

With the monthly eNews letters, exclusive special editions and over the portal you are able to communicate offers and news quickly and reliably to the important corporate target groups. The corporate travel contacts responsible for travel decision making originate almost always from Germany's leading exclusive database. These readers actively registered themselves through the website www.geschaeftsreisekontakt.de. The personal data has been recorded along with the permission (Opt-in/Double-Opt-In). The publication is registered under ISSN-Nr. 1611-6895 by the German library and has been registered for the seal of approval by the German Direct Marketing Organization.

Concept

The eNews-Service "geschäftsreisekontakt" is a special interest medium and consults the qualified contacts in the respective companies

Target Group

1. planning and booking of corporate travel
2. organizing conferences, conventions and events
3. managers of travel departments or travel agencies
4. frequent travellers that have influence over the corporate travel process

Germany (Country wide)

Circulation

1x per month (mailed first week of every month)

Distribution

17,100 (as of Dec 1, 2007)

Copies printed

Mailings are sent completely personalized via email to the corporate travel decision makers

Addressees

Editorial positioning on a paid content basis in the monthly issues.

Volume: Approximately 700 to 1000 character text, upon request with logo and/or photo along with links to landing page of your choice. Cost per issue 650.- € (corresponds to price per thousand contacts of 38.-€)

Advertising Possibilities

Exclusive stand alone e-mailing to the entire mailing list (See actual edition)

Special Editions

- a) project management with contact, final review and acceptance by client, one time price 175.- €
 - b) EDV set up included evaluation Resonanz analysis, one time price 250.-€
 - c) Address leasing, per contact 0.25 €
 - d) Mailing cost, per contact 0.02 €
- Cost for individual one time booking in total 5,015.00 €

For a presence on the special interest portal www.geschaeftsreisekontakt.de the following options are available:

Online Advertising on the Portal

Cost for	1 Month	3 Months	6 Months	12 Months
Full Size Banner (468 x 60)	400.00 €	1,000.00 €	2,100.00 €	3,900.00 €
Skycraper (120 x 600)	600.00 €	1,600.00 €	2,900.00 €	5,900.00 €
Wallpaper (728x90 and 160x600)	800.00 €	2,200.00 €	3,900.00 €	8,000.00 €

Examples see

Ask for other formats like PagePeel or Layer-Ads.

Banner needs to be provided as a JPG or GIF file with a max of 50 KB www.grk.cc

Exclusive sponsoring of the eNews issue based on request. Sponsoring of the quiz of the month based on request and on a barter basis (Sponsor Quiz of the month provides prizes for the winner).

Sponsoring

3 issues = 5 %

6 issues = 10 %

9 issues = 15 %

Through the combination booking of eMarketing, special edition publication and banner an additional rebate of 5% is offered.

Rebates

All prices vat. and include applicable taxes

Agency provision = 15%

Please Note

The editor reserves the right to refuse contents. Offensive contents are refused on a general basis.

Disclaimer

Issue	Number	Issue Date	Input Deadline*	Release Dates
January	01/2007	09. January (KW 3)	02. January	
February	02/2007	05. February (KW 5)	26. January	
March	03/2007	04. March (KW 9)	23. February	
April	04/2007	01. April (KW 14)	26. March	
May	05/2007	06. May (KW 18)	25. April	
June	06/2007	03. June (KW 23)	26. May	
July	07/2007	01. July (KW 27)	23. June	
August	08/2007	05. August (KW 31)	27. July	
September	09/2007	02. September (KW 36)	25. August	
October	10/2007	01. October (KW 40)	27. September	
November	11/2007	04. November (KW 45)	26. October	
December	12/2007	02. December (KW 49)	25. November	

* date that text input (Word document) with any links must be received by editor

Comments

Date for special issues (individual stand alone mailings) based on agreement and availability

Pictures and logos may only be accepted as JPG or GIF folders.
Please send all attachments per email to: redaktion@geschaeftsreisekontakt.de

The editor reserves the right to change dates and deadlines.