

fvw 2010

Rate Card No. 38 as of 1st January 2010

The Trade Magazine for Tourism and Business Travel

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fvw – the leading travel trade magazine

The bi-weekly trade magazine for tourism and business travel provides independent and objective information about the latest trends and current developments in the market. fvw is known as a synonym for reliable and objective journalism with a maximum of in-depth information and a great variety of topics. Its analysis and background reports serve as basis for decision-making. And last but not least, fvw also offers practical support for day-to-day business while features, commentaries, and a modern magazine-style design ensure reading fun. Anyone who wants to know what is happening in the travel industry reads fvw.



fvw.de

fvw.de is the up-to-date online source designed to provide tourism and business travel professionals with key industry news plus current assessments and exclusive know-how from fvw's team of editors. Additional services include the fvw job market section, a comprehensive agent discount database as well as new features such as fvw's own blog. fvw Newline is mailed every afternoon, Monday through Friday, to about 12,000 subscribers, delivering a concise news summary for the day.

Media Expertise in Travel and Tourism



Going into its 44th volume 2010, fvw is the largest publication of FVW Mediengruppe, whose portfolio also includes TravelTalk, the young weekly travel trade magazine, Urlaub Perfekt, the consumer travel magazine and BizTravel, the business travel magazine. In addition, the group provides the industry with daily online news and stages events such as the fvw Kongress. Through workshops and counter trophies plus more than 30 representatives worldwide the company is also very active on an international level.

Publishing House: Verlag Dieter Niedecken GmbH
Wandsbeker Allee 1, 22041 Hamburg, Germany

Postal Address: P.O. Box 70 06 29, 22006 Hamburg, Germany

Websites: www.fvw.de, www.fvw.com

Publisher: Ines Niedecken

Editor-in-Chief: Klaus Hildebrandt

Group Advertising Sales Director: Michael Körner

Deputy Group Advertising Sales Director/

Advertising Director International: Matthias Schulz

Advertising Director National: Michael Bordt

Management: Ines Niedecken

Advertising Sales: Phone +49 40 41448-844,

Fax +49 40 41448-899, anzeigen@fvw-mediengruppe.de

Bank Account Details: HSH Nordbank AG, 20079 Hamburg,
Sorting Code 210 500 00, Account-No. 116 186 000, Bic/Swift HSHNDEHH,
IBAN: DE20 2105 0000 0116 1860 00

Terms of Payment: Net payment immediately upon receipt of invoice.
2 % discount on prepayment or direct debit provided that no earlier invoices are outstanding. The publisher reserves the right to demand advance payment from first-time advertisers. Invoices are issued in euro.

Agency Commission: 15 %

Volume: 44th volume

Frequency of Publication: Bi-weekly on Fridays



3. Product Line

fww Specials (loose inserts)

A total of 6 specials, distributed as independent supplements to fww, provide extended coverage on the following select topics:

- Business Travel**
- Hotels/Resorts/Clubs**
- Airlines & Airports**
- Fit for Cruises I Spring**
- Fit for Cruises II Autumn**
- Travel Technology**

A magazine-like design, a large number of practical advice plus a long shelf life ensure a first-rate advertising environment.



fww Dossiers (loose inserts)

fww's great annual review reports, distributed as inserts to fww. Editors analyze and evaluate in detail the German travel agency and tour operator market, which makes these inserts an important source of reference for the entire industry.



fww.de

In 2010 the travel trade information portal fww.de will feature a whole new look plus a wide range of additional services. Apart from latest industry news users will be able to access detailed destination and product information. Through a larger number of picture galleries and increased user involvement fww.de will then also provide for more topics of conversation from the glamorous world of travel and tourism.

Counter Series “Better Selling”

The “Better Selling” series in fww highlights one particular destination per issue, presenting all facts travel agents require. The “Better Selling“ series, which is published within the magazine, serves travel agents as a valuable sales and counseling tool, making it an ideal advertising platform for those wishing to address counter staff.



ITB Special Issue

fww's ITB Special Issue features news, trends and market analyses. It has a higher print run than regular issues.

ITB Dailies


This daily publication in German and English for trade visitors and exhibitors carries the latest trade show news. ITB Dailies are published during the first four show days. fww's ITB Dailies are the only officially appointed German/English dailies at ITB Berlin.



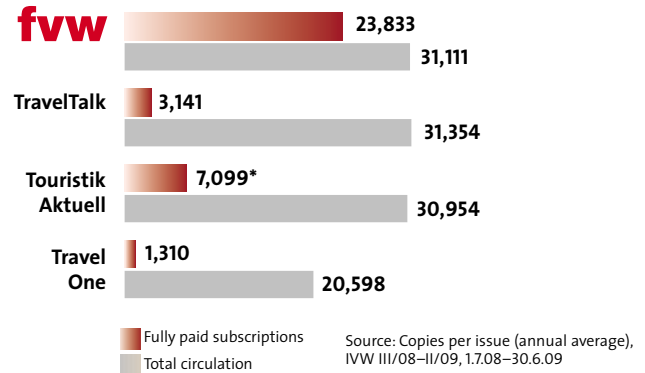
fww Newsline

fww's e-newsletter is mailed on weekdays to about 12,000 subscribers. It delivers a concise summary of all key news for the day.

