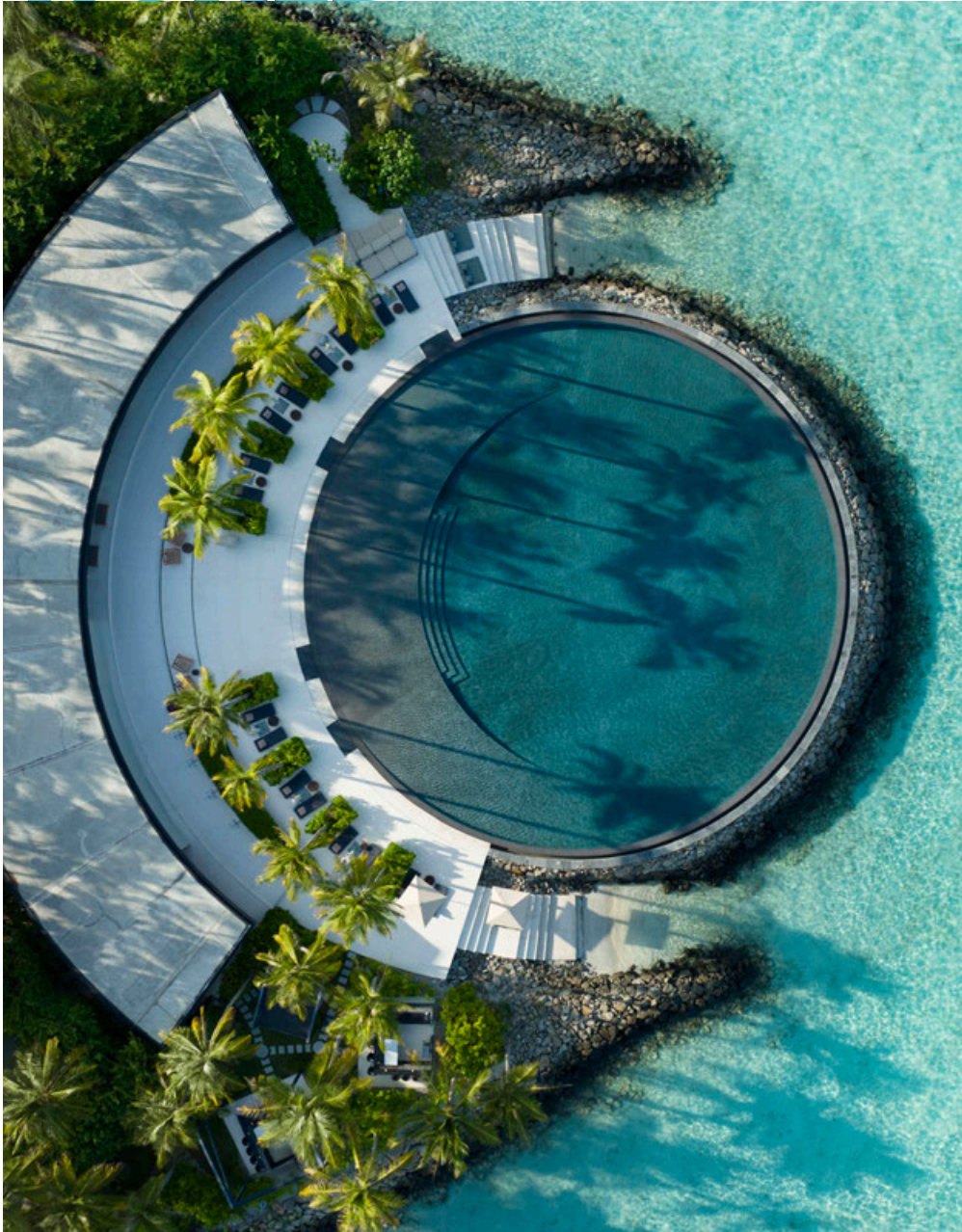


MEDIA KIT 2025





LUXURY TRAVEL & REFINED LIVING

Traveller's World is the definitive authority in luxury travel and refined living, having firmly established itself as the publication of record in its segment across the D-A-CH region since 2006. For nearly two decades, it has remained the essential reference for super-premium travel, catering to a discerning audience seeking unparalleled experiences and exclusivity. With a steadfast commitment to the highest journalistic standards, Traveller's World offers meticulously researched content, solidifying its position as trusted voice in the industry.

