

spartacus[®] traveler

ADVERTISING RATES 2017
Price list 13, December 1st. 2016



spartacus traveler

SPARTACUS TRAVELER is the longest established and most successful travel magazine in Germany for the gay community and is available as classic print magazine or as a digital version for desktop and tablets.

The glossy magazine inspires its readers with well investigated and richly illustrated travel reports and news from around the world. Contents, distribution and appearance frequency orientate themselves around the specifications and needs of the tourism industry.

Gay men are so-called „heavy travellers“ and known for their above-average level of education and income. In recent studies from the marketing research institute CMI 80% of the gay men interviewed confirm that their choice of holiday destination is influenced by travel articles in gay media (print or online).

70% are influenced by direct advertising in gay media

40% spend over 3.000 Euro per year for travel

46% travel more than twice per year

67% of the travel duration is between 7 and 14 days

60% think that LGBTI rights at their travel destination are very important

Quellen:
6th Annual LGBT Community Survey 2012 (CMI)
Source: MÄNNER-reader survey 2016



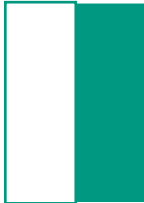


1/1 page vertical

210 x 280 mm
(Page size) + trim
8,26 x 11 inch

Single Partner
2.200 EUR

Premium Partner
5.000 EUR
(instead of 4 x 2.200 Euro)



1/2 page landscape
210 x 140 mm (PS)
8,26 x 5,5 inch (PS)
190 x 127 mm (TA)
7,5 x 4,9 inch (TA)
vertical
105 x 280 mm (PS)
4,1 x 11 inch (PS)
92 x 260 mm (TA)
3,6 x 10,2 inch (TA)

Single Partner
1.100 EUR

Premium Partner
2.500 EUR
(instead of 4 x 1.100 Euro)



1/4 page

corner
92 x 127 mm (TA)
3,7 x 5 inch (TA)

Single Partner
550 EUR

Premium Partner
1.250 EUR
(instead of 4 x 550 Euro)

Frequency:

4 editions per year
(spring, summer, autumn and winter)

Format:

210 x 280 mm

Number of pages:

64 Pages (minimum)
in glossy format

Copy-Preis:

3,95 Euro / 7,10 CHF

Annual subscription:

4 copies 11,95 Euro

First Edition:

2006

Average range:

50000 readers per issue

Distribution:

Germany 80%

Other German-speaking countries 18%
International 2%

Available at newsstands, as well as in the subscription e-magazine for almost readers.



PS = in Page Size

(please remember the bleed of 3mm / 0,12 inch of trim. In view of this trim, text and image elements must have sufficient distance from the net format (5mm / 0,197 inch on all sides)

TA = Type Area

SPARTACUS TRAVELER offers advertising partners an innovative and flexible booking system:

As **single partner** we will place your advert in an attractive editorial environment.

As **premium partner** and with one contract you will receive coverage for 12 month on four editions of SPARTACUS TRAVELER, reaching your target group from as little as 1250 Euros.

Advertising motives can be changed in each edition according to seasonal changes or your special offers. An **upgrade** to a larger size advert is possible at any time.

Supplements: cover pages 2 and 3: + 15%

Cover page 4: + 25%

Advertising creation from our graphic + 20%,

Advertorials / Promotion + 20%

Inserts: 95 Euro per tsd. (up to 20g, there after 5 Euro per 5g)

Pasted insert: Products samples / sachets in the display.

Advertising price plus 140 Euros per thousand (max 20g) + VAT

All prices are net prices plus 19% VAT

TERMS AND CONDITIONS APPLY for Bruno Gmünder GmbH

JAN - MAR
issue 1 / 2017

APR - JUN
issue 2 / 2017

JUL - SEP
issue 3 / 2017

OCT - DEC
issue 4 / 2017

JAN - MAR
issue 1 / 2018

Advertising deadline
Deadline for artwork
On sale from

11-15-16	02-24-17	05-26-17	08-25-17	11-17-17
11-29-16	02-28-17	05-30-17	08-29-17	11-21-17
12-21-16	03-29-17	06-28-17	09-27-17	12-20-17

TARGET GROUP:

The following can be said about gay men and their travels:

3,9 holiday trips per year

3,8 trips by airplanes (return trips) per year

62,4% choose their holiday destination according to its gay-friendly reputation

51,1% find it very important that their chosen hotel or hotel chain is gay-friendly

38,5% choose luxury or boutique hotels

64,5% book directly via the hotel or airline website

63,9% want to discover new holiday destinations

Over **70%** are influenced by direct advertising in gay media

From these

39% are strongly influenced when booking their holiday trip, cruises and round-trips

37% are strongly influenced when booking hotel

29% when booking airline tickets

SPECIAL ADVERTISING FORMATS:

- Fold-out 2nd or 3rd coverage (Gatefolder) + 50%
- **Express-Booking:** should you wish to book your campaign short-term after the advertising deadline date we accept your full page ads only, if you can ensure that your printed documents will be delivered on time. Placement requirements after consultation - premium 15%
- **supplements / inserts** -upon request
- **Reply post cards / product samples integrated** in your display - upon request

Other formats available on request - look forward to your ideas



Technical details

Offset-printing, Adhesive binding, four-colour print according to Euro-Skala DIN 16539

Multi-colour advertising

Minor deviations in the register and/or hue does not entitle the advertiser to a reduction claim. No liability for non-appearing advertising will be accepted for printed documents which are delivered late. For technical reason, additional colours are taken from the Euro-Skala construction and can therefore differ from other colour scales.

Print templates

PDF, TIFF, EPS or JPG (created in CMYK at 300 dpi resolution). All fonts must be embedded or converted to paths.

Data transfer

by Email at: anzeigen@brunogmuender.com
on CD-ROM/DVD

Contact:

Editorial office: Tobias Sauer
Tel.: +49 (0)30 - 615 003 34
tobias.sauer@brunogmuender.com

Sales and Marketing

Robert Gieseler
Tel.: +49 (0)30 - 615 003 31
robert.gieseler@brunogmuender.com

Fax

Fax: +49 (0)30 - 615 003 20

Address

Bruno Gmünder GmbH
Kleiststraße 23-26
10787 Berlin

Shareholders: Frank Zahn, Michael Taubenheim
Sitz der Gesellschaft: Berlin, Handelsregistereintrag
AG Charlottenburg HRB 159553 B

Further information on Spartacus and traveling:
Webpage: Spartacusworld.com
social media and mobile application

IGLTA
International Gay & Lesbian Travel Association