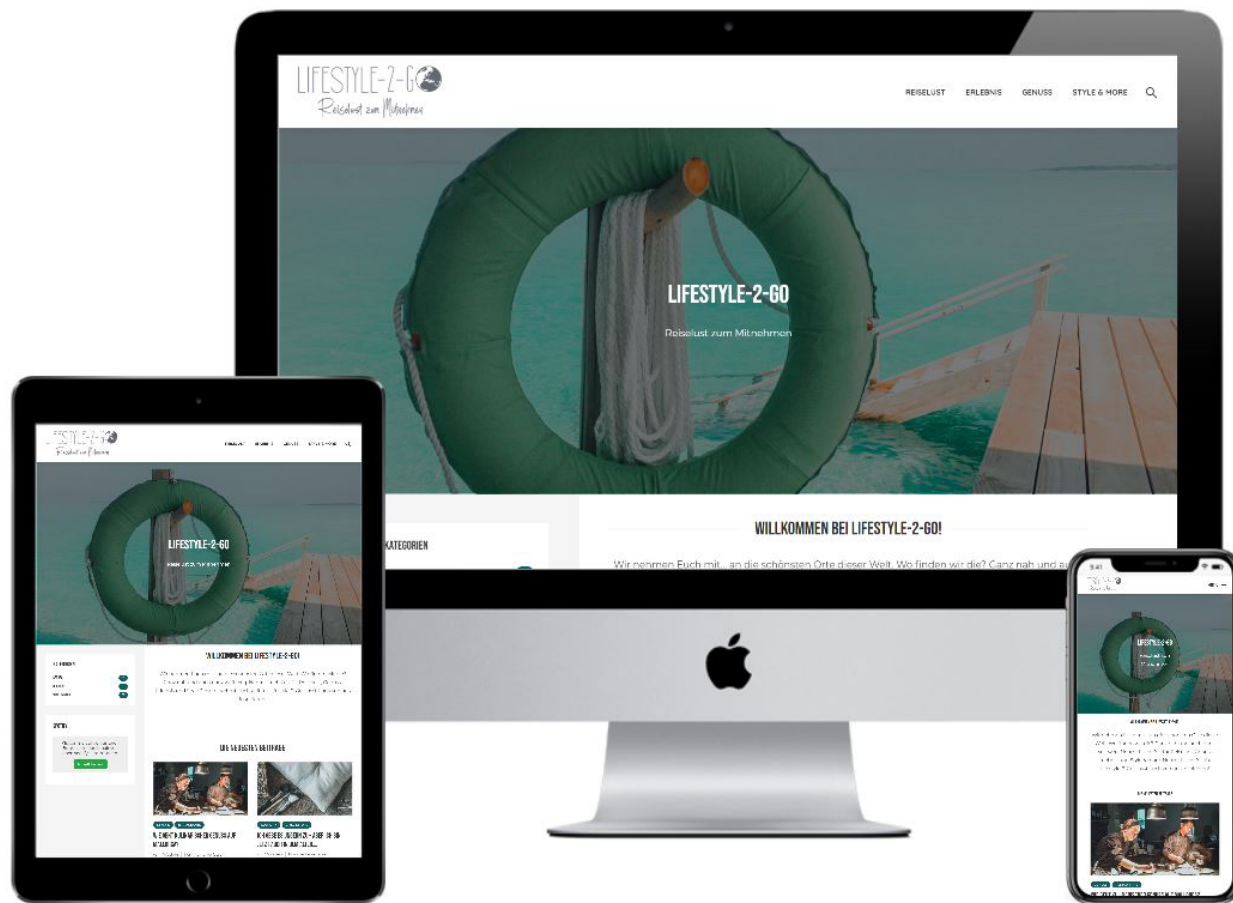




MEDIA KIT 2021



OVERVIEW



MAGAZINE

Articles, interviews, checklists and much more. The magazine owes its success to its versatility. Readers can expect original features, wonderful experiences and numerous tips for their bucket list.

TARGET GROUP

Customers from all German-speaking countries, aged 25–70, having an interest in lifestyle and travel content.