Analysis of Circulation and Coverage

Circulation Audit		
Circulation Analysis	Copies per issue (annual average), IVW III/08–II/09, 1.7.08–30.6.09	
Print Run	32,004	
Total distributed circulation	31,111	of which abroad: 1,507
Total Copies Sold	26,686	of which abroad: 1,135
Subscriptions	23,833	of which member copies: 621
Other Sales	2,779	
Single Copies	73	
Free Copies	4,424	

Subscription Copies vs. Total Circulation



TravelTalk is mainly distributed through controlled circulation. 20,887 travel sales agents have qualified for a free subscription by filling in an extensive questionnaire (source: in-house statistics, July 2009).

*Touristik Aktuell has 2,379 individual and 4,720 multiple subscribers (source: IVW III/08–II/09).



5. Technical Specifications

Magazine Format: 220 mm width x 280 mm height

Type Area: 195 mm width x 241.5 mm height

Bleed/Gutter Bleed: Due to varying volumes, elements running into bleed must allow at least 8 mm from the trim. For bleed advertisements add 3 mm trim along outside margins.

Printing Process: Rotary offset with heatset drying

Screen: 60 lines per cm

Dot Gain 40%: Depth 19 %, Magenta 17 %, Yellow 11 %, Cyan 20 %

Colour Advertisements: Colour composition based on ISOcoated V2 (FOGRA39)

Printing Material: Please submit all materials in a digital format compatible with Apple Macintosh, and remember to include all necessary fonts and images.

Production of printing material is optional and subject to a surcharge.

Standard Format: The default file format for the delivery of digital data is PDF 1.3 (Acrobat 4.0) only. Please send a colour print-out or proof.

Other Formats: Illustrator CS3, Photoshop CS3, Indesign CS3

Data Carriers: CD-ROM/DVD

FTP site access

Host: ftp.fvw-mediengruppe.de

User ID: fvw_produktion

Password: produktion1001

Contact: Klaus Harwardt, Tel. +49 40 41448-500,
Fax +49 40 41448-599, k.harwardt@fvw-mediengruppe.de

Please note:
New ad formats

6. Rates and Formats

1/1 Page, 4c/bw

type area 195 mm w x 241.5 mm h
trim size 220 mm w x 280 mm h



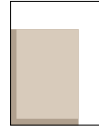
2/1 Page, 4c/bw

type area 412 mm w x 241.5 mm h
trim size 440 mm w x 280 mm h



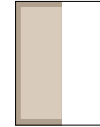
Junior Page, 4c/bw

type area 145 mm w x 193 mm h
trim size 159 mm w x 209 mm h



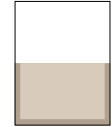
1/2 Page 2 columns, 4c/bw

type area 95 mm w x 241.5 mm h
trim size 109 mm w x 280 mm h



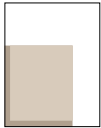
1/2 Page 4 columns, 4c/bw

type area 195 mm w x 118.5 mm h
trim size 220 mm w x 134.5 mm h



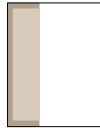
1/2 Page 3 columns, 4c/bw

type area 148.5 mm w x 174 mm h
trim size 162.5 mm w x 189 mm h



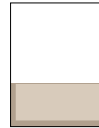
1/3 Page 1 column, 4c/bw

type area 61.5 mm w x 241.5 mm h
trim size 75.5 mm w x 280 mm h



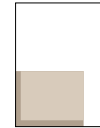
1/3 Page 4 columns, 4c/bw

type area 195 mm w x 77 mm h
trim size 220 mm w x 93 mm h



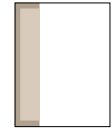
1/3 Page 3 columns, 4c/bw

type area 147.5 mm w x 111 mm h
trim size 162 mm w x 126 mm h



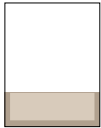
1/4 Page 1 column, 4c/bw

type area 45 mm w x 241.5 mm h
trim size 59 mm w x 280 mm h



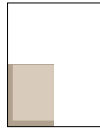
1/4 Page 4 columns, 4c/bw

type area 195 mm w x 56.5 mm h
trim size 220 mm w x 72.5 mm h



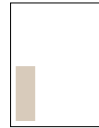
1/4 Page 2 columns, 4c/bw

type area 95 mm w x 118.5 mm h
trim size 109 mm w x 134.5 mm h



1/8 Page 1 column, 4c/bw

type area 45 mm w x 128 mm h



1/8 Page 2 columns, 4c/bw

type area 94.5 mm w x 56.5 mm h



1/16 Page 1 column, 4c/bw

type area 45 mm w x 59 mm h



Elements running into bleed must allow at least 8 mm from the trim. For bleed advertisements add 3 mm trim along outside margins.

Rates

Formats	Rates in €
1/1 Page	9,500.–
Inside Front/Back Cover	10,600.–
2/1 Page	19,000.–
Junior Page	7,800.–
1/2 Page	6,350.–
1/3 Page	5,300.–
1/4 Page	3,950.–
1/8 Page	1,550.–
1/16 Page	800.–

A preferred position surcharge of 10 % applies only if explicitly stated.
Ads in trim size are not subject to any surcharge.
All rates are exclusive of VAT.

Discounts

Volume Discount	Frequency Discount
3 Pages 5 %	3x 3 %
6 Pages 10 %	6x 5 %
9 Pages 15 %	9x 10 %
12 Pages 20 %	12x 12.5 %
18 Pages 22 %	18x 15 %
24 Pages 25 %	24x 20 %
	30x 25 %

Discounts may not be combined with classified ads (Situations Vacant, Situations Wanted, Contacts & Products, Education and Training, Business Products).

