

ADAC reisemagazin

Holidays and Traveling

Editorial profile

- *ADAC reisemagazin* is designed for active, modern, outgoing people who love to travel. Comprehensive, up-to-date information is just as important to them as reports and background information concerning art, culture and history.
- It is the unique mixture of thrilling reports, fascinating pictures and thoroughly researched addresses, dates and prices that makes *ADAC reisemagazin* so outstanding.
- The exceptional success of *ADAC reisemagazin* is also due to its attraction for those who stay at home, who for the moment feel happy with reading alone about their dream-destinations.

ADAC reisemagazin – The leading German travel magazine

ADAC reisemagazin is the leading travel magazine in Germany. It has far more readers (4.23 million readers) and a much lower cpt than every other travel magazine in Germany. There are 6 issues per year. Every issue of this high quality travel magazine is about a single destination, for example a certain country, region or city. Each issue has about 200 pages.

The 2005 topics are Rome, Bretagne, Munich, Poland, Florida and India.

Each issue of ADAC reisemagazin is a great advertising media for tourism-related companies and tourist offices. Although the magazine is monothematic, the readership is definitely open-minded and loves the variety of travel destinations. The general interest in travelling is shown by the high percentage of subscribed copies (about 80%).

10 convincing reasons to place your ad in ADAC reisemagazin

- 1) Travel subjects are very popular
- 2) ADAC reisemagazin is the leading travel magazine in coverage and circulation
- 3) It offers an attractive sociodemographic readership profile
- 4) It's readers are travel enthusiasts
- 5) They are trendsetters and demanding consumers
- 6) They've got a wide range of interests and expert know-how
- 7) ADAC reisemagazin provides an interesting monothematic concept
- 8) You get top target groups in "millions"
- 9) It is the best "value for money"-advertising media among all travel magazines
- 10) ADAC reisemagazin presents an excellent environment for your ad

Basics



Concept:	monothematic
Total net paid circulation:	227,467 copies (IVW ø I-IV/2004)
Share of subscribers	about 80%
Readers:	4.2 million every issue
Ad rate 1/1 page 4c:	18,120 €
Frequency:	Bi-monthly
Price of magazine:	7.80 €
Distribution:	Subscription, Newsstand sales, Booktrade, ADAC branch offices

Destinations 2005

Destinations	Date of issue	Ad closing date
Rome	22.02.2005	11.01.2005
Brittany	26.04.2005	15.03.2005
Munich	28.06.2005	17.05.2005
Poland	30.08.2005	19.07.2005
Florida	25.10.2005	13.09.2005
India	13.12.2005	02.11.2005

