

# TRAVEL & CULTURE

DESTINATIONS - CULTURAL REGIONS, CITY TOURISM, ADVENTURE AND PLEASURE TRIPS, ENJOYMENT OF NATURE



SUPPLEMENT TOTAL CIRCULATION 132.000 

OBJECT PROFILE 2021/2022



## TRAVEL & CULTURE 2021/2022

With this CRESCENDO TRAVEL & CULTURE Supplement, we once again offer an attractive cross-media platform with a target-group oriented approach for presenting destinations, tourist attractions and cultural highlights: such as cultural regions and city profiles, current travel topics, adventure and pleasure trips, sights, nature spectacles, locations, modern architecture and historical buildings, museums and fairs, interesting

exhibitions and events incl. festivals. Recommendations in connection with seasonal highlights as well as tips and special offers, including service columns with the most important contact details and also depiction of logos. The TRAVEL & CULTURE Supplement is not only available in printed form but also online as an e-paper enabling readers to page through it at their leisure on the internet.

### TOPICS

- Adventure und theme holidays
- Cultural regions and cities
- Metropolitan regions
- European capitals of culture
- Events
- Museums and exhibitions
- Leisure and wellness
- Pleasure trips
- Sea travel and cruises

### TARGET GROUP

The target group, made up of “culturally interested readers as well as culture vultures”, is extremely keen on travelling and is known for its above-average income, high brand loyalty and deep appreciation of quality. Added to that is a high level of willingness to buy high-quality products. Travel is of utmost importance to this target group; above all, it is a matter of experiencing something new each time. This group is as demanding in its choice of travel destinations as it is in all its other product choices.

### DISTRIBUTION

Total circulation 115,000 copies distributed as follows

- 55,000 copies in CRESCENDO – The Magazine for Classical Music & Lifestyle
- 48,000 copies in culture-related publications,
- 12,000 copies at point of sale in 300 selected travel agencies in Germany





## DATES 2021/2022

The cross-media TRAVEL & CULTURE Supplement appears twice a year:

### Edition Spring 2021

Publication date: .....18.06.2021

Deadlines for Advertisements and Advertorials

Closing date for Avertisements: .....14.05.2021

Information & photographic material: 07.05.2021

Finished Artwork: .....27.05.2021

### Edition Winter 2021

Publication date: .....15.10.2021

Deadlines for Advertisements and Advertorials

Closing date for Avertisements: .....13.09.2021

Information & photographic material: ..06.09.2021

Finished Artwork: .....24.09.2021

## SALES AND DISTRIBUTION

### Printed edition TRAVEL & CULTURE:

Total circulation 115,000 Exemplare – crescendo supplements are certified by IVW

distributed as follows

- 55,000 copies in CRESCENDO – The Magazine for Classical Music & Lifestyle
- 48,000 copies in culture-related publications
- 12,000 copies at point of sale in 300 selected travel agencies in Germany

### Additional online presence:

In addition to the printed issue, the TRAVEL & CULTURE Supplement is also available online as an e-paper to be paged through at leisure for a whole year on our website [www.crescendo.de](http://www.crescendo.de), after which it is accessible in the online archives.





## ADVERTISING RATES

TRAVEL & CULTURE Supplement 2021/2022

	regular	culture prize
2/1 page 4c	17,500	13,900
1/1 page 4c	9,600	7,800
1/2 page 4c vertical/horizontal	5,400	4,300
1/3 page 4c vertical/horizontal	3,900	3,200
1/4 page 4c	3,000	2,500
Cover pages, 4c		
C2   C4	11,990	9,500
C3	10,900	8,900

## AGENCY COMMISSION

15% commission on the net price payable by the advertiser

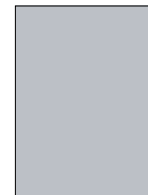
All prices in EUR plus VAT

## ADVERTISEMENT SIZES

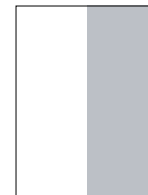
Magazine size 200 mm wide x 270 mm high



2/1 pages  
A: 400 x 270 mm



1/1 page  
A: 200 x 270 mm



1/2 page vertical  
A: 98 x 270 mm



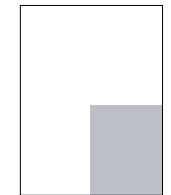
1/2 page horizontal  
A: 200 x 112 mm



1/3 page vertical  
A: 64 x 270 mm



1/3 page horizontal  
A: 200 x 72 mm



1/4 page  
A: 98 x 112 mm

A = Bleed / S = Type area  
Width x height in mm

## GENERAL TERMS AND CONDITIONS OF BUSINESS

All orders are processed according to the terms and conditions of business of Port Media GmbH, which can be obtained from the publisher or accessed under [www.crescendo.de](http://www.crescendo.de)



## ADVERTORIAL SIZES AND RATES

TRAVEL & CULTURE Supplement

### SIZES

(Magazine size 200 mm wide x 270 mm high)

	regular	culture prize
4/1 page 4c, spread .....	11,900	9,900
3/1 page 4c, spread .....	9,950	8,400
2/1 page 4c, spread .....	8,400	7,000
1/1 page 4c .....	5,300	4,400
1/2 page 4c .....	3,400	2,900

Advertorials are compiled by our editors. The publisher receives the information and photographic material with the guarantee that this is free of any third-party rights, and can be used in CRESCENDO publications (print & online) by the publisher free of charge. You receive a proof print of the advertorial for clearance before printing.

### AGENCY COMMISSION

15% commission on the net price payable by the advertiser

All prices in EUR plus VAT



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