Month	Issue	Date of Publication	Closing Date for orders an copy	Topics	Counter Series Better Selling
January	01/10	08.01.	21.12.	Spa Holidays Study and Guided Tours Hong Kong, Macau	Sri Lanka
	02/10	22.01.	11.01.	England, Scotland, Ireland Austria Airports and Airlines	Shanghai Expo 2010
February	03/10	05.02.	25.01.	Spain – Fitur Report (Madrid 20.1.–24.1.) India Oman	Mauritius
	04/10	19.02.	08.02. 25.01.	Scandinavia Family Holidays fvw Special Fit for Cruises I – Ocean and River Cruises, Ferries	Madrid
March	05/10	04.03.	11.02.	ITB Special Issue prior to the International Tourism Exchange (Berlin 10.3.–14.3.) Germany Egypt	Karnataka
	Daily I Daily II Daily III Daily IV	10.03. 11.03. 12.03. 13.03.	} 11.02.	ITB-Dailies (booking only in combination with ITB Special Issue)	

extended
print run

Month	Issue	Date of Publication	Closing Date for orders an copy	Topics	Counter Series Better Selling
3	06/10	17.03.	02.03.	ITB Report Tunisia Ferries	North Sea
	April	07/10	01.04.	19.03.	Morocco Italy, Malta Holiday/Theme Parks
4	08/10	16.04.	01.04.	Cyprus Israel The Balearic Islands	Istanbul
			16.03.	fwv Special Business Travel – Hotels, Car Rentals, Airlines, IT prior to the Congress of the German Business Travel Association (Berlin 20.4.–21.4.)	
	09/10	30.04.	19.04.	Greece Active and Sports Holidays China	Baltic Sea
May	10/10	14.05.	03.05.	Portugal The Canary Islands	Jordan
5			19.04.	fwv Special Hotels/Resorts/Clubs	
	11/10	28.05.	17.05.	Mexico Web 2.0 Report prior to the fwv Online Marketing Day (Frankfurt 8.6.) USA following Pow Wow (15.5.–19.5.)	Lanzarote
June	12/10	11.06.	31.05.	Turkey The Middle East Incentive and Event Travel – Imex Report (Frankfurt 25.5.–27.5.) Youth and Group Travel	Sardinia
			21.05.	fwv Dossier “German Travel Agency Chains and Cooperations 2009“	

extended
print run

extended
print run

Month	Issue	Date of Publication	Closing Date for orders an copy	Topics	Counter Series Better Selling
6	13/10	25.06.	14.06.	Continental Spain Southeast Asia Insurances	Djerba
			31.05.	fvw Special Airlines & Airports	
July	14/10	09.07.	28.06.	Thailand, Vietnam Brazil Study and Guided Tours	Flanders
7	15/10	29.07.	16.07.	River Cruises Gran Canary Golf Holidays	
	August	16-17/10	13.08.	02.08.	The Caribbean Southern Africa Poland, Czech Republic Winter Sports
8	18/10	27.08.	16.08.	Japan, Korea, Taiwan Best Agers Florida	Botswana
	September	19/10	08.09.	26.08.	Preview on fvw Congress (Cologne 14.9.–15.9.) Luxury Travel South America Language Holidays

extended
print run

Month	Issue	Date of Publication	Closing Date for orders an copy	Topics	Counter Series Better Selling
9 Oktober	20/10	23.09.	10.09.	Report on fvw Congress Switzerland Diving Holidays	Gran Canary
	21/10	08.10.	27.09. 13.09.	Scandinavia Australia, New Zealand, The South Pacific fvw Special Fit for Cruises II – Ocean and River Cruises, Ferries	Azores
10 November	22/10	22.10.	04.10.	Vacation Home Rentals and Self-Drive Holidays Maldives Business Travel prior to the autumn Congress of the German Business Travel Association (VDR) (Bremen 2.11.–3.11.)	
	23/10	05.11.	25.10.	United Arab Emirates Dominican Republic, Cuba, Jamaica ITB Asia (Singapore 20.10.–22.10.) Insurances	Réunion
11 December	24/10	19.11.	08.11.	Preview on the Annual Congress of the German Travel Agencies and Tour Operators Association (DRV) (Morocco 24.11.–28.11.) Mauritius, Seychelles Turkey	
	25/10	03.12.	22.11. 08.11.	Report on DRV Congress Egypt Central America fvw Special Travel Technology – Telecommunication and E-Commerce	Tamil Nadu
12	26/10	17.12.	06.12. 29.11.	Eco Tourism Car Rental Honeymoons and Dream Holidays fvw Dossier “German Tour Operators 2009/10“	St. Lucia

Publication schedule subject to changes and amendments

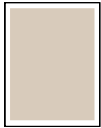
Please note:
New ad formats

8. Recruitment & Classified Ads

Formats and Rates (including online)

1/1 Page, 4c/bw
type area 199 mm w x 259 mm h

€ 4,300.–



3/4 Page 4 columns, 4c/bw
type area 199 mm w x 193 mm h

€ 3,300.–



5/8 Page 4 columns, 4c/bw
type area 199 mm w x 160 mm h

€ 2,750.–



1/2 Page 2 columns, 4c/bw
type area 97 mm w x 259 mm h

€ 2,300.–



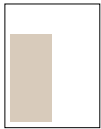
1/2 Page 4 columns, 4c/bw
type area 199 mm w x 127 mm h