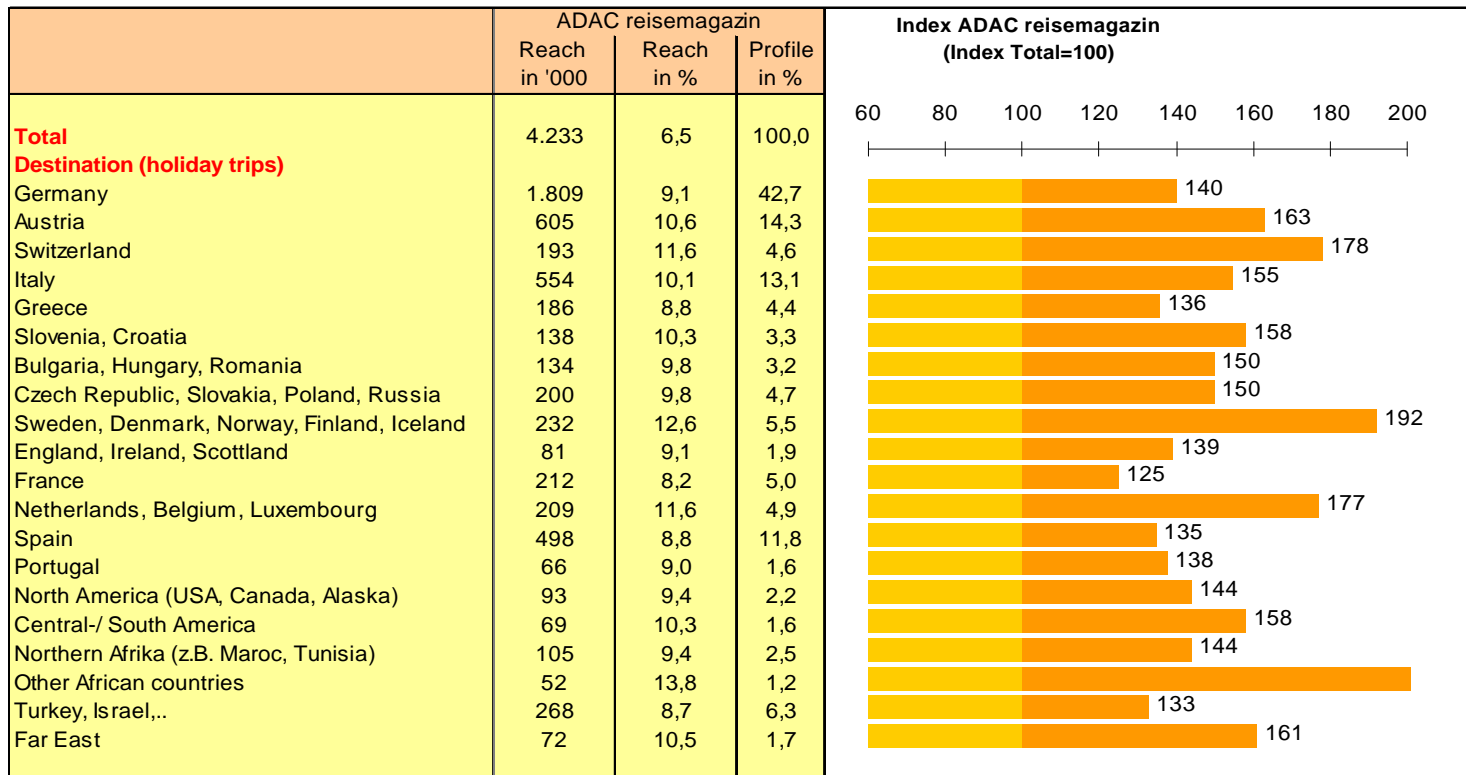
Readership profile ADAC reisemagazin

Holidays and Traveling I

	ADAC reisemagazin			Index ADAC reisemagazin (Index Total=100)
	Reach in '000	Reach in %	Profile in %	
Total	4.233	6,5	100,0	
Interest in information about Holidays and travelling				
Interested	3.980	7,4	94,0	114
Especially interested	2.493	9,5	58,9	146
Interested, give advise to others	2.019	11,8	47,7	180
Holiday trips (more than 5 days)				
At least one holiday trip	3.062	8,2	72,3	125
Only one holiday trip	1.394	6,3	32,9	97
More than one holiday trip	1.668	10,8	39,4	165
Means of travel				
Railway	346	8,3	8,2	128
Car	2.214	9,1	52,3	139
Bus	420	8,1	9,9	124
Airliner	455	8,4	10,7	128
Charter plane	866	9,1	20,5	140
Ferry boat	89	13,0	2,1	199
Cruiser	68	13,0	1,6	199
Caravan, mobile home	141	14,8	3,3	227