BENEFITS

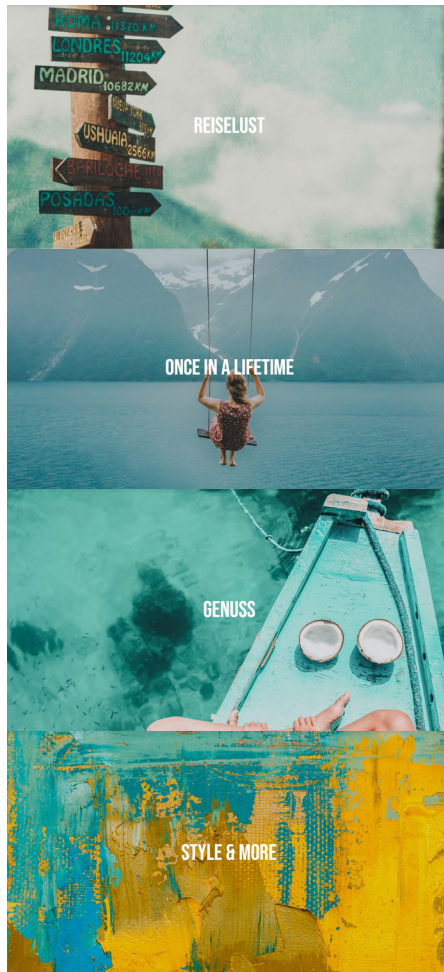
A multiplier effect created through cooperation and advertising campaigns, and the integration of your own content.

ADVERTISING

€590 starter pack.

MAGAZINE

LIFESTYLE-2-GO 
Reiselust zum Mitnehmen



- First-hand holiday stories
- Special tips for day trips, short breaks and holidays
- Hidden spots – far from the madding crowd
- Ideas for any topic related to travel: destinations, places to see, accommodation, books, interiors, etc.
- Content produced by editorial staff, guest authors and lifestyle bloggers
- Authentic stories, no sales pitch

SOCIAL MEDIA

Combined reach of over
monthly 288.500 impressions.

ONLINE MAGAZINE

1,500 monthly users spend an
average of around 2 minutes
on the website.

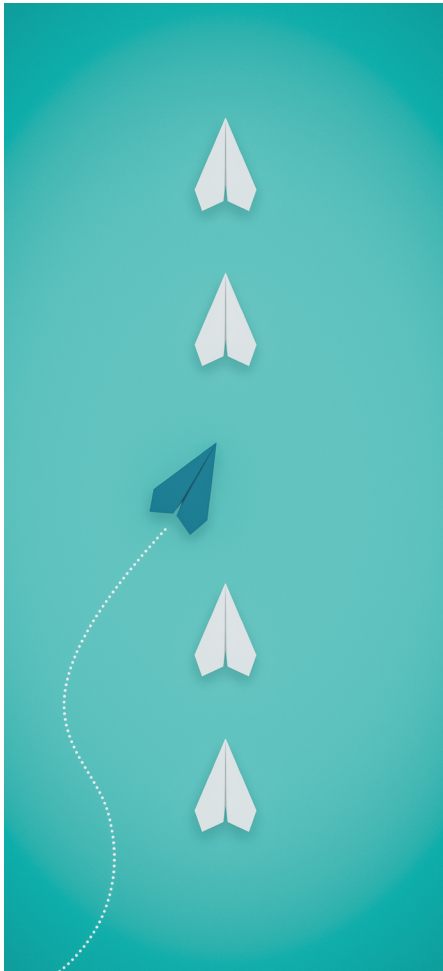
TARGET GROUP



- Couples, families and single travellers who are baby boomers, Generation Xers or millennials (aged 24–70) with a strong affinity for premium and lifestyle trends
- About 83% obtain their information from lifestyle blogs, online magazines and social media (Facebook, Instagram and YouTube)
- Tend to be hybrid consumers: luxury lodges, backpacking and glamping are equally likely
- Unusual trips are very important for 62%
- More than 50% prefer to book online



BENEFITS



Our editorial team comprises a good mix of established travel experts with plenty of experience travelling themselves and inquisitive and straightforward young guns who look at things from a completely different perspective.

- Target-group-specific tone
- Creative design and integration of your content
- Attractive and clear presentation of content to improve legibility
- A link to your website and a platform to showcase your offers
- Reach new users and customers by cooperating with bloggers
- Multiplier effects of Google Ads and social media and blogger campaigns