€ 2,300.–



3/8 Page 2 columns, 4c/bw
type area 97 mm w x 193 mm h

€ 1,750.–



3/8 Page 4 columns, 4c/bw
type area 199 mm w x 94 mm h

€ 1,750.–



5/16 Page 2 columns, 4c/bw
type area 97 mm w x 160 mm h

€ 1,600.–



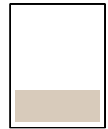
1/4 Page 2 columns, 4c/bw
type area 97 mm w x 127 mm h

€ 1,300.–



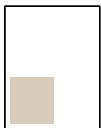
1/4 Page 4 columns, 4c/bw
type area 199 mm w x 61 mm h

€ 1,300.–



3/16 Page 2 columns, 4c/bw
type area 97 mm w x 94 mm h

€ 1,050.–



1/8 Page 2 columns, 4c/bw
type area 97 mm w x 61 mm h

€ 750.–



1/16 Page 2 columns, 4c/bw
type area 97 mm w x 28 mm h

€ 400.–



Rates are based on delivery of print-ready data.

Charge for layout/design (copy and images to be supplied by client):

1/1 Page – 5/8 Page	€ 350.–
3/8 Page – 1/4 Page	€ 100.–
1/2 Page	€ 200.–
3/16 Page – 1/16 Page	€ 50.–

Situations Vacant/Education and Training/ Contacts & Products/Business Contacts

Express Service:

Ads on fww.de may be published within 24 hours upon receipt of your order and delivery of advertising material. Express surcharge: € 70.–.

Ad run-time: 4 weeks.

Rate:

All rates exclusive of VAT.

Box Number Free:

€ 10.- in Germany and € 15.- abroad. Replies to box numbers are forwarded to advertisers twice a week.

Text corrections:

Up to two corrections or amendments will be made free of charge. However, a € 80.– charge applies for any additional corrections.

Closing Date for all Classified Ads:

Friday prior to week of publication (i.e. 7 days in advance) at 12 noon. Please consider that based on bank holidays deadlines may vary.

Character Size: Minimum 8 point

Discounts: Please see section 6. Not eligible for accumulated discount with advertisements outside this section.

Situations Wanted

Format	bw, €
1/8 Page	200.–
1/16 Page	150.–

For insertions in this section a prepayment through direct debit or by cheque is required (deadline: closing date).



Classified Ads Contact:

Susanne Grabosch, Tel. +49 40 41448-511,
s.grabosch@fww-mediengruppe.de

Fax +49 40 41448-599

Advertising Formats and Rates

1/1 Page, 4c/bw

type area 267 mm w x 386 mm h
trim size 297 mm w x 420 mm h

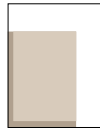
€ 6,100.–



Junior Page, 4c/bw

type area 199 mm w x 307 mm h
trim size 214 mm w x 327 mm h

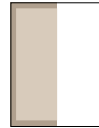
€ 4,900.–



1/2 Page 2 columns, 4c/bw

type area 131 mm w x 386 mm h
trim size 146 mm w x 420 mm h

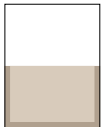
€ 4,100.–



1/2 Page 4 columns, 4c/bw

type area 267 mm w x 191 mm h
trim size 297 mm w x 208 mm h

€ 4,100.–



1/3 Page 4 columns, 4c/bw

type area 267 mm w x 126 mm h
trim size 297 mm w x 143 mm h

€ 3,500.–



1/4 Page 4 columns, 4c/bw

type area 267 mm w x 93.5 mm h
trim size 297 mm w x 110.5 mm h

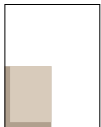
€ 2,900.–



1/4 Page 2 columns, 4c/bw

type area 131 mm w x 191 mm h
trim size 146 mm w x 208 mm h

€ 2,900.–



Discounts for ITB Dailies

Frequency	Discount
2 x	10 %
3 x	15 %
4 x	20 %

Frequency discounts on insertions in fvw are non-transferable.

**ITB Dailies – Publication Dates: 10./11./12./13.3.2010,
Closing Date: 11.2.2010**

Booking advertisements in the ITB Dailies is only possible in combination with fvw's ITB Special issue.



Front Cover Corner Ad in Dailies, 4c
Type area: 53 mm w x 56 mm h

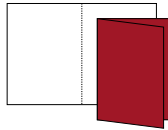
Front Cover German: € 3,500.–
Front Cover English: € 3,500.–

Front Cover Strip Ad in Dailies, 4c
Type area: 267 mm w x 93.5 mm h
Trim size: 297 mm w x 110.5 mm h

Front Cover German: € 4,900.–
Front Cover English: € 4,900.–

Loose Inserts

Weight	Costs per 1,000 Total circulation
up to 25 g	€ 260.–
up to 50 g	€ 295.–



Rates for loose inserts exceeding 50 grams on request.

Formats: Minimum: 105 mm w x 148 mm h
Maximum: 210 mm w x 276 mm h

Split-run advertising with geographical or mechanical split upon request, based on availability. Minimum circulation: 5,000. Surcharge: € 1,500.–

Tip-ons

(incl. 1/1 page carrier ad)

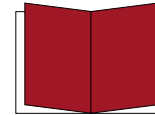
Response card	12,700.–
CD	13,900.–



Formats: Response card/148 mm w x 105 mm h.
Other tip-ons on request

Bound Inserts

Volume	Costs for preprinted inserts delivered to our printing house
	€
4 Pages	12,900.–
8 Pages	15,800.–
12 Pages	18,400.–



Format: 220 mm w x 280 mm h + 3 mm trim for outside margins.
Other formats on request.