Readership profile ADAC reisemagazin

Holidays and Traveling II



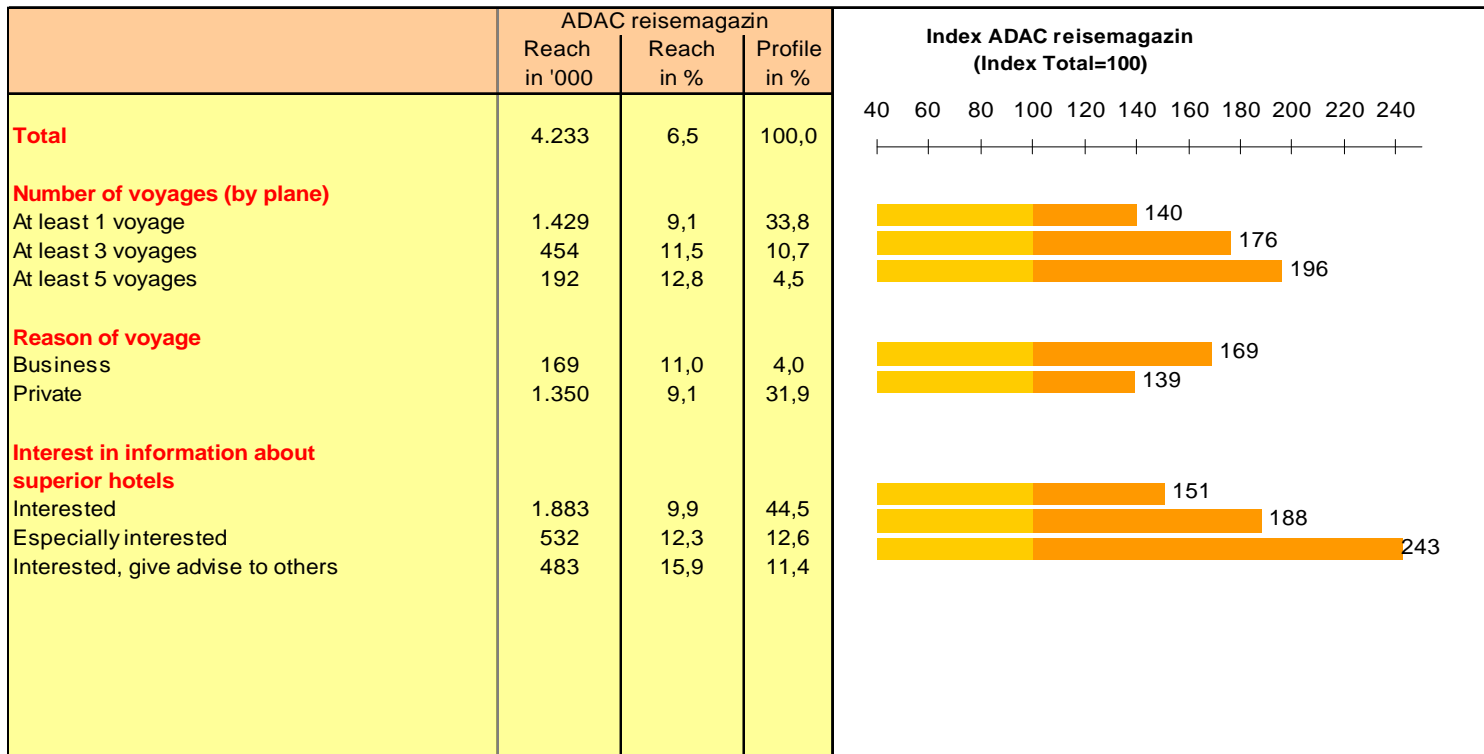
Readership profile ADAC reisemagazin

Holidays and Traveling III

	ADAC reisemagazin			Index ADAC reisemagazin (Index Total=100)
	Reach in '000	Reach in %	Profile in %	
Total	4.233	6,5	100,0	60 80 100 120 140 160 180
Short trips (max. 5 days)				
At least 1 short trip	2.790	8,6	65,9	131
At least 3 short trips	1.361	9,6	32,2	148
At least 5 short trips	432	10,5	10,2	161
City tours				
yes	1.368	9,9	32,3	152
no	1.371	7,7	32,4	118
Destination city tours				
Abroad	439	10,6	10,4	162
Germany	1.077	10,1	25,4	154

