der spezifischen Zeitschriften

**Quelle:** CAWI-Print 2023, 6,500 online interviews, 14-79 years, GfK Austria, March - June 2023, LPA



## topics & dates

dates*	#	topics
<b>Issue date:</b> <b>29. 03. 2024</b> <b>closing date:</b> 21. 03. 2024	1	<b>Long-distance travel:</b> Thailand, Maldives, Florida, Saudi Arabia, Canary Islands. <b>Europe:</b> Capitals of Culture 2024/25, Train Tours, Côte d'Azur, Eastern Europe: Slovenia, Czech Republic, Hungary - Hiking and Wellness, Mallorca, Malta, Tunisia. <b>Special:</b> Sustainable luxury resorts, Fairytale holidays: Castles to stay in, Detox holidays, Selected diving spots. <b>Cruises:</b> Unusual routes, Theme cruises. <b>City Shots:</b> London, Cologne, Singapore. <b>Austria:</b> Festival, cycling tours, thermal spas, sun skiing, cultural capital Bad Ischl, new chalets. <b>Service:</b> Apps for travel preparation, sailing yacht rentals, card payments abroad. <b>Lifestyle &amp; Beauty:</b> Watches, New Yachts, Fashion, Interior. <b>Mobile:</b> Family cars and station wagons. <b>Gourmet/Travel à la Carte:</b> Restaurants with a view, Wine tips, Austrian wineries.
<b>Issue date:</b> <b>03. 07. 2024</b> <b>closing date:</b> 24. 06. 2024	2	<b>Long-distance travel:</b> Australia, Arizona, California, Africa, Mauritius. <b>Europe:</b> Croatia, Montenegro, Greek Islands, Scandinavia, England and its islands, Ireland, Spain. <b>Special:</b> Glamping, safari lodges, exclusive holiday homes and fincas, tree houses and igloos, national parks. <b>Cruises:</b> River cruises, sailing, cruises in the USA and the Caribbean. <b>City-Shots:</b> Copenhagen, Venice, Budapest, Dubrovnik. <b>Austria:</b> Holidays by the lake, Festival, The most beautiful hiking and mountain bike regions (incl. hotel tips), New chalets and chalet villages. <b>Service:</b> Travel insurance, apps for on the road. <b>Lifestyle &amp; Beauty:</b> Diving watches, garden furniture, barbecues, swimwear, holiday gadgets, sailing yachts and catamarans. <b>Mobile:</b> Taking the e-car on holiday (charging stations in Austria and neighbouring countries), motorhomes. <b>Gourmet/Travel à la Carte:</b> Beach bars, rooftop bars, spectacular restaurants by the sea and in the mountains, wine tips (rosé is in).
<b>Issue date:</b> <b>26. 11. 2024</b> <b>closing date:</b> 15. 11. 2024	3	<b>Long-distance travel:</b> Tanzania, Zanzibar, South Africa, East Africa, Caribbean, Seychelles, Escape the winter. <b>Europe:</b> Wellness holidays, Northern Lights, The most beautiful Advent markets. <b>Special:</b> The most beautiful ski regions worldwide, winter chalets and the best ski hotels. <b>Cruises:</b> World Travel, Preview 2025, Gourmet on Board. <b>City-Shots:</b> Amsterdam, Paris, New York, Dubai. <b>Austria:</b> Spas and wellness, ski resorts, Advent, small historic towns. <b>Service:</b> Photo calendars and photo gifts. <b>Lifestyle &amp; Beauty:</b> Ski and winter fashion, accessories for cold days, gift ideas, sporty watches, motor yachts and yacht trends 2025. <b>Mobile:</b> SUVs and station wagons for skiing and sports. <b>Gourmet/Travel à la Carte:</b> Theme restaurants, New Year's Eve locations, wine and champagne tips.