Insertion Order Specifications for Inserts (Loose Inserts, Tip-ons, Bound Inserts):

Closing Date for Bookings: One week prior to ad closing date.

Delivery: Inserts are to be delivered directly to the printing house by ad closing date.

Print Run: 32,000 copies

Please note: Orders for loose and bound inserts can only be accepted and confirmed upon receipt of a binding sample (or at least a dummy) including size and weight details. The publisher distributes inserts with the care customary to business.

Discounts: Rates for inserts and tip-ons are not eligible for discounts, but commissionable.

Layout/design and/or printing available through fwv. Rates upon request.

Central delivery address for loose and bound inserts and tip-ons: L.N. Schaffrath, Warenannahme, Marktweg 42–50, 47608 Geldern, Germany

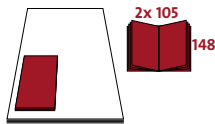
Delivery: For details on packaging guidelines, please contact our advertising department. Please mark all packages "fwv insert" and indicate the relevant issue number.

Booklet*

(supplied by advertiser)
105 mm w x 148 mm h

on front cover:
€ 26,000.–

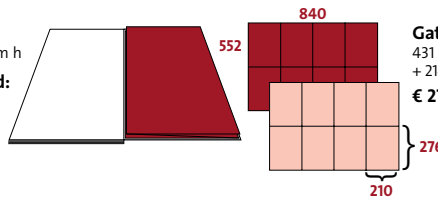
within magazine:
(incl. 1/1 page carrier ad)
€ 20,750.–



Fold-out Poster*

840 mm w x 552 mm h

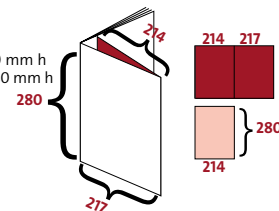
material supplied:
€ 18,400.–



Gatefolder*

431 mm w x 280 mm h
+ 214 mm w x 280 mm h

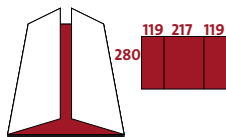
€ 27,500.–



French cover

455 mm w x 280 mm h

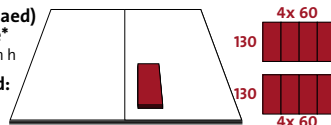
€ 29,000.–



Tip-on (concertinaed) on editorial page*

240 mm w x 130 mm h

material supplied:
€ 14,500.–

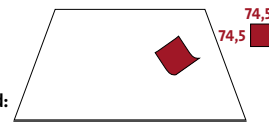


Post-it* incl. printing

74.5 mm b x 74.5 mm h

on editorial page:
€ 14,800.–

incl. 1/1 page carrier ad:
€ 17,500.–

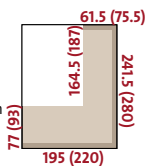


L-Shape, 4c

type area

195 mm w x 77 mm h
+ 61.5 mm w x 164.5 mm h
trim size 220 mm w x 93 mm h
+ 75.5 mm w x 187 mm h

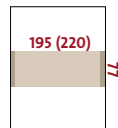
€ 7,200.–



Center Strip Horizontal, 4c (on a 1/1 page)

type area 195 mm w x 77 mm h
trim size 220 mm w x 77 mm h

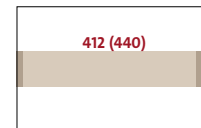
€ 5,950.–



Double Center Strip Horizontal, 4c (on a 2/1 page)

type area 412 mm w x 77 mm h
trim size 440 mm w x 77 mm h

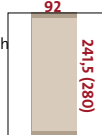
€ 11,900.–



Center Column

type area 92 mm w x 241.5 mm h
trim size 92 mm w x 280 mm h

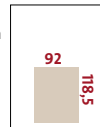
€ 7,100.–



Fireplace*

type area 92 mm w x 118.5 mm h

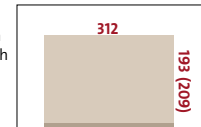
€ 4,750.–



Fireplace (Format 3)

type area 312 mm w x 193 mm h
trim size 312 mm w x 209 mm h

€ 15,500.–



Other formats and advertising specials on request.

Advertising specials are not eligible for discounts but commissionable.

All rates exclusive of VAT.

Formats in mm (for bleed advertisements add 3 mm trim along outside margins).

*Limited availability per issue due to technical requirements.

Advertorials

These paid-for advertising pages are presented in an editorial format and are individually designed for each client. They offer a perfect opportunity to communicate specific information to fvw readers beyond image ads whilst providing the look and feel of editorial content. In compliance with article 3,5 of the Law Against Unfair Competition (UWG), advertorials must be clearly labeled in order to make sure they are immediately identifiable as adverts. The advertorial uses a typeface and layout that is distinctly different from the magazine's style and design. The price for advertorials is based on the regular rate for the particular size ad plus cost for layout/design – e.g. € 1,300.– (full page), provided that the client supplies all images and copy.



Promotional Inserts

You have a very special advertising message? We offer full-service production of high-quality brochures in an editorial format including editorial concepts, layout design and copywriting. FVW Corporate Publishing – a highly qualified partner. Rates upon request.