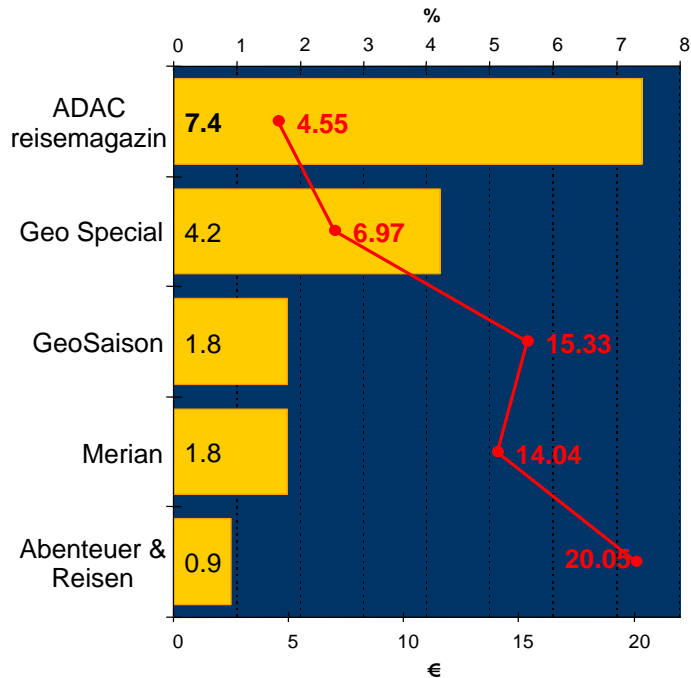
Readership profile ADAC reisemagazin

Holidays and Traveling IV

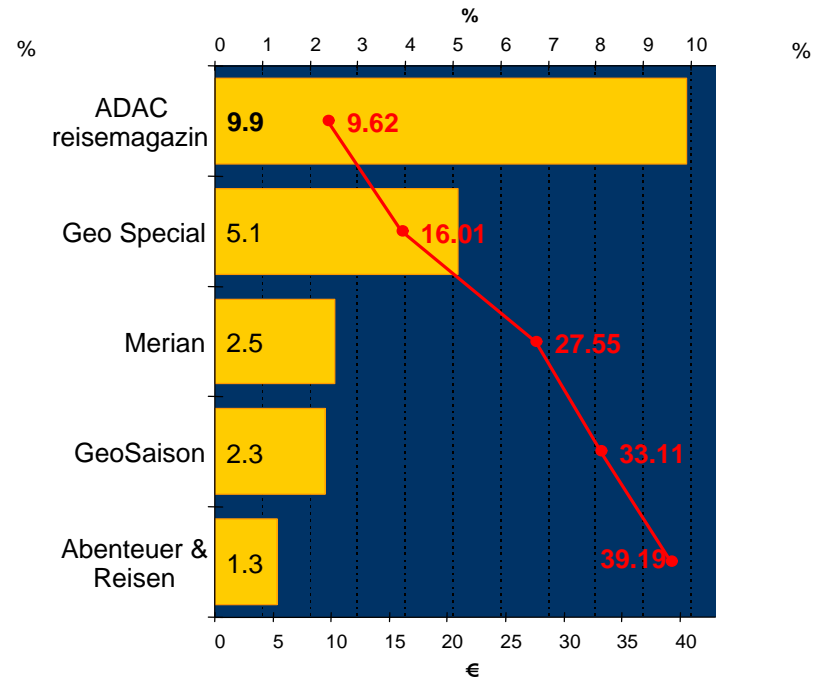


Coverage and economic efficiency* of the German Travel Magazines

Targetgroup:
Interested in travelling (53.4 million)



Targetgroup:
Interested in superior hotels (19.1 million)