The title specialises in showcasing unique retreats, exclusive hotspots, and remote destinations, making it the go-to resource for those pursuing the pinnacle of luxury travel. Proud of its niche status, Traveller's World reaches the most affluent and influential demographic through a carefully curated distribution model. This offers advertisers a unique opportunity to connect with a highly engaged and elite readership across the highly sought-after markets of Germany, Switzerland, and Austria, with a combined population of around 100 million.

Traveller's World's reputation for excellence is upheld by a team of seasoned editors and writers who bring their expertise and passion to every issue. The magazine's ability to consistently deliver top-tier content makes it the preferred choice for brands looking to align with prestige and quality. In a competitive media landscape, Traveller's World stands out as the premier platform for those who demand the best in luxury travel and sophisticated living.

News



Destinations



Design



Hotels & Resorts



Dining



READERSHIP & DEMOGRAPHICS

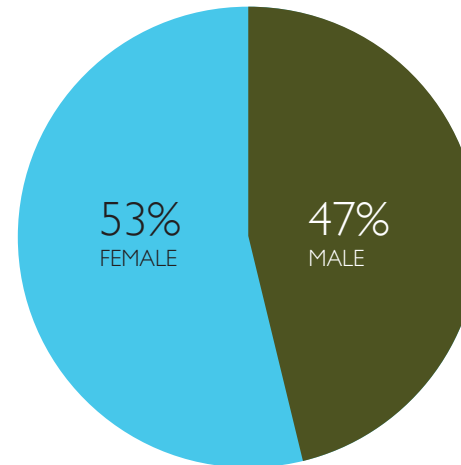
AGE RANGE

Predominantly
29–59 YEARS OLD

ENGAGEMENT

75% OF READERS REVISIT THE MAGAZINE MULTIPLE TIMES

GENDER



PROPERTY OWNERSHIP

71% OWN THEIR OWN HOME

32% ALSO OWN A SECONDARY RESIDENCE

EDUCATION

80% OF READERS HOLD UNIVERSITY DEGREES

68% OF OUR READERSHIP FALLS WITHIN THE HIGHER INCOME BRACKETS (AAA+, AAA, AAB)

Traveller's World is the ideal choice for brands seeking to reach an elite and highly attentive readership in the D-A-CH region.

CIRCULATION

Printed Copies

30k

Global Subscribers*

over 5k

*including
print and digital

DISTRIBUTION

PRINT

AIRPORT LOUNGES

Star Alliance, Emirates and other VIP lounges in Frankfurt, Munich, Düsseldorf and Hamburg + key private jet terminals in Frankfurt and Munich



5* HOTELS

From the Adlon Kempinski in Berlin to The Dolder Grand in Zurich, numerous hotels across the globe distribute TW



SUBSCRIPTION

With over 5000 subscribers worldwide, Traveller's World reaches its niche readers no matter where they are

RETAIL

An Axel Springer subsidiary distributes the title to various D-A-CH points of sale. Additionally, TW is sold in upscale boutiques, hotel shops and other luxury retail spaces



E-PAPER

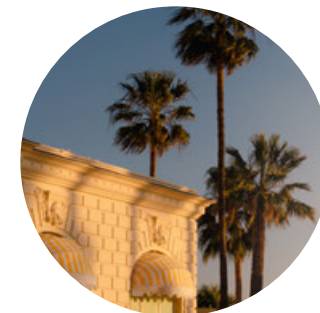
IN THE AIR

Our magazine can be read on most Lufthansa/Star Alliance flights (incl. Austrian, LOT, Swiss and Singapore Airlines) through inflight digital media libraries.