In compliance with article 3,5 of the Law Against Unfair Competition (UWG) advertorials and promotional inserts must be clearly labeled in order to make sure they are immediately identifiable as adverts.

Counter Infos

Counter Infos are special supplements which are produced at the request of a country or destination. They contain tips and selling aids for travel agency staff. This information brochure helps you reach all those sales agents who wish to provide quality information for their customers.

For rate details, please refer to our Counter Info rate card.



Destination Highlights

The 8-page Destination Highlights promotional insert is a compact information brochure that is centered around one particular travel destination and developed in close collaboration with the client. A standard layout template and the use of images and copy supplied by the client ensure smooth and quick production. All content is clearly structured and therefore easily accessible to the reader. Destination Highlights is distributed as insert to regular issues of fvW and TravelTalk (optional).

In compliance with article 3,5 of the Law Against Unfair Competition (UWG) Counter Infos and Destination Highlights must be clearly labeled in order to make sure they are immediately identifiable as adverts.

fvw.de

In 2010 the travel trade information portal fvw.de will feature a whole new look plus a wide range of additional services. Apart from latest industry news presented with fvw's expertise, users will find a significantly greater amount of destination and product information. Through a larger number of picture galleries and increased user involvement fvw.de will then also provide for more topics of conversation from the glamorous world of travel and tourism.

Your choice of channels:

Homepage Channel	100,000 Pls*
Decision Maker Channel	210,000 Pls*
Counter Channel/travelXperts	215,000 Pls*
Newsletter Channel	12,000 recipients

* Source : IWW, Pls per month (annual average)

fvw.com

We offer service providers, advertising, PR and media agencies advertising space on fvw-mediengruppe.de and fvw-mediengruppe.com as marketing channels. For further information on rates, page impressions and formats, please see fvw-mediengruppe.de/media.

The screenshot displays the fvw.de website layout. At the top, there is a navigation bar with links for 'Home', 'Kontakt', 'Anmelden', 'Passwort', and 'Benutzerkonto einrichten'. A main banner features the 'REISEWÜRDIG-Kampagne 2009' with the slogan 'Wird einer von uns... werden Sie!'. The central content area includes a 'Top News' section with the headline 'Germanwings erhöht die Preise' and a photo of a man in a suit. Below this is a 'Lufthansa' section titled 'Bodenpersonal vor Kurzarbeit' with a photo of ground crew members. A 'News-Ticker' on the right lists various news items with dates and times. The left sidebar contains a 'Home' menu with categories like 'Die Reise', 'Reise + Reisen', 'Die Flughafen', and 'Die Doyler Story'. A vertical banner on the far right reads 'ECONOMY, BUSINESS, FLIEGER. BETT BÜRO' and features the 'FRANCO' logo.

Homepage, Decision Maker or Counter Channel/travelXperts



Size (in Pixel)	Ad Type	Rate in €
468 x 60	Full Banner	1,400.–
728 x 90	Super Banner	1,900.–
160 x 600	Skyscraper	1,900.–
300 x 250	Medium Rectangle	1,900.–
flexible	Wallpaper	4,600.–

Special formats on request.

Rates are indicated per calendar week, per channel.

Based on the significantly higher number of visits during ITB and fvw Kongress, a peak season supplement of 25 % applies for calendar weeks 07–12/2010 and 36–39/2010.

Surcharge for video and/or streaming components:
€ 250.– one-time setup fee per campaign.

Newsletter Channel



Discounts

5 % on sales totalling € 5,000+, 10 % on sales totalling € 10,000+, 15 % on sales totalling € 15,000+, 20 % on sales totalling € 20,000+.

For details on our special rates for print and online combination ads, please refer to chapter 6. Rates are agency commissionable and exclusive of VAT.

Technical Specifications

Booking Period: Bookings are based on calendar weeks (Monday, 12 midnight, through Sunday, 12 midnight).

Data Delivery: Via e-mail by Thursday prior to publication date at anzeigen@fvw-mediengruppe.de.

Flash and click tags: Please see fvw-mediengruppe.com/media.

Ad reports upon request.

For further information please see fvw-mediengruppe.com/media

Advertorial

An online advertorial allows you to present comprehensive information on your own mini website ("microsite") within fvw.de. Benefit from fvw.de's strengths to present your brand or campaign with plenty of scope: Copy plus images, flash elements plus video or even maps – your branding is what we focus on.

fvw.de offers three individually adjustable advertorial packages that vary in size and the amount of marketing communication provided. Services include, among others, programming, layout adjustments, hosting, reporting and promotional activities.



Competition

The online competition not only helps generate valuable addresses, users also learn details about your product. You may choose between a standard and a premium package which differ in concept, design and the range of promotional activities.

Both include set-up of your own online competition page within the fvw.de channel of choice as well as advertising and reporting.



E-Learning

For more than five years FVW Mediengruppe has created and conducted successful e-learning programs through special travel agent training websites on select topics. These programs enable participants to expand their knowledge through high-quality training courses while learning at their own pace.

