

TRAVELLER'S
WORLD

The most beautiful pages of travel

Media Data

TRAVELLER'S WORLD.
The Premium Travel Magazine.

Sixth Year
Rate Card Nr. 6
valid from 1.1.2011



TRAVELLER'S WORLD is a premium travel / people magazine. A magazine that will lure you away to the most enchanting places on earth with exciting features, opulent pictures, news and hints. A magazine that opens doors to the most exclusive hotels and guides the way to the most remote hideaways. To the Hot Spots in snow. To the Greens that mean the world for many people. A magazine that takes you along to the sleekest yachts. And a magazine that shows how luxurious flying can be in the age of low budget airlines.

The most alluring travel destination, however, is nothing without the people behind. Only an encounter with these people will turn travelling into real experience. This may well be a bush pilot in Africa, a ski ambassador in Aspen or a hotelier in Bangkok. Get ready for many exciting encounters in this magazine. Encounters with very special individuals. All this, researched, compiled and experienced by experts in all fields of travel, composed by the elite of Germany's travel authors.

With its premium presentation and high journalistic standard, TRAVELLER'S WORLD fills an important niche on the German speaking market as a magazine that reaches the most desired demographics for advertisers.

Distribution and frequency

The distribution is carried out by our partner MZV GmbH. The magazine is displayed not only in selected bookstores but also in all airport and train station newsstands in Germany. Furthermore, at significant newspaper kiosks in Austria and Switzerland, in Northern Italy, Luxembourg and in several regions of Spain.

TRAVELLER'S WORLD is On Board of LUFTHANSA AIRLINES with 15.000 copies per issue, of course only in the front rows. In Lounges and/or on Board of: BRITISH AIRWAYS, NETJETS Private Jets, LUFTHANSA Private Jet, AIR MAURITIUS, EMIRATES, OMAN AIR, JAPAN AIRLINES and the VIP-Airport-Lounges in Frankfurt, Düsseldorf and Munich. Also exclusively on board of the luxury cruise ships SEA CLOUD and SEA CLOUD II, in suites and lounges of selected Five-Star-Hotels. In Exclusive golfclubs and at high level tour operators. Moreover, several thousand copies are distributed by mail to VIP's, European decision makers, opinion leaders and multipliers. The magazine has a circulation of 50.000 copies, printed quarterly.

Frequency of publication:

The magazine appears four times per year: Mid-February, mid-May, mid-August and mid-November 2011.

Publishing House: TRAVELLER'S WORLD Verlag GmbH
Adelgundenstrasse 21
80538 Munich, Germany
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Fax: +49-(0)89 23 68-40 60
Email: info@travellersworld.de
Internet: www.travellersworld.de
Registered with County Court Munich, HRB 16 56 67

Publisher: Reinhard Modritz

Circulation: approx. 50.000

Publication Dates 2011: 15th February, 17th May, 16th August, 15th November

Copy Price: 8,- Euro (Germany), 9,- Euro (Austria), 10,- Euro (Italy and Spain),
9,50,- Euro (Luxembourg), 15,50 sFr (Switzerland)

Bank Account
Hypovereinsbank München, Konto-Nr. 656 7777 53, BLZ 700 202 70
Foreign payments: IBAN: DE15 7002 0270 0656 7777 53,
SWIFT/BIC: HYVEDEMMXXX

Tax ID No:
UST.ID-Nr.: DE 252006356



Multicolour- and b/w-advertisements:

1/1 Page (4c or b/w) € 11.700.-

Discounts:

by frequency

from 3 ads 3%

from 6 ads 6%

from 9 ads 9%

by volume

from 3 pages 3%

from 6 pages 6%

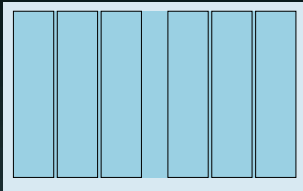
from 9 pages 9%

Extended discounts on demand.