IN LUXURY HOTELS

Via in-room digital libraries, the title is available in over 1100 hotels, 600 of which are located in the D-A-CH region, and across 28 countries (including Mandarin Oriental, Rocco Forte, Kempinski, Hilton and Marriott Hotels & Resorts properties)



Cover Prices

9.50 € (Germany)	10.50 € (Austria)	12.30 € (Italy)
10.00 € (Spain)	11.50 € (Luxembourg)	17.90 CHF (Switzerland)



EDITORIAL CALENDAR

2025

Issue	Closing Date	Materials Deadline	On-Sale Date
Spring	February 3	February 10	March 7
Summer	May 2	May 12	June 6
Fall	August 1	August 11	September 5
Winter	October 31	November 10	December 5



PRINT FORMATS, RATES & SPECS



DOUBLE PAGE AD

440x273 mm
+ 4 mm bleed
all sides, printable
PDF, 300 dpi.
To be delivered
as two separate
pages.

23.500 €

Traveller's World is published four times per year. Rates include both digital and print editions of the magazine. All rates are net.

Opening spreads, (inside) back sleeves and Editor's Note have 25–40% premiums.

Pricing for special formats available upon request.

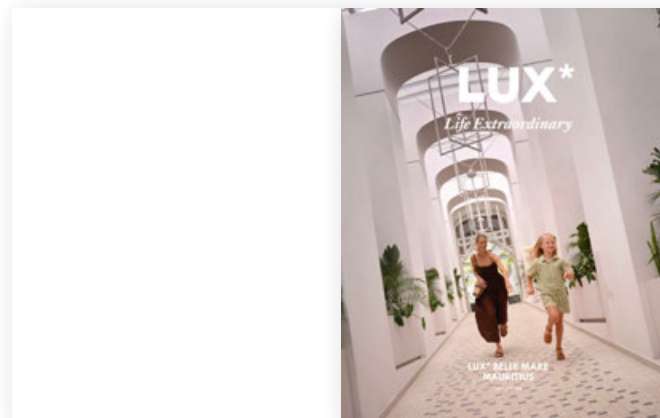
DISCOUNTS AVAILABLE

FOR PAYMENTS MADE BEFORE ON-SALE DATE
-3%

FOR AGENCIES
-15%

FOR GROUPS AND VOLUME

available based on the number of ads placed within a given year. For more details, just ask our sales teams.

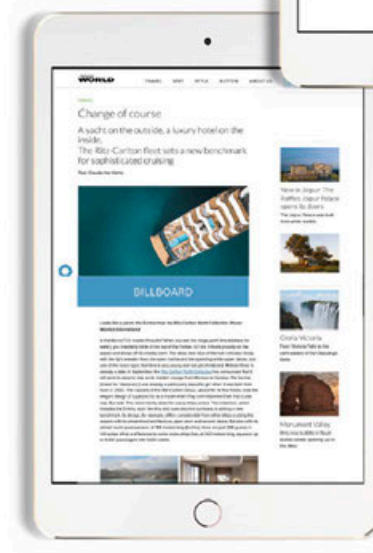
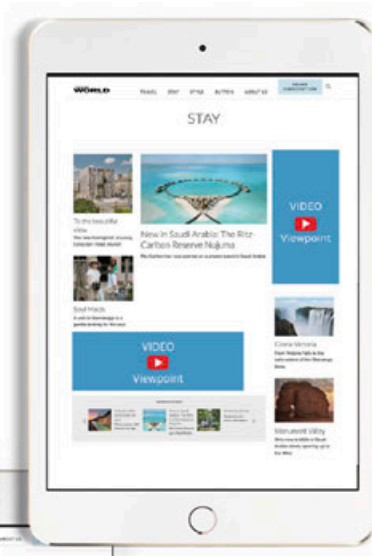
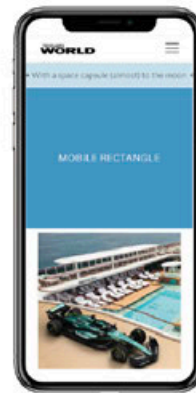
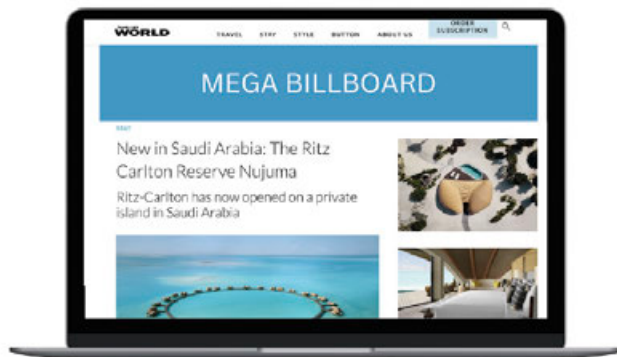