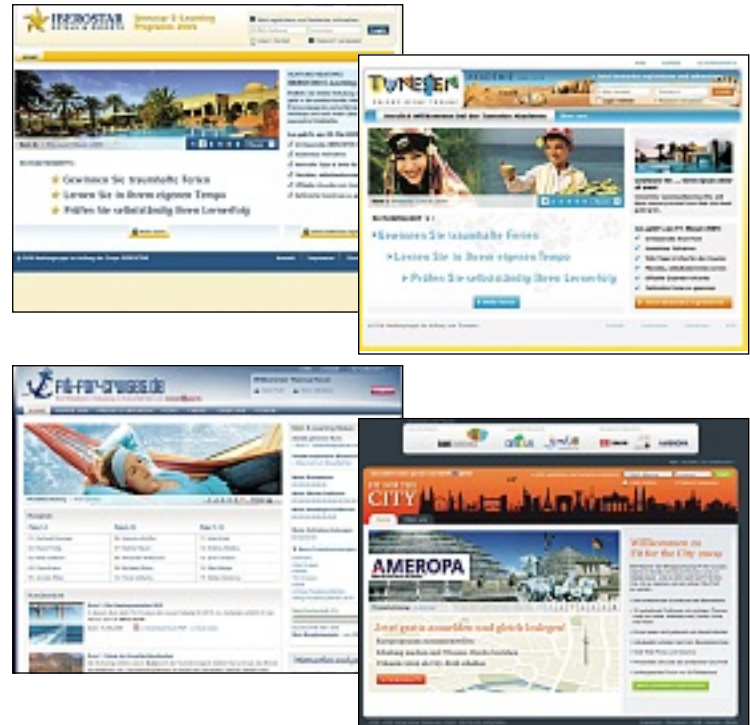
Cross-industry e-learning programs covering cruises, city breaks, business travel, and more:

In 2010 FVW Mediengruppe will conduct a minimum of four cross-industry e-learning programs. Scheduled topics are: fit-for-cruises.de, fit-for-the-city.de, fit-for-clubs.de, fit-for-businesstravel.de (further topics upon request).

All e-trainings have a distinct editorial focus and benefit from FVW Mediengruppe's journalistic expertise. FVW Mediengruppe offers five sponsor packages within this premium environment to suit all budgets and marketing strategies. Choices range from the sponsors' integration on the website and in accompanying print advertising to complete e-trainings for the sponsors' product.

Commissioned e-learning solutions, tailored to the customer's needs:

FVW Mediengruppe not only offers editorial e-learning programs but also individually commissioned e-trainings designed and run exclusively on behalf of clients. Each of the three proven e-learning solutions on offer includes layout, programming, editing, hosting, and reporting, all based on the client's individual needs and requirements.



For further information please see fvw-mediengruppe.com/media

In its capacity as a specialized publisher for the tourism industry the FVW Mediengruppe publishes various trade and public magazines as well as other printed matter. In addition it operates various Internet pages and platforms with a diversity of offers and services. The following General Terms and Conditions apply to all contracts for the placement of advertisements in the magazines and on the Internet pages operated by the FVW Mediengruppe (hereinafter referred to as "Publisher"):

Item 1: "Advertisement order" is a contract for the publication of one or several advertisements by an advertiser or any other submitting party in a printed medium for the purposes of distribution. In the case of rubricated advertisement orders the printing under the respective heading is agreed.

Item 2: "Insert order" is the contract for publication of advertisements in the form of special reproductions or other advertising media. They may contain no foreign advertisements and are to be designed by the customer in such a way that they cannot give the impression that they are a component of the printed media as a result either of the format or the presentation.

Item 3: "Standing order" is the contract for the publication of multiple advertisements where each publication is made after release by the customer. In case of any doubt, advertisements agreed within the scope of a standing order are to be released for publication within one year of the conclusion of the contract.

Item 4: "Advertising order" is the contract for the intermittent placement of online advertisements (channels) in the Internet for the purpose of distribution. Depending on the possibilities offered by the publisher an online advertisement can consist of, for example, photos and/or texts, of tone sequences and/or moving pictures (advertising banners) or of sensitive areas where, by clicking on these areas using another online address falling under the responsibility of the customer, the link to further details is established. The placement intervals can be taken from the current advertisement pricelist.

Item 5: The commitment of the publisher is restricted to the printing or placement of each advertisement in the agreed medium. The publisher reserves the right to postpone publication dates. In the case of print advertisement there is no right to a definite placement position of the advertisement in the magazine. Agreements to the contrary are only valid upon the written confirmation of the publisher.

Item 6: Should a standing order not be completely fulfilled due to certain circumstances beyond the control of the publisher, the customer must reimburse to the publisher the difference between the discount granted and the discount due on the actual volume of advertisements supplied, irrespective of possible additional legal obligations.

Item 7: Advertisements that by virtue of their editorial design are not recognisable as such, will be clearly identified as such by the publisher by adding the word "Advertisement" or a similar indication.

Item 8: The customer is solely responsible for the content and the legal reliability of the texts, photos

and other data supplied for the publication. He exempts the publisher from any claims whatsoever by third parties that may arise from the advertisement, and is liable for any damage to such third parties. The publisher reserves the right to reject advertisements – as well as individual placements as part of a standing order – and insert orders on the grounds of their content, their origin or their technical format and to withdraw from the advertisement order. This applies in particular if

- their content violates any laws or official regulations,
- their content was rejected by the Deutscher Werberat (German Advertising Council),
- their publication is not reasonable for the publisher because of the content, the design or the form, or
- this contains advertising by third parties or for third parties.

This also applies to orders that were placed with branches, agencies or representatives. The rejection of an order should be notified in good time to the customer.