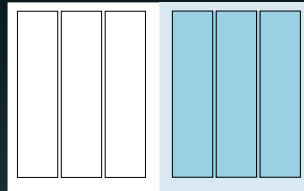
Agency discount: 15%



Ad Formats

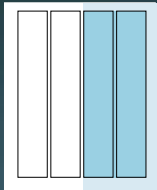


2/1 - Page (440 × 273)
(Type area format 426 × 263)
23.000,- Euro

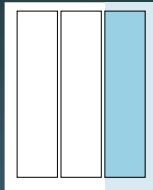


1/1 - Page (220 × 273)
(Type area format 198 × 263)
11.700,- Euro

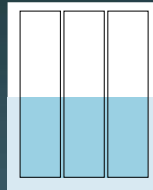
Vertical and Horizontal formats



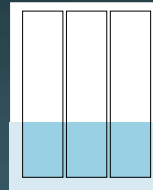
1/2 vertical
(110 × 273)
(Type area format
100 × 263)
6.500,- Euro



1/3 vertical
(74 × 273)
(Type area format
70 × 263)
4.400,- Euro



1/2 horizontal
(220 × 136)
(Type area format
198 × 130)
6.500,- Euro



1/3 horizontal
(220 × 90)
(Type area format
198 × 85)
4.400,- Euro

Ad Sales:

Traveller's World Verlag GmbH

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Type Area 198 mm x 238 mm (WxH)
Bleed all margins 4 mm
Printing method Roll Offset Euroscale
Processing Adhesive Binding

Print Office

Mayr Miesbach GmbH
Am Windfeld 15
83714 Miesbach
Germany

Delivery address for pre-production material:

Mayr Miesbach GmbH
Am Windfeld 15
83714 Miesbach
Germany

Delivery address for proofs and data:

Traveller's World Verlag GmbH
Adelgundenstrasse 21
80538 Munich
Germany

Data transfer:

daten@travellersworld.de

Please mark your data with the name of the advertiser and the Traveller's World issue number. Orders are based on the original copy.

The Printing Department is authorized to adjust the reproduction proofs on a trustee basis. Complaints due to incorrect original copies cannot be acknowledged.

Printing Material :

- PDF files: create your pdf files with the aid of acrobat distiller as „pdf X1a“ or with the setting „pressoptimized“ or „pre-press“ (as of version 6.0 with the setting „pdf X3“)
- Quark XPress, InDesign or PageMaker files: please attach your used fonts and pictures.
- Data from graphic programs like Illustrator, Freehand, CorelDraw: convert your text into paths and export your files as eps with pictures (in CorelDraw: please mark the option „fonts with curves“).

On request you can receive a proof (pdf file) before printing.

Colors

Please convert your colors into
DIN-Euroscale ISO 12647-2:2004 (ISOcoat)

Sec. 1 In the following General Terms and Conditions, "advertisement order" is defined as a contract between the publishing company and the ordering party to print one or more advertisements or inserts (generally called "ads" in the following) from a commercial advertiser or other (called "advertiser" or "customer" in the following) in Traveller's World for the purpose of distribution. These General Terms are element of the contract concluded between the publishing company and the ordering party, as well as the ad price list in its current version. In case of telephonically placed or altered orders, the publishing company denies liability for the correctness of reproduction.

Sec. 2 If a contract includes the right to request publication of individual ads, the order must be completed within one year after the appearance of the first ad, provided that the first ad is requested and published within one year after the completion of the contract.

Sec. 3 Reductions in prices for advertisers described in the ad price list are granted only on ads appearing in the publication within one year. The term begins with the initial publication of the first ad.

Sec. 4 The advertiser is entitled to a respective discount on ads – based on the orders placed within the term of one year – if his/her contract was concluded at the beginning of the term and contained an agreement entitling him/her to discount. The advertiser's entitlement to a backdated payment shall be void if the advertiser does not enforce entitlement within three months after conclusion of the year.

Sec. 5 If an order cannot be completed for reasons for which the publisher is not responsible, the ordering party must reimburse the publisher – notwithstanding any further legal obligations – with the difference between the discount that was granted and the discount in respect of the orders actually placed. This reimbursement lapses if the non-conclusion of contract is due to force majeure or circumstances beyond the control of the publisher, or if the principal, in the case of an increase in prices, is not subject to a later right to claim rescission of contract, but the contract is continued at the new prices until the originally agreed order value has been reached. The publisher shall not be liable for any failure to complete an order or compensate damages if this failure is due to force majeure. In particular, no compensation for damages can be claimed for unpublished ads or for ads that were not published on time. The publisher is not liable if he is misled or deceived. If any deficiencies in the print documents are not immediately recognisable, and are first noticed during printing, if the print copy proves unsatisfactory, the advertiser is not liable to claims. The obligation to preserve print documents ends three months after publication of the respective advertisement, provided no contrary agreement has been made. In cases of plant interruption or force ma-

jeure, such as strikes, arrest and the like, the publisher shall claim full payment for published advertisements if 80 % of the guaranteed order has been completed.