**Fixed editorial points of each issue**  
 City shots, travel tips, long-distance travel, Austria, Up & Away, cruises & river cruises, hotel news, flight news, luxury special, hideaways, chalets, yachts, travel à la carte - culinary tips around the globe, lifestyle tips, Editor's Choice, beauty & fashion, service, mobile - on the road by car, Inquired about: interviews with VIPs, your right: tips from the lawyer.



## The Austrian magazine for bus and group tourism, hotels, gastronomy and bus technology, sent all over Europe.

The trade journal **BUS & HOTEL Report International** provides up-to-the-minute information and reports from the fields of bus technology, bus tourism, the hotel industry, tourism and gastronomy. BUS & HOTEL Report International sees itself as a platform between the offering hotels, regions and countries on the one hand and between the tour operators on the other. BUS & HOTEL Report International has been published for 38 years and is Austria's only trade magazine aimed at coach tour operators, package tour operators and hoteliers in Europe. BUS & HOTEL Report International is sent four times a year free of charge and personalised to coach operators, package tour operators, travel agencies and hoteliers as well as to the marketing managers of all major hotel chains and tourism associations, mainly in Germany and Austria, but also to Belgium, Luxembourg, Scandinavia, Switzerland, South Tyrol, the Czech Republic, Hungary, Slovakia, Slovenia, the Netherlands and the Baltic States.



**SMALL ADVERTISEMENTS** millimeter price for a column € 1,60

**PROMOTIONS** 1/4-page € 1.300,-; 1/2-page € 2.600,-; 1 page € 4.600,-;  
2 pages € 7.800,-; each additional page € 3.200,-  
**Document deadline:** 14 days before publication.

### SURCHARGES

Titelseite € 2.000,- (Format: 210 x 235 mm + 3 mm Beschnitt)  
Umschlagseite (2,3) € 1.600,- / Umschlagseite (4) € 1.900,-  
Platzierung 5 % vom Listenpreis.

<b>1/1</b> = 185 x 265 mm <b>bleed</b> = 210 x 297 mm + 3 mm € 4.950,-	<b>1/1</b>	<b>2/1 bleed</b> = 420 x 297 mm + 3 mm € 8.500,-	<b>JP</b>	<b>Junior Page</b> = 137 x 180 mm <b>bleed</b> = 150 x 200 mm + 3 mm € 4.600,-
<b>1/2</b> = 90 x 265 mm <b>bleed</b> = 102 x 297 mm + 3 mm € 2.900,-	<b>1/2</b>		<b>1/2</b>	<b>1/2</b> = 185 x 130 mm <b>bleed</b> = 210 x 148 mm + 3 mm € 2.900,-
<b>1/3</b> = 90 x 170 mm <b>bleed</b> = 102 x 195 mm + 3 mm € 2.500,-	<b>1/3</b>	<b>1/3</b> = 185 x 85 mm <b>bleed</b> = 210 x 100 mm + 3 mm € 2.500,-	<b>1/3</b>	<b>1/3</b> = 137 x 115 mm <b>bleed</b> = 150 x 137 mm + 3 mm € 2.500,-
<b>1/4</b> = 90 x 130 mm <b>bleed</b> = 102 x 148 mm + 3 mm € 1.500,-	<b>1/4</b>	<b>1/4</b> = 185 x 60 mm <b>bleed</b> = 210 x 82 mm + 3 mm € 1.500,-	<b>1/4</b>	<b>1/4</b> = 44 x 265 mm <b>bleed</b> = 54 x 297 mm + 3 mm € 1.500,-
<b>1/8</b> = 44 x 130 mm € 800,-	<b>1/8</b>	<b>1/8</b> = 185 x 30 mm € 800,-	<b>1/8</b>	<b>1/8</b> = 90 x 60 mm € 800,-

### special formats & inserts

**Cover format:** 210 x 235 mm + 3 mm bleed

**Gatecover** with half cover, 4-piece 4c € 16.400,-

**Gatecover** 2-part, 4c € 10.700,-

**Tabernacle cover** 2-part, € 8.900,-

**Inserts** and **special advertisements** such as bookmar-klets etc.: 10 % agency reduction.

**Special formats** (except cover formats) and inserts cannot be taken into account in the annual sales scale. Other special formats on request.