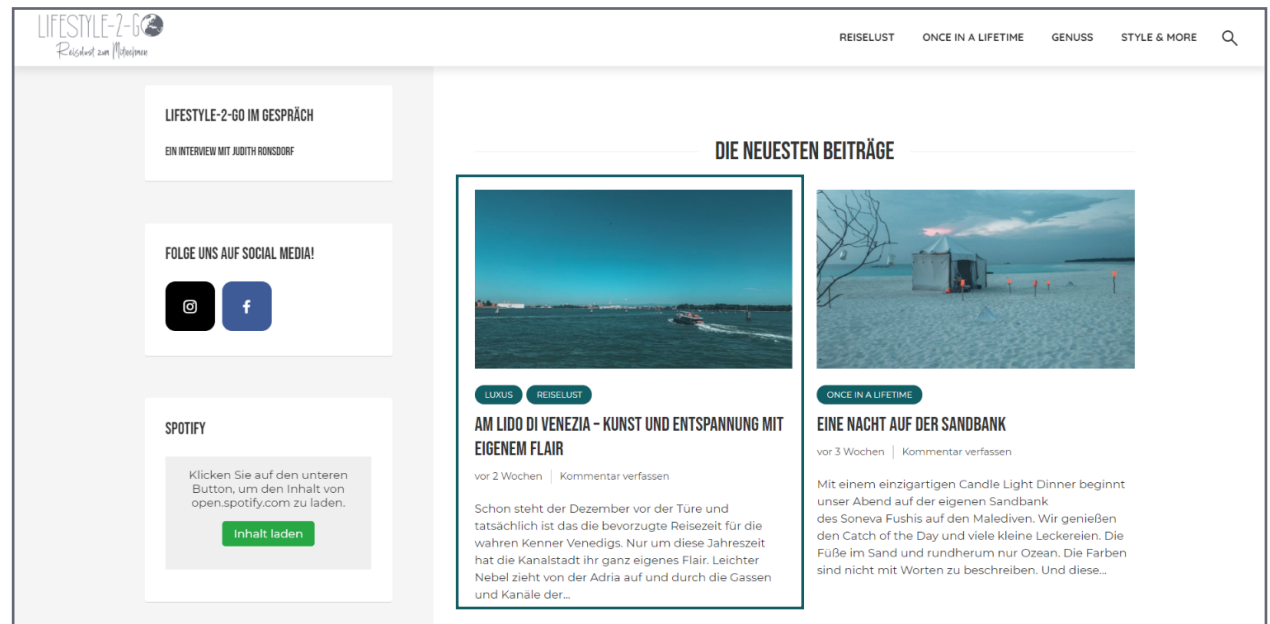
ADVERTISING

BASIC: €590

- 1 advertorial (1–2 sections)
- 1 Instagram post
- 1 Facebook post
- ongoing Google Ads campaigns

LIFESTYLE-2-GO 
Reiselust zum Mitnehmen

ADVERTORIAL

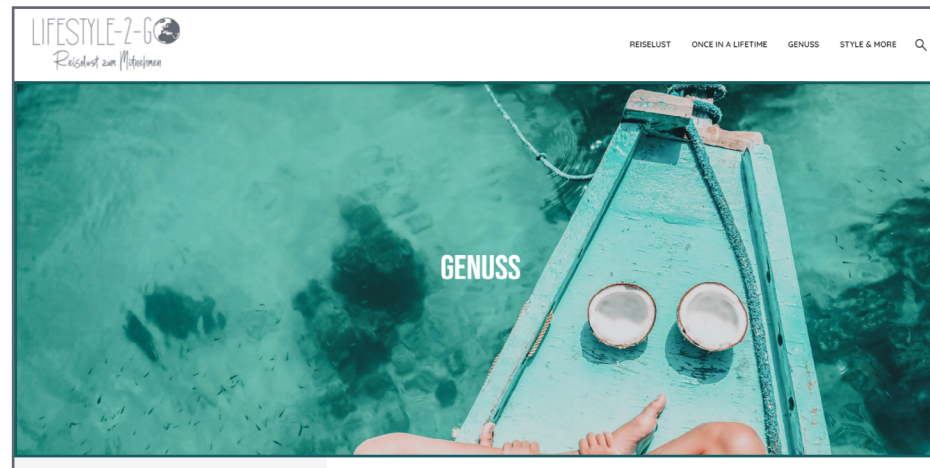


ADVERTISING

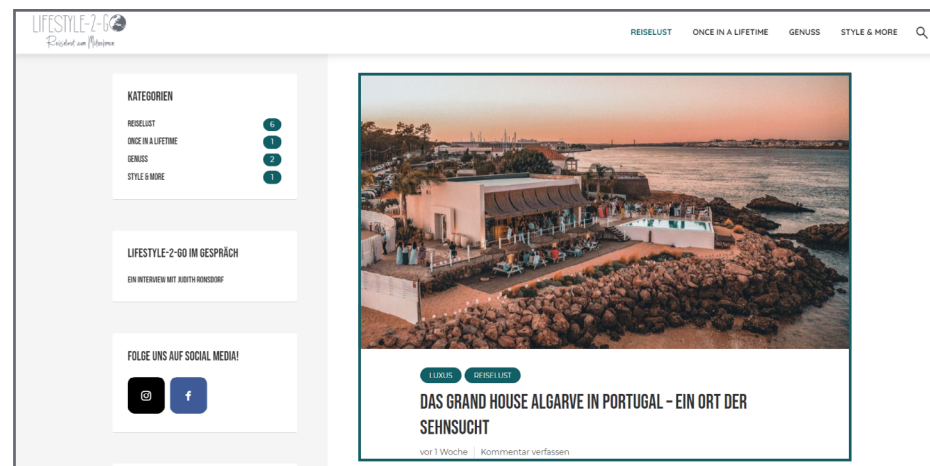
PREMIUM: €1,100

- 1 slider – top spot for at least 1 week
- 1 advertorial – top spot in the relevant section (1–2 sections may apply) for at least 1 week
- 1 Instagram post and
1 Instagram story
- 1 Facebook post and
1 Facebook story
- 1 home page banner (may be linked to a current offer or topic)
- Podcast
- Spotify playlist