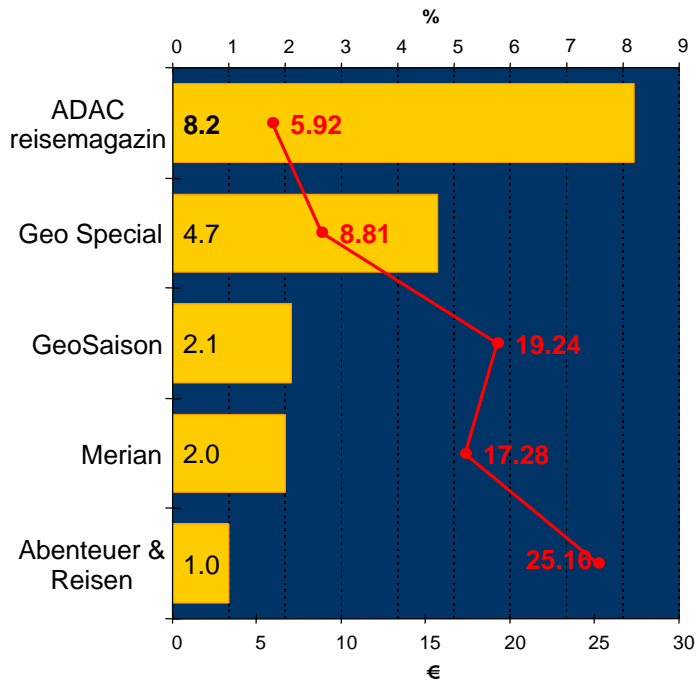


Coverage € per 1000 readers

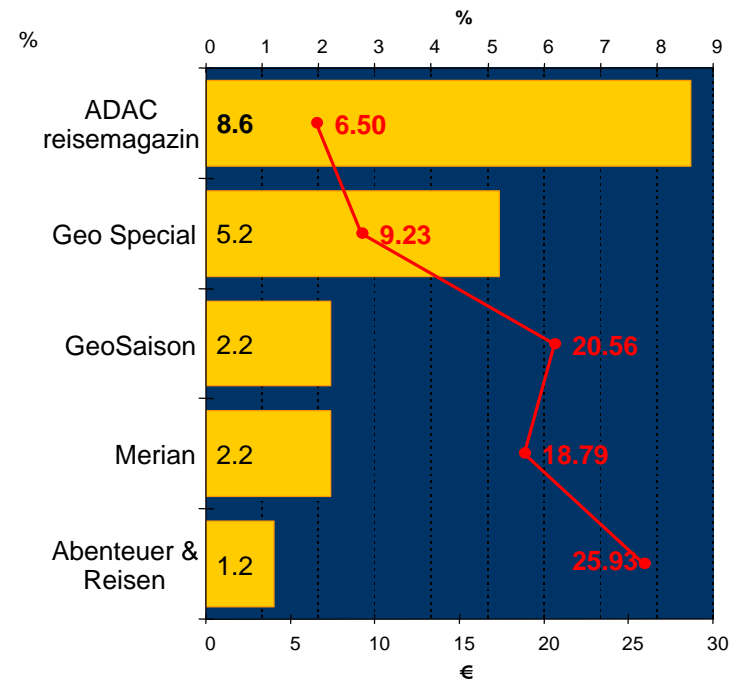
*Source: AWA 2004; rates for 1/1 p., 4c

Coverage and economic efficiency* of the German Travel Magazines

Targetgroup:
At least 1 longer holiday trip per year (37.5 million)



Targetgroup:
At least 1 short trip per year (32.5 million)