**Loose insert** (loosely attached printed matter)

per insert up to 20 g € 3.500,-  
per insert up to 30 g € 3.700,-  
per insert 30 to 60 g € 4.500,-

**Glued insert** (Tip-On) € 2.950,- Only possible in combination with a full-page ad. Tip-ons are glued onto a basic ad (+/- 2 mm deviation possible), spot gluing on request.

**Bound insert**

up to 20 g (max. 4 pages, A4 format) € 3.400,-  
up to 30 g (max. 4 pages, A4 format) € 3.700,-  
over 30 to 60 g (max. 8 pages, A4 format) € 4.600,-

technical data

**format:** A4 - 210 x 297 mm  
**type area:** 185 x 265 mm  
**columns:** 4-column, 43,25 mm column width  
**mode of printing:** Sheetfed offset, Euroskala  
**raster:** 60s, 70s  
**proofs:** only on request, additional costs will be charged separately.  
**closing dates:** Printing material must be received by the publisher by the advertising deadline! Placements cannot be guaranteed without a placement surcharge.

Advertising in specialized media works better

Advertising in trade media is "perceived with different eyes. It is taken more seriously, suffers less from the ironic distance of advertising to the general public and the associated avoidance strategies", is one of the findings of the study "Verdammt nah dran" (Damn close), for which the Munich-based institute H,T,P Concept surveyed 60 "decision-makers" on behalf of Deutscher Fachverlag (Frankfurt a. M.). 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 readiness to receive, put the user in a "permanent search mode" and this also benefits advertising.

Circulation 9.100 (Europe-wide)

**Austria: 41%**  
circulation: 3.780 pieces

**Germany: 41,5%**  
circulation: 3.820 pieces

**Rest of Europe: 17,5%**  
circulation: 1.500 pieces  
(Hungary, Sweden, Netherlands, Belgium, Slovakia, Czech Republic, Norway, Finland, Switzerland, Luxembourg)

Direct shipping to:

- Bus and package tour operator
- Incoming and travel agencies
- Hotels and restaurants
- Tourism organisations
- Technology and catering industry
- Bus manufacturers and suppliers