Sec. 6 No guarantee is issued for the placement of ads in particular edition numbers, particular editions or in particular places within the publication, unless the ordering party has explicitly made this subject of the validity of the order.

Sec. 7 Advertisements which are not distinguishable as advertisements due to their editorial design will be made clearly recognisable as such by the publisher.

Sec. 8 The publisher reserves all rights to decline to publish adverts and supplements and also individual inserts at its discretion within the terms of an agreement for reasons of content, origin or its technical form, according to the publisher's uniform principles. This also applies to orders placed at branch office counters, reception desks or with sales representatives. Supplement orders are only binding after submission and acceptance of a sample or insert. Supplements will not be accepted which, because of format or design, give the reader the impression that the supplement is part of the newspaper or magazine or which contain third-party advertisements. If an order is not accepted, the principal will be informed immediately.

Sec. 9 The ordering party is solely responsible for the on time delivery of the advertisement copy and faultlessness of print documents or supplements. The publisher will request immediate replacements of any print documents that are clearly unsuitable or damaged. The publisher guarantees customary faultlessness of printed reproduction of the advertisement according to the quality of the advertisement copy delivered.

Sec. 10 The ordering party is entitled to a reduction in costs or a substitute advert for wholly or partially unreadable or inaccurate printing of the advertisement only in so far as the purpose of the advertisement is affected. Further liability of the publisher is excluded. Missing or inaccurately printed control details do not entitle the ordering party to any claims, provided no contrary agreement has been formed. Complaints must be filed within four weeks of receiving invoice and receipt.

Sec. 11 Test prints are only supplied only on explicit demand. The ordering party is responsible for the accuracy of the test print that is returned. If the ordering party does not return the test print sent to him on time within deadline, clearance of print shall be assumed.

Sec. 12 Once the invoice has been received, it is to be paid according

to the terms described in the price list, unless a shorter term of payment or pre-payment has been agreed upon. Any discounts for advance payment will be made according to the price list. For invoices with an invoicing address outside Germany, no VAT will be added provided that tax exemption is accepted. The publisher reserves his right of subsequent billing of VAT in case the financial management affirms tax liability of the ad. The publishers reserves his right to claim prepayment of 75% of the invoice amount two weeks prior to the advertising deadline in case of advertising contracts with advertisers outside of Germany. In case of non-payment, the publisher can decline the contract.

Sec. 13 In case of delay or deferral of payment, interest will be paid at the rate of 5% above the valid discount rate of the central issuing bank of Germany, as well as collection costs. If delay of payment continues, the publisher is entitled to postpone carrying out the current order and demand advance payment for the remaining advertisements. For cases of bankruptcy and legal bankruptcy settlements, discount is not applicable. If there is good reason, the publisher is entitled to make the publication of further advertisements dependent on the settlement of open invoice amounts, even if this occurs during the term of an advertisement agreement. Furthermore, the ordering party is not entitled to make any claims against the publisher in this affair.

Sec. 14 If requested, the publisher will supply a copy of the ad. If the type and volume of the ad order justify, up to two copies or complete edition numbers will be supplied. If it is no longer possible to supply a copy, a legally-binding certificate from the publisher acts as substitute. Sec. 15 The costs for considerable changes to the originally agreed quality and delivery of the ordered prints, stencils and drawings are to be paid by the ordering party.

Sec. 16 A drop in circulation can only affect the contractual relationship if a number of copies per issue has been guaranteed and if this number drops by 20 %. The publisher is free to select its distribution channels; these are not guaranteed. In addition, claims for reduction in price or for damages cannot be made if the publisher has informed the ordering party in advance of drops in circulation, giving the ordering party the opportunity to withdraw the advert before publication.

Sec. 17 Place of fulfilment and jurisdiction for both parties is the legal domicile of the publisher. German law is applicable. In case any of the General Terms prove illegal or void, this does not effect the validity of the remaining terms. The parties shall replace the void term with one regarding the purpose of the contract.

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