EDITED BY HUMANS

LIFESTYLE-2-GO
Jetzt Reisen. Jetzt Leben.

Signature – the story in our magazine.

VALID 1 JAN – 31 DEC 2027 PRICES NET, PLUS VAT **15 % AGENCY COMMISSION**

SINGLE FORMAT

Signature Story

€1,750

net, plus VAT

- Individually developed story with a personal angle
- Edited by humans and optimised for search
- Guaranteed online for at least 24 months
- 14-day homepage teaser · Instagram story announcement

PACKAGE · 3 STORIES · 12 MONTHS

Storytelling Package

€4,620

instead of €5,250 for single bookings

12 % discount on single bookings

- 3 Signature Stories
- Newsletter feature included with every story
- Can be split freely across several hotels, destinations or clients

Crossmedia – one story across all channels.

NEWSLETTER INCLUDED IN PACKAGES ONLY PACKAGES IDEAL FOR AGENCIES AND HOTEL GROUPS

SINGLE FORMAT

Crossmedia Story

€2,950

net, plus VAT

- All Signature Story services
- 4 weeks on the homepage
- Reel on Instagram and YouTube from supplied material
- Ad boost for the reel included

PACKAGE · 6 STORIES · 12 MONTHS

Crossmedia Annual Pass

€14,160

instead of €17,700 for single bookings

20 % discount on single bookings

- 6 Crossmedia Stories incl. reels with ad boost
- Newsletter feature and ongoing topic planning included
- Can be split freely across several hotels, destinations or clients

LIFESTYLE-2-GO
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Clear terms.

Terms

- All prices net, plus statutory VAT
- 15 % agency commission on all formats and packages
- Package discount on the net single-booking value
- Unused package stories expire after 12 months
- One round of revisions per story included
- Detailed reporting by arrangement

Editorial standards

- All content edited by humans
- Paid content is labelled as advertising
- Partner links marked rel="sponsored"
- Travel and content production costs charged at cost
- Usage rights can be agreed individually

ON REQUEST

Custom campaign

For special projects – such as a dedicated landing page or a special format – we prepare an individual proposal.

from €3,500

net, plus VAT

MEDIA & PARTNERSHIPS

Travel now. Live now.
Your turn.

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More about the magazine, audience and editorial worlds in our Media Kit 2027.