topics & dates

dates	#	topics
<b>issue date:</b> 30. 01. 2024 <b>closing date:</b> 19. 01. 2024	1	<b>Austria:</b> Vienna, Lower Austria, Upper Austria. <b>Main focus:</b> Cultural highlights for groups, exhibitions, festivals, regional exhibitions, festivals. <b>International:</b> Capitals of Culture 2024 (Bad Ischl, Tartu, Bodø), city portraits. <b>Gastro &amp; hotel design:</b> interiors for gastronomy and hotels, outdoor furniture. <b>Special:</b> Digital information for bus tourism, river cruises and ferry connections, garden shows, event locations in Austria, package tour operators, company tours and adventure tourism, museums, mountain and adventure railways. <b>Technology:</b> Bus tyres, new minibuses, interior design, navigation systems.  <b>Insert: Waldviertel</b>
<b>issue date:</b> 30. 04. 2024 <b>closing date:</b> 22. 04. 2024	2	<b>Austria:</b> Carinthia, Tyrol, Styria. <b>Main focus:</b> Styria as a region of pleasure, mountain, adventure and nostalgia railways in Europe, summer and cultural tourism 2024, monasteries and convents. <b>International:</b> South Tyrol, Germany, France, Slovenia, Croatia, Netherlands, city portraits. <b>Gastro &amp; hotel design:</b> gastronomy trends, wellness in hotels. <b>Special:</b> Guided tours, group excursions: Castles and palaces, museums, zoos, theme and adventure parks in Europe, summer events in Vienna. RDA Preview. <b>Technology:</b> New coaches, coach interiors, e-bus as the future.  <b>Special: Motorway service stations in Austria</b>
<b>issue date:</b> 16. 07. 2024 <b>closing date:</b> 09. 07. 2024	3	<b>Österreich:</b> Province of Salzburg, Lower Austria, Small Historic Towns. <b>Main focus:</b> Garden Summer, Preview of Advent Markets in Austria and Europe, City Portraits. <b>International:</b> Europe's most beautiful regions: Germany, Czech Republic, Italy, Switzerland. <b>Gastro &amp; Hotel Design:</b> Outdoor furniture and lighting design. <b>Special:</b> National parks, castles and palaces, Farmer's Autumn, ferry and river cruises, hotel groups, excursion tips for groups, unique trains in Europe. <b>Technology:</b> Mini, midi and used buses, interior design, bus containers for bicycles and co.  <b>Special: Package Tour Operators - Overview 2025</b> <b>Insert: Burgenland, Almtal-Salzkammergut</b>
<b>issue date:</b> 25. 10. 2024 <b>closing date:</b> 13. 10. 2024  BTB edition	4	<b>Österreich:</b> Lower Austria, Upper Austria, Vorarlberg. <b>Main focus:</b> Museums, exhibitions, musicals, summer theatre and events 2025, city portraits. <b>International:</b> Germany, Switzerland, Hungary, Cultural Capitals 2025. <b>Gastro &amp; Hotel Design:</b> tableware and hotel equipment, wellness equipment. <b>Special:</b> Ferries and River Cruises - New Routes and Packages for Bus Groups, Lifestyle Hotels for Groups, Wellness Equipment for Hotels, Trade Fairs 2025. <b>Technology:</b> Winter Tyres, Bus Innovations.  <b>Special: BTB Trade Fair</b>

Fixed editorial points of each issue

Festivals, exhibitions, adventure tourism, guided tours, cultural highlights, Austria, worthwhile destinations in neighbouring countries, international, hotel news, package tour operators, ferry connections, river cruises, mountain & nostalgia railways, bus technology, gastro tips, hotel equipment, personalia.

PDF-Journal for Tourism Professionals

Always well informed...

Austria's only **PDF counter trade magazine** is sent to almost **4,000 travel agency staff and decision-makers at tour operators via e-mail**. This trade magazine offers monthly industry information with insider information from tourism, the hotel industry, the airline business and about new, interesting destinations. Not to forget, the latest tour operator information, PEP offers as well as personalia.

**Register now:**



**Publication dates 2024 – every last Thursday of the month**

The closing date for documents is Tuesday 15:00 of the same week.