TOP SPOT SLIDER



TOP SPOT ADVERTORIAL IN A SECTION

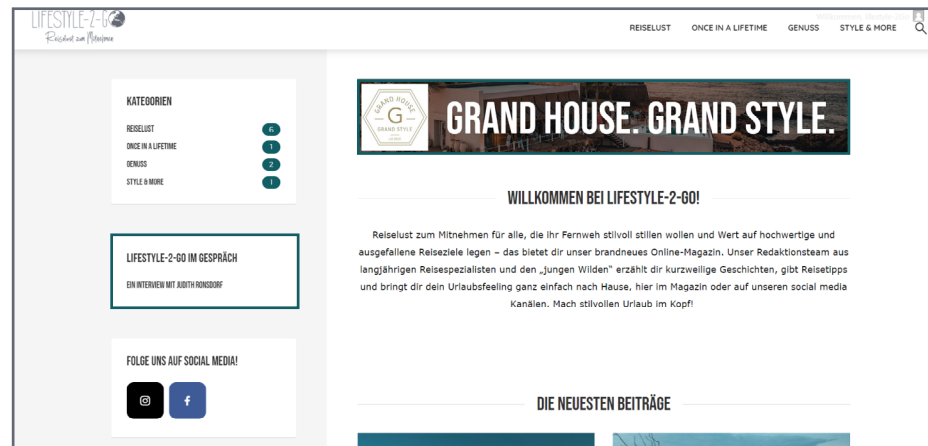


ADVERTISING

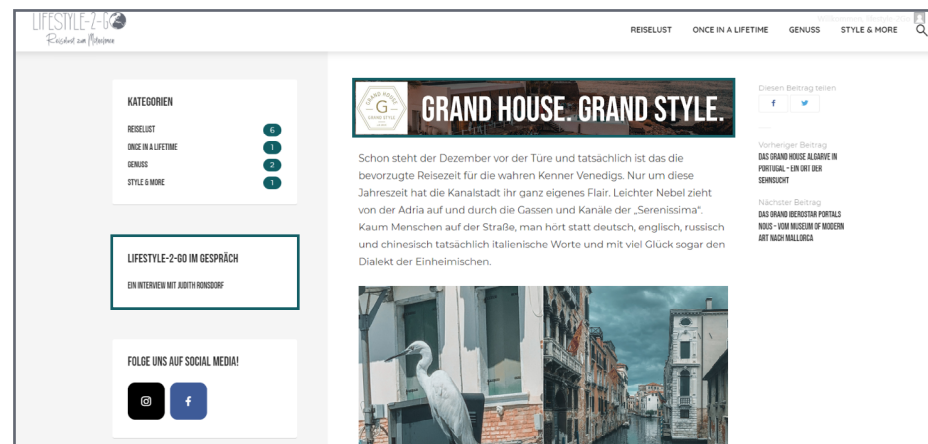
SPECIAL: STARTING FROM €2,500

- Home page banner
- Article banner
- Left sidebar on the home page – such as ‘A word with our experts’
- Competition
- Video placement
- Cooperation with a blogger
- Microadventure
- Facebook and Instagram links

HOME PAGE BANNER AND SIDEBAR LINK



ARTICLE BANNER AND SIDEBAR LINK



CROSS-PROMOTION



- Online magazine – [family-2-Go](#)
- Focuses on all types of urban family
- First-hand travel tips
- Features exclusive destinations, accommodation and service providers
- Synergetic effect with lifestyle-2-Go



PUBLISHER



Publisher:
lifestyle-2-Go

Sharkpoint GmbH
Vienna | Berlin

Project Manager:
Anja Kessels
E-Mail: lifestyle@sharkpoint.eu

Managing director:
Hannes Baur
Bettina Haas



HMC is a communications agency with more than 20 years' experience in media design, journalistic content and editorial design. The success of HMC's online magazines lifestyle-2-Go.com and family-2-Go.com is based on their tourism expertise, target-group-specific tone and stimulating, multimedia content, all of which is of the highest standard.

The balanced mix of experienced copywriters and young guns ensures variety, both in the topics covered and the perspectives of the tourist world presented.