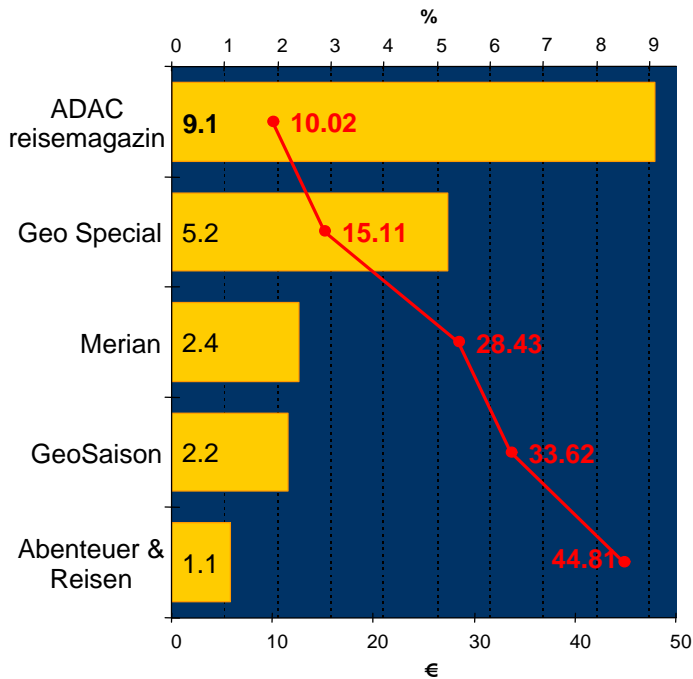


Coverage € per 1000 readers

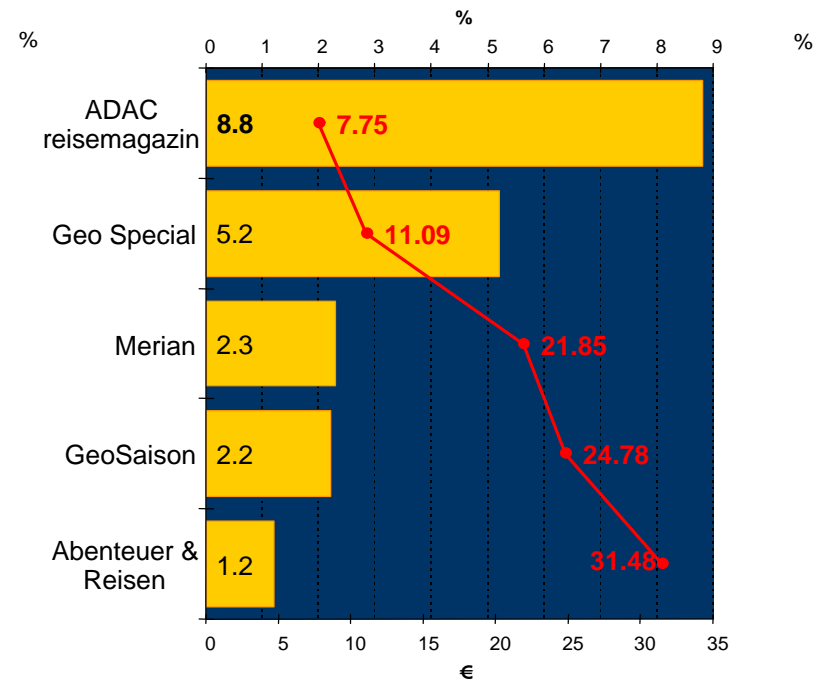
*Source: AWA 2004; rates for 1/1 p., 4c

Coverage and economic efficiency* of the German Travel Magazines

Targetgroup:
Destination: Germany (19.8 million)



Targetgroup:
Destination: Europe (26.6 million)

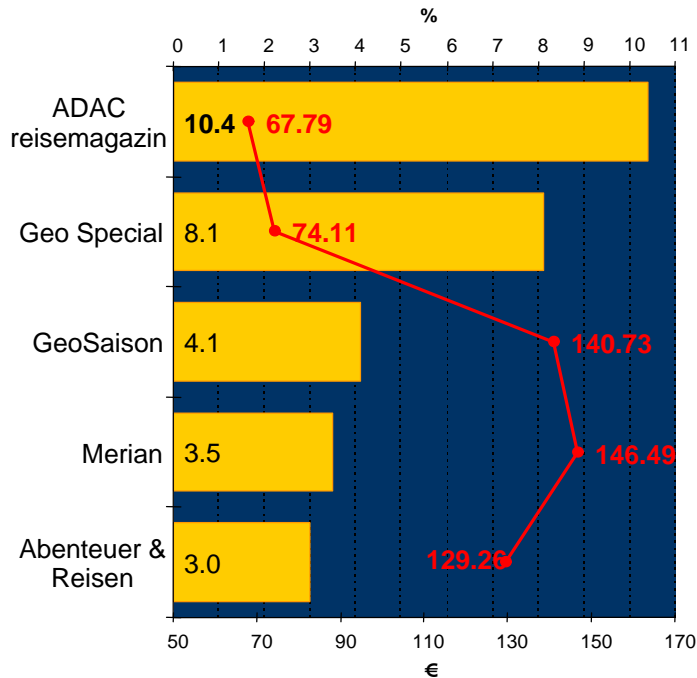


 Coverage  € per 1000 readers

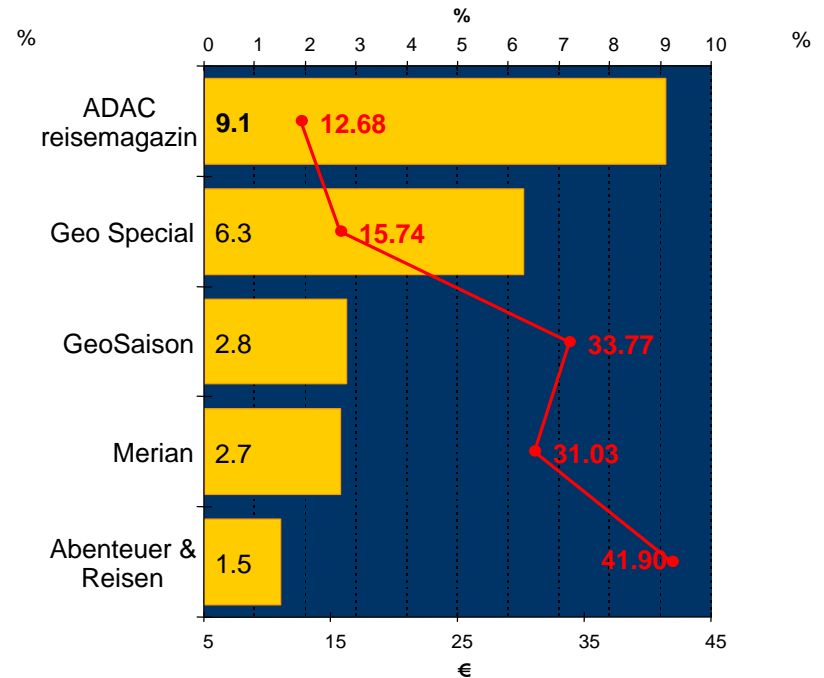
*Source: AWA 2004; rates for 1/1 p., 4c, net