January 25<sup>th</sup>

February 29<sup>th</sup>

March 28<sup>th</sup>

April 25<sup>th</sup>

May 29<sup>th</sup>

June 27<sup>th</sup>

August 29<sup>th</sup> – double issue

September 26<sup>th</sup>

October 31<sup>st</sup>

November 28<sup>th</sup>

December 19<sup>th</sup>

dispatch per e-mail



<div><div>1/1 = 185 x 265 mm bleed = 210 x 297 mm + 3 mm</div><div>1/1</div></div> <div>Package 6 ads, € 1.450,- each Package 12 ads, € 1.400,- each</div> <div>Package 6 ads, € 1.200,- each Package 12 ads, € 980,- each</div> <div><div>Junior Page = 137 x 180 mm bleed = 150 x 202 mm + 3 mm</div><div>JP</div></div> <div>€ 1.900,-</div> <div>€ 1.500,-</div>
<div><div>1/2 = 90 x 265 mm bleed = 102 x 297 mm + 3 mm</div><div>1/2</div></div> <div>Package 6 advertisements, € 750,- each Package 12 advertisements, € 650,- each</div> <div><div>1/2 = 185 x 130 mm bleed = 210 x 148 mm + 3 mm</div><div>1/2</div></div> <div>€ 980,-</div> <div>€ 980,-</div>
<div><div>1/3 = 90 x 173 mm bleed = 102 x 195 mm + 3 mm</div><div>1/3</div></div> <div>Package 6 advertisements, € 550,- each Package 12 advertisements, € 500,- each</div> <div><div>1/3 = 185 x 85 mm bleed = 210 x 100 mm + 3 mm € 750,-</div><div>1/3</div></div> <div>€ 750,-</div> <div>€ 750,-</div>
<div><div>1/4 = 90 x 130 mm bleed = 102 x 148 mm + 3 mm</div><div>1/4</div></div> <div>Package 6 advertisements, € 420,- each Package 12 advertisements, € 380,- each</div> <div><div>1/4 = 185 x 60 mm bleed = 210 x 82 mm + 3 mm € 540,-</div><div>1/4</div></div> <div>€ 540,-</div> <div>€ 540,-</div>
<div><div>1/8 = 42,5 x 130 mm € 290,-</div><div>1/8</div></div> <div>Package 6 advertisements, € 250,- each Package 12 advertisements, € 220,- each</div> <div><div>1/8 = 90 x 60 mm € 290,-</div><div>1/8</div></div> <div>€ 290,-</div> <div>€ 290,-</div>



# Online Werbung

**www.AUTOaktuell.at**

**Everything about cars**



The online presence of AUTO-aktuell provides interested users with the latest news: Top news | Models | Tuning | Old-timers | Lifestyle & fashion | Motorsports | E-mobility

## Advertorial

Your editorial contribution on **www.AUTOaktuell.at** under the section "AKTUELLES" in the category of your choice including title image (min. 1.000 pixels wide) & gallery (max. 4 images) as well as do-follow link. We will be happy to assist you with the editorial design of the advertorial.

**Advertorial € 200,-**

**incl. fixation (1 month) on start page € 250,-**

**incl. fixation (2 months) on start page € 325,-**

## Banner advertising

**Fullsize (1.080 x 60-200 pixel):**

1 month: € 300,-

6 months: at € 240,- each = € 720,-

12 months: at € 200,- each = € 1.200,-

**Big Skyscraper (360 x 1.000 pixel):**

1 month: € 300,-

6 months: at € 240,- each = € 720,-

12 months: at € 200,- each = € 1.200,-



## AUTO-aktuell Newsletter

The AUTO-aktuell newsletter brings the latest news from the world of travel and mobility every 14 days. With around 9,000 registered recipients (as of Oct. 2023), your customers reach the target group without wastage.

**1x Online-Advertorial in the Newsletter**

**€ 350,-**

**incl. fixation (1 month) on start page**

**€ 380,-**

**incl. fixation (2 months) on start page**

**€ 425,-**

## Prize competition

Your competition as an editorial article in the print edition AUTO-aktuell (approx. 1/4 page with product photo & text) incl. online feature at [autoaktuell.at/competition](http://autoaktuell.at/competition) and 2x article in the newsletter.

**1x AUTO-aktuell prize competition**

**€ 650,-**

**Order at [assistenz@cbverlag.at](mailto:assistenz@cbverlag.at)  
or at Tel. +43-1-597 49 85 DW 30**

**www.REISEaktuell.at**

**Die attraktive Reiseplattform...**



...brings daily updated news from the world of travel:  
Travel Tips | Austria | City Shot | Up & Away | Hideaway  
Hotel News | Flight News | Cruise | Lifestyle | Nachgefragt  
Service | Ihr Recht (travel rights)

## Advertorial

Your editorial contribution on **www.REISEaktuell.at** in the category of your choice including title image (min. 1.000 pixels wide) & gallery (max. 4 images) as well as do-follow link. We will be happy to provide you with editorial support in designing the advertorial.

