

MEDIADATA 2023



# TARGETGROUP PERFECT!



- NEW ADVANTAGES:
- + Advertorials
  - + Augmented Reality
  - + **CLEVER-REISEN.CLUB**
  - + Newsletter
  - + Native Ad & Banner Advertising Specials

The premium travelmagazine **since 1986**

**PRINT-PROFILE:** The magazine **Clever reisen!** is well known as one of the **leading multithematic travel magazines** in Germany with high utility and service-value **since 1986**. The content has always been dictated by the demands of the readership: Therefore the main emphasis is put on air trips. Furthermore the topics are cruises, and travelling by railway, bus and car. Every issue offers new tips, tricks, hints and fine destinations for travelling worldwide.

Tests, background stories, services (e.g. price comparisons), addresses and concrete information about the destinations, provided by **notable travel journalists** in a trendy layout. Well-known tourism operators, tourist offices and airlines select „Clever reisen!“ as an advertising medium for **promising contacts**. The public, the media and the entire travel industry look upon „Clever reisen!“ as a **reliable source, providing objective tests and up-to-date information**.



**WEB-PROFILE:** The Site **clever-reisen.club** is well known as one of the **leading multithematic travel webportals** for german speaking users **since 1996 with the editorial competence of the Clever reisen!-Brand**.

**Mediafacts Clever reisen!/www.clever-reisen.club**

- over 40.000 unique readers per issue
- over 40.000 unique visitors per month
- over 12.000 Newsletter-Subscribers for weekly Circulation



**NEW:** Augmented Reality - for Editorial & Advertising - more Content & Attention!

### Clever reisen! - readers like to fly:

99% go on a journey at least once a year!

### Clever reisen! - readers are big spenders:

The annual travel costs average out at **3.550 Euro per person!**  
For comparison only: 1.017 Euro for on a journey abroad according to F.U.R. e.V./Reiseanalyse RA 2022

### Clever reisen! - readers attach importance to highest quality:

Every 2. reader prefers a hotel of the upper middle-sized class and higher!

### Clever reisen! - readers are very well informed:

Every reader takes the travel magazine on average 4,6 times in his hands. Every issue is read by six persons and more.

### Clever reisen! - readers like to travel:

Throughout the year our readers travel 39 days.  
For comparison: 12,2 days travel time (F.U.R. e.V./RA 2022)

### Over 52% of the readers are „Best Ager“

### Clever reisen! - readers plan their trips precisely:

Over 85% of the Clever reisen! - readers plan their trips precisely on their own using the magazine as an advisor and a decision-making aid.

### Clever reisen! THE PREMIUM MAGAZINE SINCE 1986

practically no coverage waste - optimal cost/performance ratio - high reader loyalty - forms the readers' opinions to the buying decision - releases pulses at the market - test and tourism expertise - readership with high income



**Travelling and booking data\***

■ **Gender**

male	60%
female	40%

■ **Age**

Average age: 49,5 years  
 54,5 % are 20 - 49 years old  
 52,5 % are „best ager“ (40-59 years old)

■ **Professions**

Self-employed, freelancer	23,5%
Executives, senior officials	22,0%
Appointees, officials	31,0%
Pensioners	22,5%

■ **Travel budget**

**annual average budget per person 3.550 €**

up to 999 €	1,2%
1000 € to 1500 €	13,4%
1501 € to 2000 €	22,9%
2001 € to 2500 €	22,3%
more than 2501 €	40,2%

**Reader Loyalty**

■ **AIR/regualar readers**

Readers per copy	6,5
Regular Readers	95,5%

■ **Page exposure**

in one issue "Clever reisen!" the readers read:  
 every or almost every page 80,5%  
 about three quarters of the pages 16,8%

■ **Copy exposures**

**Take the magazine and have a look at it average 4,6 times**

1 time	1,8%
2-3 times	26,5%
4-5 times	38,5%
6 times and more	33,5%

**Travel planning**

■ **Frequency and duration (at least 6 days)**

one journey	20,5%
two journeys	42,5%
three and more journeys	37,5%

■ **City trips**

**short trips -with a duration less than 6 days plan 80% of our readers**

■ **Companions**

82% of our readers travel twosome

■ **Organisation** (multiple answers possible)

individual with help of a travel agency	52,5%
only booking flights	36,5%
travel operator	52,5%
internet/ online	49,5%

■ **Destinations** (multiple choice)\*

The Mediterranean	57,0%
Southeast Asia	51,5%
North Africa	10,5%
Southern Africa	38,5%
The Indian Ocean	29,0%
Australia & New Zealand	39,5%
The South Pacific	11,5%
USA & Canada	49,5%
Central America	18,0%
The Caribbean	41,5%
South America	35,5%
Germany	49,5%