Coverage and economic efficiency* of the German Travel Magazines

Targetgroup:
Destination: Overseas (2.6 million)



Targetgroup:
At least 1 voyage per plane per year (15.7 million)

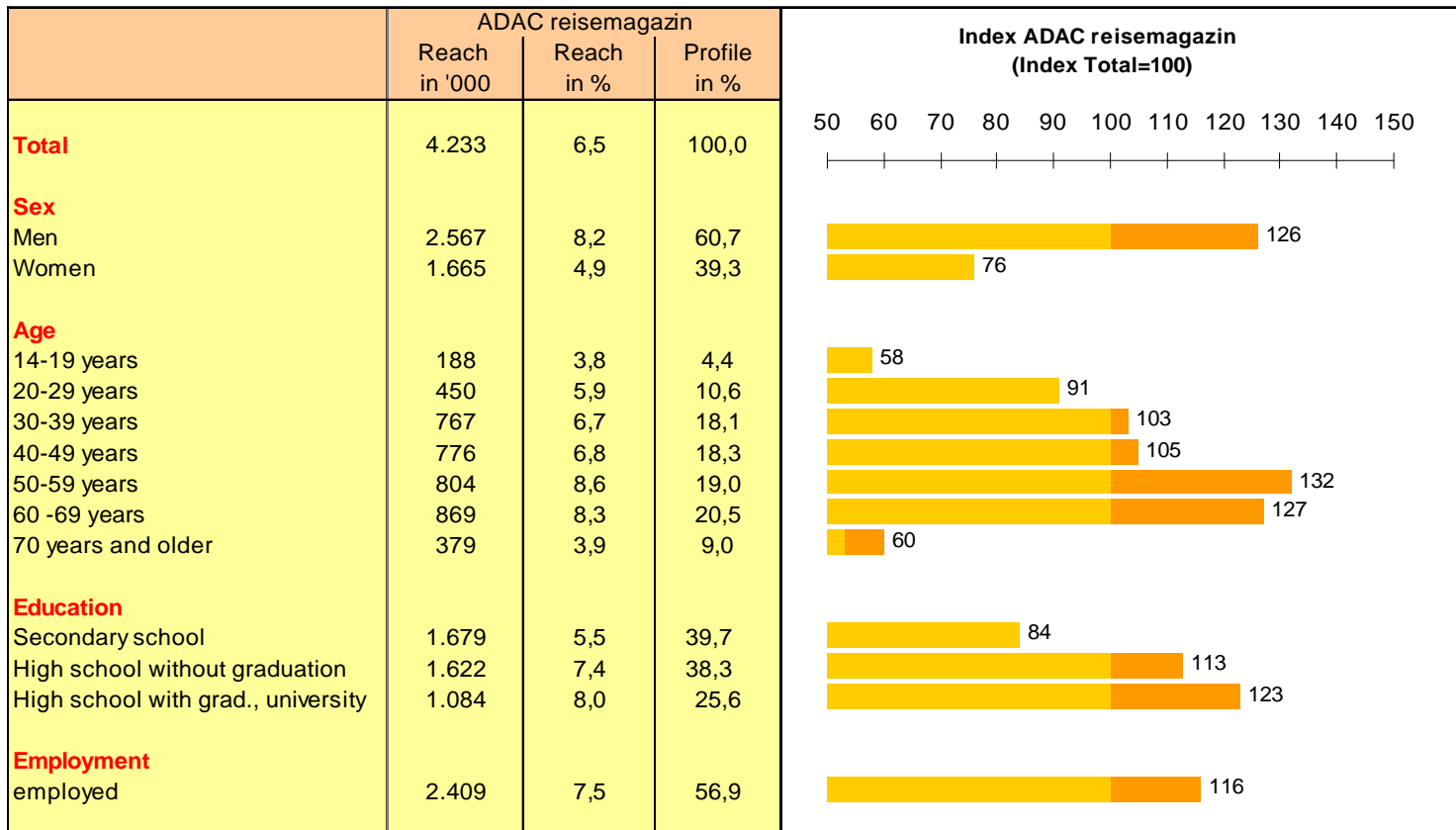


Coverage € per 1000 readers

