

# HOTELBAU JOURNAL

The international magazine for the Hotel and Tourism Industry by Michaeler & Partner

Fachmagazin für Hotellerie - Gastronomie - Tourismus im Alpe-Adria-Raum und in CEE/SEE | Michaeler & Partner

**MEDIA DATA**

## Price list 2019

Content | Facts | Formats | Rates | Contact

The Hotelbau Journal by Michaeler & Partner is a project-based magazine directed at hotel owners, businesses and investors in the international tourism sector. Thanks to the free delivery to 12,000 top addresses in the sector, in the entire CEE/SEE and the Alpe-Adria Region, the Hotelbau Journal is

an excellent advertising medium for different partners and businesses. At the same time, waste circulation is completely avoided. Based on concrete project presentations, the magazine offers valuable insights on various realisations and partners and provides future investors with innovative ideas.

- ▶ **Circulation:** 12,000 copies
- ▶ **Print:** Art print 4c
- ▶ **Format:** 210 x 297 mm

**Because of the wide readership the magazine is published in German, English and Italian.**

## Hotelbau Journal according to target groups

Target group	Copies
Hotels (3* / 4* / 5*)	9,500
Personal use	500
Banks	700
Tourism organisations	450
Communities	330
Network partners	200
Hotel chains & co-operations	200
Other	120
<b>Total</b>	<b>12,000</b>

## Hotelbau Journal according to target countries

Target country	Copies
Austria	6,100
South Tyrol	4,500
Germany	900
Own usage	500
<b>Total</b>	<b>12,000</b>



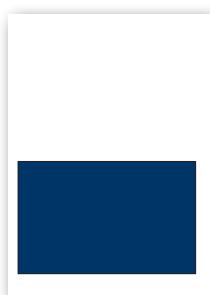
**4th cover**  
210 x 297 mm  
1/1 page  
**2,900 €**



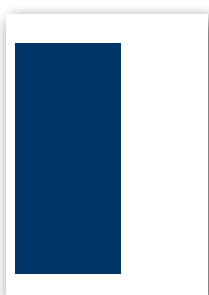
**2nd or 3rd cover**  
210 x 297 mm  
1/1 page  
**2,700 €**



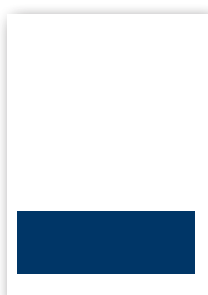
**Format 1**  
210 x 297 mm  
1/1 page  
**2,300 €**



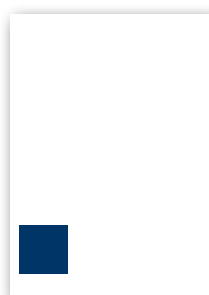
**Format 2**  
185 x 117 mm  
1/2 page horizontal  
**1,200 €**



**Format 3**  
110 x 240 mm  
1/2 page vertical  
**1,200 €**



**Format 4**  
185 x 65 mm  
**900 €**



**Format 5**  
50 x 50 mm  
**400 €**

### Product presentation in “showcase”

60 words with picture: **500 €** (text and picture provided by the customer)

The following special reductions apply in combination with an advert at the normal rate of 500 €

Format 5: **10 % reduction** = final price **450 €**

Format 2/3: **20 % reduction** = final price **400 €**

Format 4: **15 % reduction** = final price **425 €**

Format 1: **25 % reduction** = final price **375 €**

If you book the pages 2nd, 3rd or 4th cover you receive a product presentation in the “showcase” free of charge (depending on availability).

Ready print files have to be delivered in digital form (PDF, InDesign, Freehand, Photoshop). Documents submitted as „ready for print“ are not corrected. The correctness of the delivered documents is the sole responsibility of the customer or the agency.

**Adverts have to be submitted in print-ready form in German, English or Italian. Any elaboration or change of the advert is charged separately and is not included in the advert price.**

### E-Mail for submitting data:

christina.hofer@michaeler-partner.com

The rates are exclusive of VAT and are valid for 2019. Reductions for an advertising package upon request.

# FAX ANSWER

Fax +39 0472 978 141

Yes, we are interested in your offer and confirm an advert in the Hotelbau Journal

with regard to project \_\_\_\_\_

not project dependent

**4th cover** – 1/1 page 2,900 €

**2nd or 3rd cover** – 1/1 page 2,700 €

**Format 1** – 1/1 page 2,300 €

**Format 2** – 185 x 117 mm – 1/2 page horizontal 1,200 €

**Format 3** – 110 x 240 mm – 1/2 page vertical 1,200 €

**Format 4** – 185 x 65 mm 900 €

**Format 5** – 50 x 50 mm 400 €

**Product presentation** – „showcase“ 500 €

The prices are exclusive of VAT.

## Billing address

Name of Company \_\_\_\_\_

Contact person \_\_\_\_\_

Address \_\_\_\_\_

VAT no. \_\_\_\_\_

e-mail \_\_\_\_\_

Stamp and signature \_\_\_\_\_ Date \_\_\_\_\_

## HOTELBAUJOURNAL MEDIASERVICE

**Christina Hofer**

Tel. +39 0472 978 161

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**Please send the ready print file or text and photo to the following e-mail address as soon as possible: christina.hofer@michaeler-partner.com**

## A magazine of

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