**Advertorial € 200,-**

**incl. fixation (1 month) on start page € 250,-**

**incl. fixation (2 months) on start page € 325,-**

## Banner advertising

**Fullsize (1.080 x 60-200 pixel):**

1 month: € 300,-

6 months: at € 240,- each = € 720,-

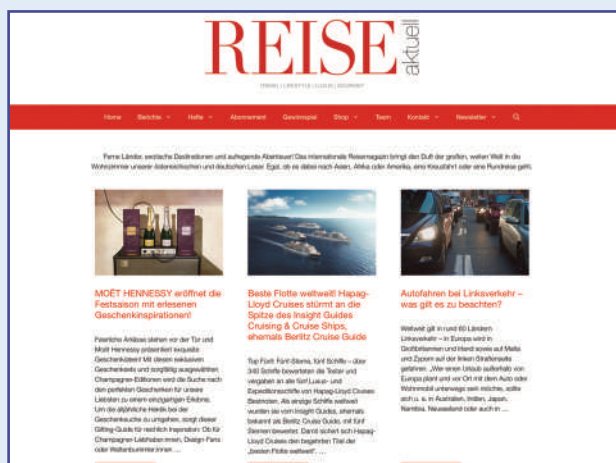
12 months: at € 200,- each = € 1.200,-

**Big Skyscraper (360 x 1.000 pixel):**

1 month: € 300,-

6 months: at € 240,- each = € 720,-

12 months: at € 200,- each = € 1.200,-



## REISE-aktuell Newsletter

The REISE-aktuell newsletter brings the latest news from the world of travel and mobility every 14 days. With around 9,000 registered recipients (as of Oct. 2023), your customers reach the target group without wastage.

**1x Online-Advertorial in the Newsletter**

**€ 350,-**

**incl. fixation (1 month) on start page**

**€ 380,-**

**incl. fixation (2 months) on start page**

**€ 425,-**

## Prize competition

Your competition as an editorial contribution in the print edition REISE-aktuell (approx. 1/4 page with product photo & text) incl. online feature at [autoaktuell.at/competition](http://autoaktuell.at/competition) and 2x contribution in the newsletter.

**1x REISE-aktuell prize competition**

**€ 650,-**

# Packages and special prices 2024

We make planning easier for you and save your budget if you plan with us at the beginning of the year. The prices quoted include digital handling costs and are calculated on full-page, drop advertisements (magazine format 210 x 297 mm). You only deliver digital data. Delivery of data as PDF (closed file). Placements must be made within one calendar year.

CAWI-Print 2023  
AUTO-aktuell / REISE-aktuell  
439.000 readers  
Widest readership (WLK) 854.000



## HIDEAWAYS

Exclusive hotel reports researched on location\* and presented to the readers of **REISE-aktuell** in the most generous form guarantee attention and absolute attractiveness. Reasonably priced reprints on request.

2-page Promotion	€ 10.800,-	3-page Promotion	€ 14.900,-
4-page Promotion	€ 19.600,-	5-page Promotion	€ 24.800,-
6-page Promotion	€ 29.400,-	7-page Promotion	€ 33.500,-

\* The hotel provides accommodation and meals for the editor and photographer (min. 2-3 nights). For transcontinental flights, a flat-rate flight fee of max. € 1.500,- per person will be charged, in EU countries max. € 950,- (or according to actual expenditure).

## The Leisure Package

- 1 page each in the magazines AUTO-aktuell and REISE-aktuell
- 2 pages each in the magazines AUTO-aktuell and REISE-aktuell
- 3 pages each in the magazines AUTO-aktuell and REISE-aktuell

€ 12.800,-  
€ 24.800,-  
€ 34.800,-



## The Business Package

- 1 page each in the magazines REISE-aktuell and BUS & HOTEL Report International
- 2 pages each in the magazines REISE-aktuell and BUS & HOTEL Report International
- 3 pages each in the magazines REISE-aktuell and BUS & HOTEL Report International

€ 10.800,-  
€ 20.600,-  
€ 29.800,-





# LUX Digital Travel Guides

by **REISE** aktuell

is a groundbreaking collaboration between **REISE-aktuell** and **LUX Travel Buzz**, a renowned tourism marketing firm specializing in cutting-edge digital travel guides.