Item 9: With the submission of the data and information necessary for the advertisement the customer assigns the rights of usage of the advertisement to the publisher. This includes all rights for the use of the advertising in media of all kinds, in particular the right to duplicate, distribute, convey, send, withdraw from a database and release. In all cases these rights will be assigned to an unrestricted extent and entitle the publisher to place the advertisement using all known technical processes and all known forms of online media. In advertisements that the publisher designs for the customer – no matter for which media – all rights of usage remain in the hand of the publisher. Each advertisement is only intended for publication in the contractually medium specified by the publisher.

Item 10: The publisher guarantees the quality appropriate to the booked medium within the framework of the possibilities presented by the print documents. The publisher will request replacements from the customer for recognisably unsuitable or defect print documents. The claim to remuneration will remain even without a proof if the documents needed for the printing are not supplied in good time.

Item 11: The customer is obliged to send the necessary data to the publisher in good time before the publication date of online advertisements in complete and technically flawless condition by e-mail (anzeigen@fvw-mediengruppe.de). In doing so he guarantees that he is in possession of all rights necessary for the publication of the advertisement.

Item 12: In the case of online advertisements, the publisher guarantees within the scope of the foreseeable requirements that he will reproduce the advertisement in accordance with the usual technical standards. An error in the publication is not constituted particularly if impairments are caused as a result of the use of an unsuitable reproduction soft- and/or hardware or due to an interruption of

the communication networks of other operators or through a computer breakdown of third parties (in particular providers), through incomplete and/or non-updated offered on proxy servers (intermediate storage) or due to a failure of the ad-server used by the publisher of less than 24 hours. In case of failure of the ad-server for more than 20 % of the agreed period, the claim to payment shall be waived for the period of the failure.

Item 13: The customer should check the advertisement immediately after publication for the contractually agreed condition and if necessary, should notify any deviations. In case of fully or partly illegible, incorrect or incomplete reproduction of print advertisements the customer shall then be entitled to a replacement advertisements if this had led to an impairment of the purpose of the advertisement. Should the publisher let a deadline set for the publication of the replacement advertisement expire, should he refuse the publication of a replacement advertisement or if a replacement advertisement is still not in accordance with the contract, then the customer can demand a replacement on the grounds of futile expenditure. Further guarantee rights are excluded.

Item 14: The publisher will be liable for intent and gross negligence. This applies in commercial dealings only to serious default of organisation and gross negligence on the part of executives. A liability for gross negligence on the part of simple vicarious agents is excluded in commercial dealings. The publisher is liable for simple negligence only in case of injury to life, body and health and for violation of major contractual obligations when conducting consumer business negotiations. In such cases the liability is restricted to foreseeable damage typical of such contracts and up to the full volume of the advertisement order. In any case liability is moreover excluded for consequential and unforeseeable damage, loss of profit, default of savings and damage to the assets of third parties in cases of simple negligence.

Item 15: Print proofs will only be supplied upon explicit request. The customer shall bear the responsibility for the correctness of the returned proofs.

Item 16: If there are no special size requirements, then the usual, actual printing height depending on the type of advertisement shall form the basis for calculation.

Item 17: The prices and discounting regulations are based on the current price lists. They are defined according to the format selected by the customer that must correspond to the formats stated in the price list. The discount regulations also apply for companies associated with the customer provided evidence of a capital share of more than 50 % is submitted to the publisher. A change in the advertisement price list also applies to current orders as from the date of validity of the price list, but not before a period of three months after notification of the new price list.

Item 18: The publisher is entitled to demand advance payment. Payments are due within 7 days of receipt of the invoice. Any discounts for premature payments are granted in accordance with the price list.

Item 19: In case of default or deferral of payment, interest as well as collection fees will be charged. In case of default of payment, the publisher can refuse the further execution of a running order until payment is received, and demand advance payment for the remaining advertisements.

Item 20: With the invoice the publisher will supply an advertisement voucher. Depending on the type and scope of the advertisement orders, cuttings of advertisements, sample pages or complete reference copies of the magazine or newspaper in question will be supplied. If a voucher can no longer be acquired, then a legally binding certificate will be provided by the publisher concerning the publication and distribution of the advertisement.

Item 21: Costs for the production of ordered layouts, scans, photo processings, compiling of PDF files and other amendments to originally agreed executions requested by the customer or for which the customer holds the responsibility shall be borne by the customer.

Item 22: With respect to a standing order for multiple advertisements a reduction in the number of copies circulated may lead to a claim for a price reduction if the overall circulation average throughout the insertion year beginning with the first advertisement or stipulated otherwise - if the circulation has not been specified - is smaller than the average circulation sold during the previous calendar year (In case of trade magazines this refers to the distributed circulation, if applicable). Such a reduction in circulation, however, can only lead to a justified claim to a price reduction if at least equal to 25 % for circulation of up to 50,000 copies, 20 % for a circulation of 100,000 copies, 15 % for a circulation of 500,000 and 10 % for a circulation of more than 500,000 copies. Furthermore in case of standing orders for multiple advertisements price reductions are excluded if the publisher has informed the customer of the reduction in the circulation in such good time that the latter was able to withdraw from the contract before publication of the advertisement.

Item 23: The publisher's business address is the place of fulfilment. For business transactions with commercial agents, legal persons by public law or separate estates in public law the place of jurisdiction for legal disputes in this connection is the publisher's registered head office. Otherwise the place of jurisdiction - provided this is legally permissible shall be agreed as Hamburg. All agreements in this connection will be governed by German law.

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