SINGLE PAGE AD

220 x273mm
+ 4 mm bleed
all sides, printable
PDF, 300 dpi.

11.900 €

Please send to service@travellersworld.de by Closing Date.



A curated selection of digital formats is available to effectively showcase your brand's messaging, ensuring it resonates with and reaches the desired audience.

MEGA BILLBOARD FORMAT

1210 x 250 px
1.500,- € for 3 months

BILLBOARD FORMAT

900 x 250 px
1.200,- € for 3 months

RECTANGLE FORMAT

48 x 250 px
650,- € for 3 months

- Video
- Native Advertorial
- Print & Digital Package

All prices available upon request.



1. Definitions and Scope

The term "insertion order" refers to a contract between the publisher and the advertiser for the placement of advertisements or inserts ("adverts") in Traveller's World magazine. These Terms and Conditions, along with the current rate card, form an integral part of this contract. The publisher is not liable for errors in reproduction from orders placed or altered via phone.

2. Contract Duration and Execution

If the booking includes multiple insertions, all must be published within one year from the date of the first advert. The first advert must be published within one year from the booking date.

3. Discounts and Validity

Discounts specified in the rate card apply to adverts booked within the current year. Additional discounts are only valid for confirmed bookings within the same calendar year, starting with the first advert's publication.

4. Volume-Based Discounts

Advertisers are eligible for volume-based discounts if the total order within a one-year period qualifies.

5. Incomplete Orders and Force Majeure

If the advertiser fails to fulfill the contract, they must compensate the publisher for any rate differences or lost revenue. This does not apply if the failure is due to force majeure or circumstances beyond the publisher's control. The publisher is not liable for unfulfilled orders or damages resulting from such events. Claims for defects in print documents must be made promptly; otherwise, the advertiser cannot claim damages.

6. Placements

Specific placement of run-of-book adverts is not guaranteed unless expressly agreed upon time of booking.

7. Labeling and Content of Adverts

Adverts that resemble editorial content will be marked as advertisements in compliance with EU media regulations. The publisher reserves the right to reject adverts based on content, origin, or technical form. Insertion of supplements are binding only after sample approval.

8. Responsibility and Quality

The advertiser is responsible for providing accurate

and timely print-ready materials. The publisher ensures standard quality based on provided materials.

9. Claims and Complaints

Advertisers may claim cost reductions or replacement adverts only if significant issues affect the client's purpose. Complaints must be submitted within four weeks of receiving the invoice.

10. Proofs and Approvals

Proofs are available upon request. If not returned within the deadline, these are considered as approved.

11. Payment Terms

Invoices are due upon receipt, with discounts for advance payments as per the rate card. The publisher may require prepayment from non-EU advertisers or new clients, and reserves the right to charge VAT retroactively if applicable.

12. Delayed Payments

Interest will be charged on delayed payments. The publisher may demand advance payment for remaining insertions and suspend any discounts until due settlement.

13. Proof of Publication

The publisher will provide a copy of the issue containing the relevant insertion. If unavailable or sold out, a certificate PDF will suffice.