■ **Quality of the chosen accomodations**

**Every other reader of Clever reisen! prefers hotels of the upper middle-sized class**

Middle-sized class hotels	20,0%
Upper middle-sized class	54,5%
Luxury hotels	25,5%
Others	1,9%

■ **Sources of information/decision\***

Clever reisen!	87,0%
Tips of relations and friends	49,5%
Travel guides	29,0%
Travel brochures	48,5%
Information by travel agency	39,0%
Internet/online	76,5%
Touristboards	31,5%

\*multiple answers possible. \*Abstract of the regular reader analysis 4/18

**Publishing House and advertising department:**

Markt Control Multimedia Verlag GmbH & Co. KG  
 Römerstr. 537, D-47178 Duisburg  
 Postbox 180 260, D-47172 Duisburg,  
 Tel. +49 (0)2 03 / 48 50 70, Fax: 48 50 727, Mail: anzeigen@fliegen-sparen.de

**Subscription price:** Euro 29,60 per annum-delivered free

**Price per copy:** Euro 7,50 including VAT

**Circulation:** max. 40.000 copies

**Distribution:** Magazine trading, railwaystation/airport bookseller, subscriptions, e-paper trading and self distribution

**Frequency:** 4 times per annum since 1986

**Publication dates:** every January, April, July and and October (specific dates: see editorial calendar)

**Copy deadline:** 10th of the previous month

**Terms of payment:** invoice payable net upon receipt; for advance payment 2% cash discount

**Bank data:** Deutsche Bank Duisburg  
 IBAN/BIC: DE 1835070024289916900 / DEUTDEDB350

**Copy size:** 210 x 297 mm (width and height)

**Type area:** 190 x 270 mm (in 3 columns 58 mm each, in 4: 44 mm each)

**Print process:** web offset (content); sheet-fed offset (cover)

**Printing material:** PDF with colour-obliging digitalproofs.

1.3 Acrobat-4-compatible, CMYK.

**Data formats:** PDF for high quality print (without trim marks, with bleed: copy size plus 3 mm), 300 dpi.

**Colour advertising:** according to the Euro Scale; special colours require agreement.

**Surcharges:** discountable and agency commission

Bleed:	400,- Euro
Gutter bleed:	free of extra charge
Cover:	1.500,- Euro
Binding positioning regulations:	900,- Euro (at least 1/3 page)

**Discounts:** in case of purchase within one year

Series Discount	or	Quantity discount rate
2 times- 5 %		2 pages - 5 %
3 times - 10 %		3 pages - 10 %
4 times - 15 %		4 pages - 15 %

**NEW!**  
**Augmented Reality**  
**+ Newsletter & Native Advertising on clever-reisen.club**  
**Specials - just ask us!**

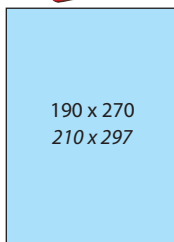
**Inserts:** Euro 140,- per thousand up to 20 g; Euro 160,- per thousand up to 30 g  
 Euro 180,- per thousand up to 50 g.

**SPECIAL ADVERTISING FORMS:**

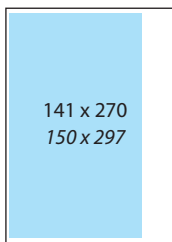
Here applies - everything that is imaginable is possible. We would like to advise you in all technically and conceptual special requests. Additionally we offer promotions and cooperations in terms of advertorials or special guides. You may book well-priced packages for print and online. Just ask us for a good deal!



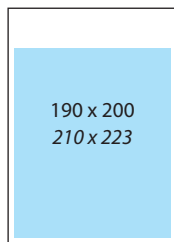
Pricelist No. 16 - valid from 1. October 2017



