

# Crossmedia-Katalogfeld-Werbung 2025/26

| Online                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Titel | Start-Termine | Anmelde-<br>schluss                                                                                        | Online<br>Katalogfeld            | Preis                                                                                                                 |                                                                                                    |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|---------------|------------------------------------------------------------------------------------------------------------|----------------------------------|-----------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------|
| Reise-Kataloge online                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |       |               |                                                                                                            |                                  |                                                                                                                       |                                                                                                    |
| 12 Monate online auf urlaub-tipps.reise                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |       |               |                                                                                                            |                                  |                                                                                                                       |                                                                                                    |
| <div><div></div><div></div><div></div></div> |       |               | <div><div>01.11.25</div><div>06.12.25</div><div>17.01.26</div><div>14.02.26</div><div>14.03.26</div></div> | <div>1 Woche<br/>vor Start</div> | <div>Garantierte 5.000 Klicks<br/>auf das Kollektiv<br/>(innerhalb von 4 Wochen)</div> <div>290 b x 400 Pixel h</div> | <div>1.290 €</div> <div>Neukunden: +300 €<br/>Setup Gebühren für das<br/>Premium-Advertorial</div> |

| Print & Online                                                                    | Titel | Termin/<br>Werbezeitraum         | Anmelde-<br>schluss              | Auflage/<br>Reichweite        | Formate<br>mm b x h | Preise<br>inkl. Online                         |
|-----------------------------------------------------------------------------------|-------|----------------------------------|----------------------------------|-------------------------------|---------------------|------------------------------------------------|
| ADAC MotorWelt Regionalausgaben (Gesamtbelegung)                                  |       |                                  |                                  |                               |                     |                                                |
| inkl. 12 Monate online auf urlaub-tipps.reise                                     |       |                                  |                                  |                               |                     |                                                |
|  |       | 20.11.25<br>05.02.26<br>19.11.26 | 12.09.25<br>17.11.25<br>10.09.26 | 2.234.500 Ex.<br>Druckauflage | 32 x 44             | 1.890 €<br>inkl. Crossmedia-<br>Leistungspaket |

**urlaub-tipps.reise**  
Urlabsziele, Prospekte, Reise-Gewinnspiele & mehr

## Crossmedia - Leistungspaket:

- **Printanzeige**
  - **Katalogservice Plus** (Schreibbüro, Bestell-QR-Code für mobile Geräte, online)
  - **Online-Auftritt 12 Monate auf urlaub-tipps.reise:** Advertorial mit Teaser, Bildergalerie, Verlinkung, Video-Einbindung, Webcam, Google Maps, Socialmediaangaben, Prospektbestellung und Download.
- urlaub-tipps.reise wird in namenhaften Printmedien, im Axel-Springer Travel-Portfolio, Social Media + Online beworben.

## mgw Reisemagazin / Ruhrgebiet/Westfalen

inkl. 4 Wochen online auf das-reisemagazin.de/kataloge (12 Monate Online = 178,50 €)

|                                                                                                                                                                 |                                                                                                              |                                                                          |                                                                                      |         |                                                                                                                                                   |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------|--------------------------------------------------------------------------------------|---------|---------------------------------------------------------------------------------------------------------------------------------------------------|
| <br>Die Vermarktungsgesellschaft von<br>LENSINGMEDIA RUBENS Medienhaus BAUER | <b>29.11. + 06.12.25</b><br><b>10.01. + 24.01.26</b><br><b>21.02. + 28.02.26</b><br><b>28.11. + 05.12.26</b> | <b>21.11.25</b><br><b>22.12.25</b><br><b>13.02.26</b><br><b>20.11.26</b> | <b>2x 153.578</b><br><b>verkaufte Ex.</b><br>(IVW II/24)<br>518.000 Leser<br>(MA 24) | 42 x 80 | <b>2025 = 708 €</b><br>12 Monate Online = 178,50 €<br><br><b>2026 = 926 €</b><br>12 Monate Online = 182 €<br><br>Direktpreise pro<br>Kombi-Termin |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------|--------------------------------------------------------------------------------------|---------|---------------------------------------------------------------------------------------------------------------------------------------------------|

## Funke Tageszeitungen Kataloge XXL / alle Funke-Titel – 1 Preis

6 Monate online auf funke-reisekataloge.de

|                                                                                     |                                                                                                              |                                                                          |                                                                                       |                         |                                                                      |
|-------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------|---------------------------------------------------------------------------------------|-------------------------|----------------------------------------------------------------------|
|  | <b>06.12. + 20.12.25</b><br><b>03.01. + 17.01.26</b><br><b>31.01. + 14.02.26</b><br><b>05.12. + 19.12.26</b> | <b>26.11.25</b><br><b>22.12.25</b><br><b>21.01.26</b><br><b>25.11.26</b> | <b>903.206</b><br><b>verkaufte Ex.</b><br>Davon 132.153 Ex.<br>E-Paper<br>(IVW II/23) | <b>2025:</b><br>40 x 75 | <b>1.950 €</b><br><br>Je Kombi-Termin<br><b>2 Termine - 1 Preis!</b> |
|-------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------|---------------------------------------------------------------------------------------|-------------------------|----------------------------------------------------------------------|

## HNA ReiseZeit Prospektanzeigen

4 Wochen online auf hna.de + Banner auf HNA.de mit 50.000 AI's

|                                                                                     |                                                    |                                        |                                                             |                |                                                                      |
|-------------------------------------------------------------------------------------|----------------------------------------------------|----------------------------------------|-------------------------------------------------------------|----------------|----------------------------------------------------------------------|
|  | <b>17. + 31.01.2026</b><br><b>07. + 21.03.2026</b> | <b>05.01.2026</b><br><b>17.02.2026</b> | <b>2x 1,2 Mio</b><br><b>verkaufte Ex.</b><br>2x3 Mio. Leser | <b>40 x 70</b> | <b>3.450 €</b><br><br>Je Kombi-Termin<br><b>2 Termine - 1 Preis!</b> |
|-------------------------------------------------------------------------------------|----------------------------------------------------|----------------------------------------|-------------------------------------------------------------|----------------|----------------------------------------------------------------------|