We create digital guides tailored for the luxury travel market and distribute them to more than **2 million travelers annually**. The guides are **bilingual**, in English and German, and can be easily downloaded onto mobile phones and tablets. Each guide showcases a specific destination, presented in stunning images and stories. Our total reach of over 2 million readers covers the high-income travel market. Local tourism organizations in various destinations support our distribution efforts. Furthermore, our guides receive prominent exposure through print media and online channels.

## Advertising rates 2024

### LUX Destination Guide

**For destinations, cities, or tourist associations**

Advertorial with text, several photo galleries, video, and links. Bilingual, in English and German. Initial creation & placement in the **first year Euro 3.500,- to 4.500,-** depending on effort and scope

**Following year: 2.400,- per year**

### LUX Lodging Pro Presentation

**For hotels, resorts, chalets**

Advertorial with text, several photo galleries and links. Bilingual, in English and German. Initial creation & placement in the **first year Euro 1.900,- to 2.500,-** depending on effort and scope

**Following year: 1.400,- per year**

### LUX Advertorial Pro

**For shops, restaurants, museums, attractions, ...**

Advertorial with text, photo gallery with up to 5 pictures and links. Bilingual, in English and German. Initial creation & placement in the **first year Euro 1.000,- to 1.200,-**

**Following year: 700,- per year**

### LUX Image Carousel

Mini advertorial with text, 1 photo and link. Bilingual, in English and German. Initial creation & placement in the **first year Euro 800,-**

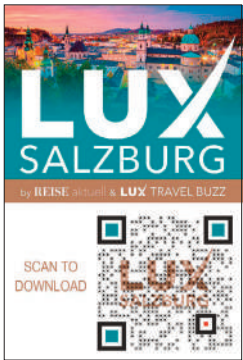
**Following year: 350,- per year**

### Sponsor Advertising

Placement of luxury brand ads **400,- per month**,

6 months placement minimum, 12 months 2 months free of charge

We will be happy to advise you personally at [cb@cbverlag.at](mailto:cb@cbverlag.at) or +43-1-597 49 85.



## Browse through the latest issues of AUTO-aktuell and REISE-aktuell while you're on the move.

In the e-paper shops at [autoaktuell.at](http://autoaktuell.at) and [reiseaktuell.at](http://reiseaktuell.at) all issues are also available as e-paper directly after publication!

Our e-papers are also available at Austria Kiosk ([www.kiosk.at](http://www.kiosk.at)), in the press catalogue ([www.pressekatalog.de](http://www.pressekatalog.de)), on United Kiosk and Yumpu.



## PLACING OF ORDER

- The respective relevant version of the advertising rate is applicable (downloadable on [www.cbverlag.at](http://www.cbverlag.at)). The publishing house, under existing frameworks (placement of several advertisements), is justified to raise the price in case of a change of raw material prices, rising wage costs due to amendments to the law or the collective bargaining agreement or tax increases.
- Orders will only become effective and binding upon written confirmation by the publishing house.
- If orders are cancelled before the advertising deadline a cancellation fee of **30%** of the value of the advertisement will be charged. Cancellations after the advertising deadline will be cleared with **70%** of the advertising rate.
- The publishing house reserves the right to decline advertisements without giving reasons.
- For orders involving inserts, bound-in supplements and glued-in inserts an original sample has to be attached to the order
- Competition exclusion can only be arranged in case of a full page advertisement on the opposing page.