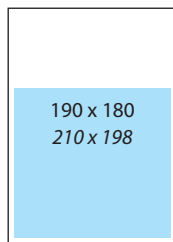
1/1 page  
**4.000.- Euro**



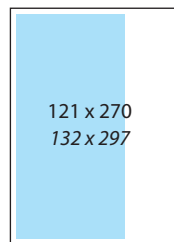
3/4 page upright  
**3.300.- Euro**



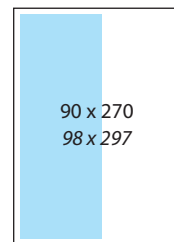
3/4 page oblong  
**3.300.- Euro**



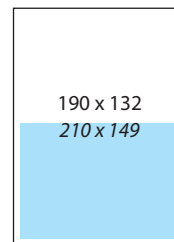
2/3 page ob.  
**3.000.- Euro**



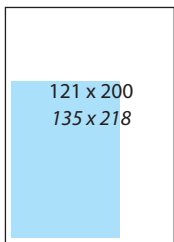
2/3 page up.  
**3.000.- Euro**



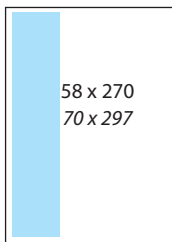
1/2 page up.  
**2.500.- Euro**



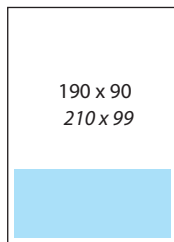
1/2 page ob.  
**2.500.- Euro**



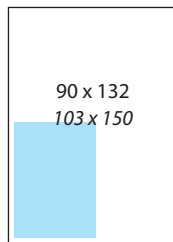
1/2 page extra  
**2.500.- Euro**



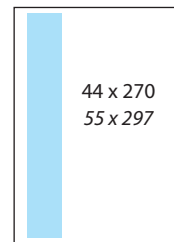
1/3 page up.  
**2.100.- Euro**



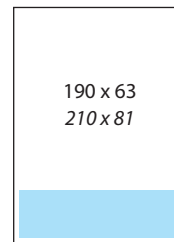
1/3 page ob.  
**2.100.- Euro**



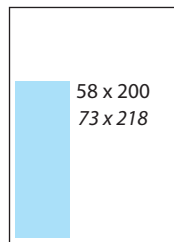
1/4 page up.  
**1.500.- Euro**



1/4 page 1-col.  
**1.500.- Euro**



1/4 page ob.  
**1.500.- Euro**



1/4 page extra  
**1.500.- Euro**

All rates in Euro plus added tax.

The Law of the Federal Republic of Germany regarding ads and inserts in newspapers and magazines applies as well as the additional terms and conditions of the publisher.



**Your subject matter (article, portrait or interview) will be integrated into the layout of the travelmagazine website [www.clever-reisen.club](http://www.clever-reisen.club) in the form of an editorial article for a period of usually three months.**

## What are the benefits for you?

- It attracts attention and there is a high level of acceptance among readers due to the fact that it looks editorial in nature
- Your advert is perceived as content
- Your subject matter is disseminated among the precious „Clever reisen!“ target group
- You can take advantage of the credibility and reach of „Clever reisen!“

## What must I deliver?

You supply a finished text with a maximum of 3.000 characters and a maximum of six photos in landscape format, which we will integrate into the editorial system. Up to four links and a video can also be integrated. The article will be identified as a „Sponsored Post/Werbung“.

## What must you bear in mind?

Please do not use a normal press release for a sponsored post. Your article should offer the reader some kind of utility value. For example: „The five best trekking destinations in Canada“ „The best city hotels in Tokyo“ or „The best tips for a rental car tour around Oregon“.

If the article headline already clearly shows the utility value, it will be viewed more frequently. You can add the obligatory call-to-action link at the end of the article, but you are also welcome to direct the reader to your website within the article itself by incorporating up to four links.

Lead time: two weeks Approval: The editorial team must approve the sponsored post in advance. The sponsored post is automatically configured for all end devices (desktop, tablet and smartphone) and can be viewed via the home page and the appropriate overview/ category page.

**> Sponsored Post Flatrate: 1.350 Euro plus Tax./ 90 Days**

**> Advertising** - more Options - Flatrate/30 Days  
**Maxi Banner** (310 x 550 px) 950.- Euro,  
**Newsletter Ad** 490.- Euro (per shipment) + Tax

The Law of the Federal Republic of Germany regarding ads and inserts in newspapers and magazines (print/online) applies as well as the additional terms and conditions of the publisher.



The premium travelmagazine since 1986!



MARKT CONTROL

Markt Control Multimedia Verlag GmbH & Co. KG

founded 1985

Adresse:  
Römerstr. 537  
D - 47178 Duisburg

Kommunikation:  
Telefon (02 03) 48 50 70  
Telefax (02 03) 48 50 7-27

Internet:  
info@marktcontrol.de  
www.marktcontrol.de

Handelsregister:  
HRA 6317 Duisburg

Komplementärin:  
Markt Control Multimedia Verlag Verwaltungs GmbH  
47179 Duisburg  
HRB 6974 Duisburg

Steuernummer:  
107 5750 0148  
UID: DE 180 708 189

Geschäftsführer:  
Jürgen Zupancic

The creative advertising medium where more is inside!

**WORLDWIDE / ADVERTISING-MEDIA SALES-OFFICE**

**MQHH Medienquartier Hamburg**

- Corinna Simon, Tel. +49 40 609 441 401, Mail: [simon@mqhh.de](mailto:simon@mqhh.de)

- Christina Neumann, Tel. +49 40 609 441 402, Mail: [neumann@mqhh.de](mailto:neumann@mqhh.de)