14. Changes and Additional Costs

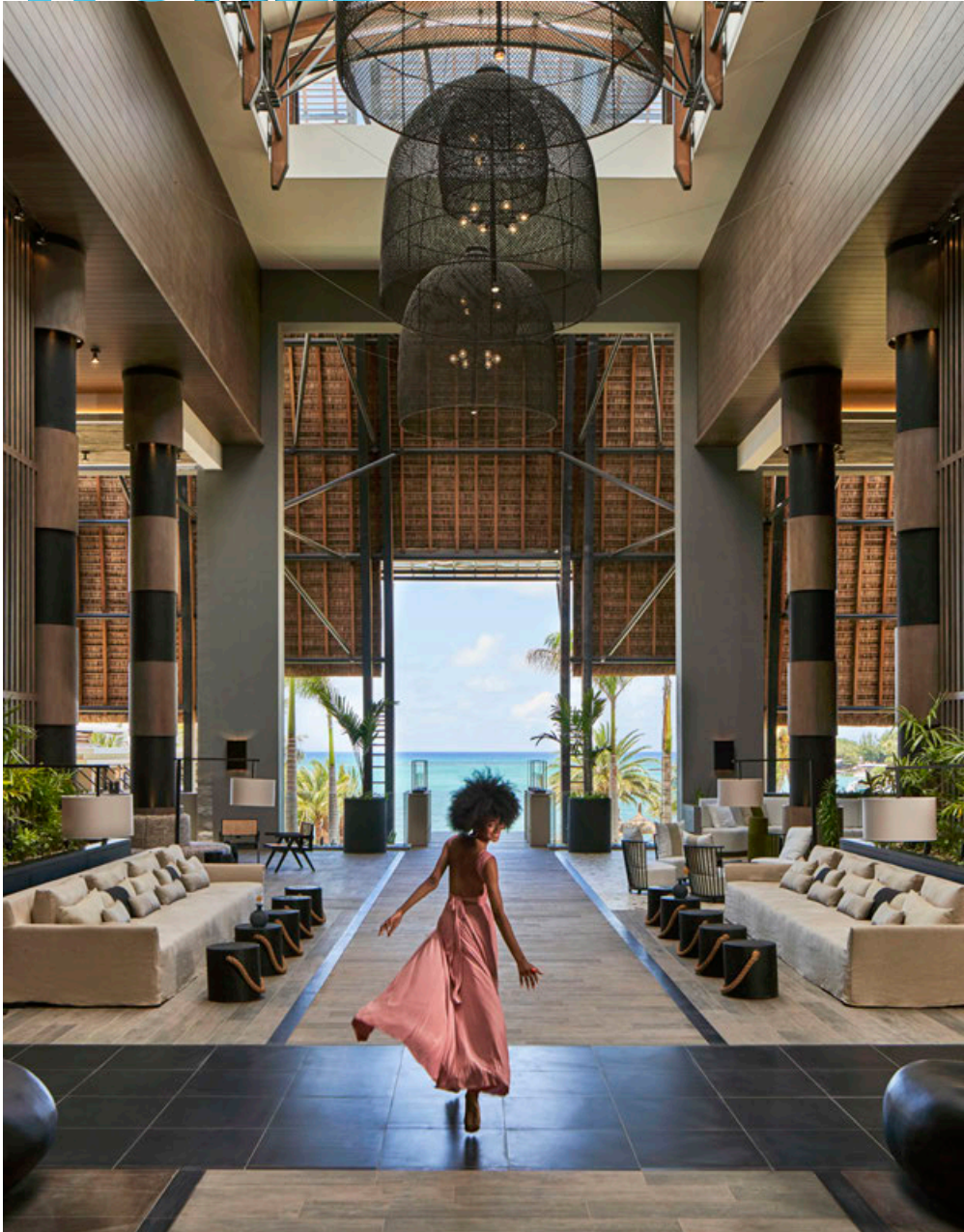
Significant changes to agreed-upon materials will incur additional costs.

15. Circulation Changes

A decrease in circulation only impacts the contract if a specific number of copies was guaranteed and drops by more than 20%. The publisher can choose distribution channels and will notify the advertiser of significant circulation changes in advance.

16. Governing Law and Jurisdiction

These terms are governed by German law. The place of performance and jurisdiction is the publisher's domicile. If any term is found invalid, the remaining provisions remain effective, and the parties will replace the invalid provision with a valid one that closely reflects the original intent.



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