*Source: AWA 2004; rates for 1/1 p., 4c, net

Readership profile ADAC reisemagazin

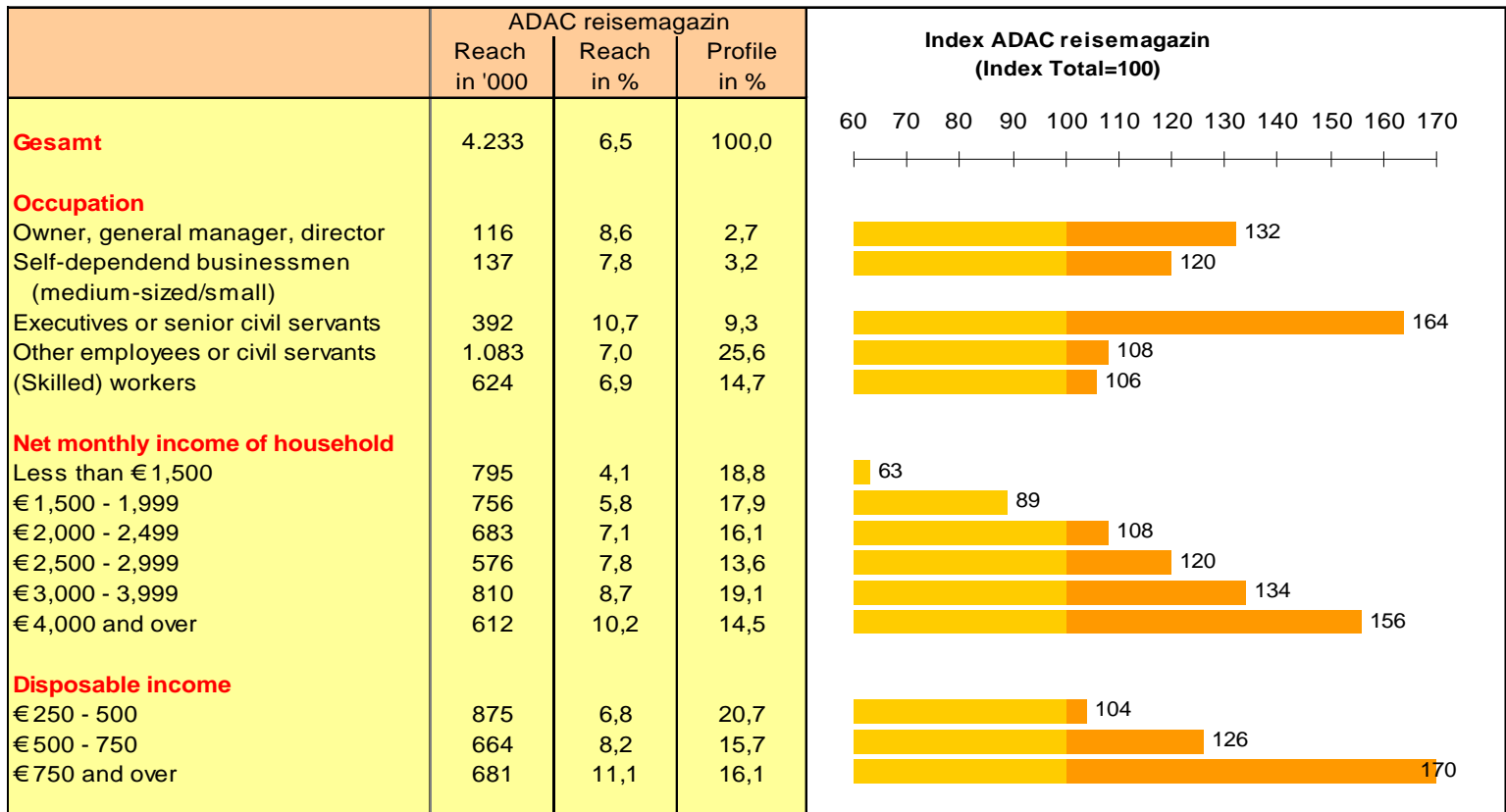
Sociodemographics I



Source: AWA 2004

Readership profile ADAC reisemagazin

Sociodemographics II



Source: AWA 2004

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