## ORDER PROCESSING

- The principal has sole responsibility for the content of his adverts. On order placement the principal confirms to be in possession of all of the requisite rights concerning the advertisement. Further the principal confirms that the advertisement does not contravene the rules of the UWG, the UrhG or other industrial property rights or statutory provisions. The principal will at all times protect, indemnify and hold harmless the publishing house from and against third-party claims. This also applies to costs for judicially ordered counter statements, preliminary communications and publication of court decisions. In the event of a legal claim, the principal undertakes to assume all costs of any legal representation of the publishing house and to support the publishing house in the judicial proceedings. If the principal does not fulfill this obligation, the principal renounces all objections.
- The publishing house only guarantees the technically perfect print reproduction of advertisements if perfect advertising copy is provided. In case of a complete or partially illegible, incorrect or incomplete reproduction, that essentially impaires the purpose of the advertisement, a compensation claim by the principal is limited to the price of the respective advertisement (excluding taxes and fees). Apart from that any warranty is excluded.
- The publishing house does not accept any liability for damages that are caused by non-publication of the advertisement on a specific day or errors concerning print, settlement or placement. In any case the liability of the publishing house shall be restrictes to intent and gross negligence.

- Correction or color proofs shall only be produced at the express request of the customer and at charge. If for any reasons acceptance of the correction proofs is not confirmed within the specified period of TWO days after consignment by the publishing house, such acceptance shall be considered granted.
- Placement requests will be taken in account as far as possible, however they are not obligatory for the publishing house.
- For advertisements transmitted by electronic mail the publishing house takes no responsibility. The principal is under obligation to provide the publishing house with a color proof or a PDF (with a copy of the advertisement).
- Any complaints have to be made within five days after accounting and must be reported in writing. Any complaints made after this time will not be accepted.
- In the event of interruptions to operations or force majeure the publishing house shall be entitled to full payment for the published advertisements if 30% of the assured print run is fulfilled. For lower percentages, payment shall be due on the basis of the cost per thousand.
- The publishing house accepts no liability for errors in PR reports.

## CALCULATION/PAYMENT

- Invoices have to be paid immediately after billing. When payment is made within seven days the publishing house grants 2% discount, excluding litho-finishing and production costs. In the event of delay in payment, interest shall be charged from the due date at the rate of 7.5% on top of the base rate. The principal has to bare payment and debt collection costs as well as the costs of any legal representation of the publishing house
- Costs of printing plates, design and exposure for the creation of the advertisement are charged to the principal.
- Along with the invoice, the principal shall receive a free sample after publication of the advertisement.
- After fulfillment of the conditions for discount, the certain rebate can only be granted in form of a credit. The principal shall not have the right to set off any claim from current account operations.
- In the case of delayed payment, even in case of a single invoice, the publishing house is entitled to refuse fulfillment of all contracts not yet executed. In this case price agreements that depart from the tariff become void and shall be set off on the valid advertisement-rate. Similarly, agreed granted discounts become invalid.
- Payment shall be made without deduction of bank charges or any other fees. Any banking costs that arise **must be paid by the principal**.

### 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](mailto:office@cbverlag.at)**  
**Place of jurisdiction and place of fulfillment is Vienna.**  
**Austrian law shall apply exclusively.**  
**VAT number: ATU 43387303, FN 161405k**

## TAXES

All prices quoted exclude 5% advertising tax and 20% VAT.

## AGENCY DISCOUNT

15% on advertisements. 10% on bound-in supplements and glued-in inserts.

## Annual-turnover-bonus

The turnover relay can only be applied, if the following conditions are fulfilled:

- 2% discount when payment is made within five days
- Net cash within 30 days after accounting

from EUR **20,000** - **2 %**  
from EUR **30,000** - **3 %**  
from EUR **50,000** - **5 %**

The sales scale is only applicable for advertisements placed in 2024 and only per customer. Special agreements are possible.

## Technical requirements:



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](mailto:office@cbverlag.at)

[www.AUTOaktuell.at](http://www.AUTOaktuell.at) | [www.REISEaktuell.at](http://www.REISEaktuell.at) | [www.Travel-News.at](http://www.Travel-News.at) | [www.cbverlag.at](http://www.cbverlag.at)

<ftp://ftp.cbverlag.at> (Benutzername: ftpcbverlag, Password upon request)