

CONTACT



Mag. Helmut Widmann
Editor-in-chief
Tel. +43 1 740 95-777
Mobil +43 664 102 17 92
widmann@gutereise.eu



Alexis Wiklund
Managing editor
Tel. +43 1 740 95-741
wiklund@gutereise.eu



Julia Rötzer
Sales management
Tel. +43 1 740 32-876
Mobil +43 664 829 77 62
j.roetzer@gutereise.eu

PRINTING MATERIAL

All formats +3mm bleed, contents relevant to printing 1,5mm away from the edge.
Documents: printable CMYK-PDF (X4) with registration marks.
Differing document formats on request.

All rates excluding advertising levy und sales tax.
The conditions of CRM Medientrend GmbH as seen on www.gutereise.eu are valid.
Rates effective from issue 1/2020

Publisher and media owner:
CRM Medientrend GmbH, Neudorferstraße – Betriebsgebiet 3, 7111 Parndorf
Offie Vienna: Leberstraße 122, 1110 Vienna

Gute
REISE
ENTSPANNT UNTERWEGS SEIN



CIRCULATION
50,000 to
60,000
copies

CRM
MEDIEN
TREND
GMBH

4 ISSUES 2020
MARCH • JUNE • SEPTEMBER • NOVEMBER
www.gutereise.eu/mediadaten

MEDIA KIT 2019

CRM MEDIENTREND GMBH

DISTRIBUTION

GUTE REISE reaches the educated and affluent reader – and offers vast coverage throughout all of Austria.

CIRCULATION
50,000 to 60,000 copies

QUALITY UND QUANTITY ALL AT ONCE

1. PULLOUT IN HIGH QUALITY NEWSPAPER

GUTE REISE is included as a high-end-pullout in Austria's biggest quality newspaper **derStandard** in the country's eastern region (Vienna, Lower Austria and Burgenland) with **30,000 copies**.



2. TWIN CITY LINER ON-BOARD-MAGAZINE

The Twin City Liner connects the two capital cities Vienna and Bratislava via the Danube. Since issue 1/2020 **GUTE REISE** is the only magazine aboard the Twin City Liner (about **160,000 passengers**).



4. MAGAZINE THROUGHOUT AUSTRIA (13,000 POI)

GUTE REISE is found all throughout Austria wherever people have the time to read:
10,000 Doctors offices
2,100 hair dressers
700 Cafés



3. ON BOARD THE DDSG-FLEET

The distinguished DDSG Blue Danube Shipping (**300,000 annual passengers**) is cruising the Danube between Vienna, the Wachau and the Danube Canal located in the capital. **GUTE REISE** is available to the passengers as a unique on-board travel magazine.

5. FAIRS & EVENTS

GUTE REISE can be found where the world of travelling is discussed and where people are planning their next vacation or adventure:

- **Ferienmesse Vienna (about. 150,000 visitors)**
- **Fair & festival Photo+Adventure**

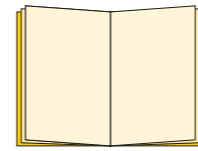
ATTENTION, SPECIAL EDITION!

Distribution campaigns at these large events increases circulation of issues **3/2020** and **4/2020** to **60.000 copies** respectively.

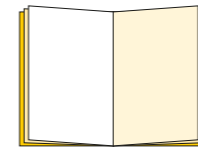
6. MAGAZINE SUBSCRIPTION

GUTE REISE is available for the comfort of your home:
€ 12 for four issues including shipment in Austria,
€ 29.10 for international shipment.

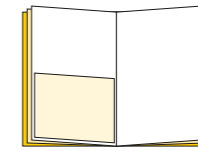
FORMATS AND RATES



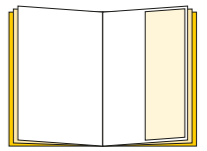
2/1 double page bleed off
€ 13,170,-
410 x 260 mm
+3mm bleed



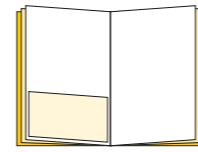
1/1 page bleed off
core € 6,980,-
U2, U3 € 7,490,-
U4 € 7,980,-
205 x 260 mm
+3mm bleed



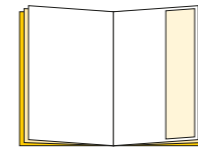
1/2 Seite bleed off
€ 3,980,-
205 x 130 mm (landscape)
+3mm bleed
179 x 110 mm (print space)



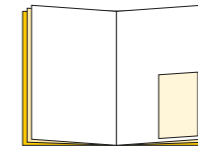
1/2 Seite bleed off
€ 3,980,-
100 x 260 mm (portrait)
+3mm bleed
89,5 x 222 mm (print space)



1/3 Seite bleed off
€ 2,970,-
205 x 86 mm (landscape)
+3mm bleed
179 x 74 mm (print space)



1/3 Seite bleed off
€ 2,970,-
68 x 260 mm (portrait)
+3mm bleed
60 x 222 mm (print space)



1/4 Seite print space
€ 2,430,-
89,5 x 110 mm (portrait)

PUBLICATION DATES 2020

ISSUE	PUBLICATION DATE	PULLOUT STANDARD SUBMISSION DEADLINE	ADVERTORIAL SUBMISSION DEADLINE	ADVERT
1/2020 spring	06.03.2020	06.03.2020	12.02.2020	19.02.2020
2/2020 summer	19.06.2020	19.06.2020	27.05.2020	03.06.2020
3/2020 fall	04.09.2020	04.09.2020	12.08.2020	19.08.2020
4/2020 winter	20.11.2020	20.11.2020	28.10.2020	04.11.2020

OTHER FORMATS

GUTE REISE offers tailor-made advertorials in our print magazine – starting with 1/2 page up to articles spanning over multiple pages – and customized online advertisements on **www.gutereise.eu** (web banner, medium rectangle, online advertorials etc.) an. Please contact us.

NEWSLETTER

The monthly **GUTE REISE newsletter** reaches 15,000 subscribers and is the digital supplement with the widest coverage. The newsletter helps you to reach your target audience effectively und economically.

PROMOTION

One picture and about 400 characters. The link can either lead to a gutereise.eu micropage or any other landing page of your choosing.

The gutereise.eu micropage can contain additional elements such as videos, more pictures or further links, adjusted to your demands

€ 990,-

BANNER

format: 680 x 200 px

€ 490,-