

hotel &  
touristik  
essenz



**ADVERTISING RATES 2022**

# hotel & touristik essenzen

## THOSE WHO WANT TO INSPIRE GUESTS TAKE THE REINS IN THEIR OWN HANDS

The top decision-makers in the tourism industry turn to **hotel & touristik essenzen**. The cornerstones of the premium magazine from Manstein Verlag are the national and international hotel industry, the large field of gastronomy and the wide world of incoming and outgoing tourism.

In well-founded articles and reports, challenges for the industries are explained with a close look at tourism and economic policy, tourism concepts and innovative ideas. Furthermore, strategic backgrounds are presented and deep insights into the fine art of successful business are given.

With a focus on high-quality design, **hotel & touristik essenzen** follows the modern, clear magazine style and invites you to read, understand and reread. The renowned journalists, who are very well connected in the industry, offer top-level reporting – always with great respect for people and the matter at hand. The content is further enhanced with spot-on commentary and analysis from highly respected experts.

All this and much more makes **hotel & touristik essenzen** an indispensable, premium magazine with eminent information content for top decision-makers from the hotel, tourism and gastronomy industries.

**#dasheftinderhand**  
**#mansteinverlag**

hotel &  
touristik  
essenzen



### HARD FACTS

**Circulation:** 7.500 copies

**Format:** 230 x 300 mm

**Annual subscription:**

domestic € 59,-\*

foreign € 86,-\*\*

### TARGET GROUPS

**The top decision-makers from the following sectors:**

- Airlines, airports, cruise companies
- Banks & financial service providers
- Professional organisations & interest groups
- Large-scale catering
- Hotels
- Real estate industry
- Congress and conference industry, event/organisers
- Mobility providers & transport service providers
- Producers & suppliers
- Tour operators
- Top gastronomy
- Technology providers
- Tourism & universities, training institutions
- Economic policy, federal government & states

Subscriptions are automatically extended until revoked if they are not cancelled in writing no later than 1 month before the end of the respective performance period

\*) Price plus 10 % VAT, incl. shipping costs

\*\*\*) Price if UID no. is stated, otherwise plus 10 % VAT incl. shipping costs

**The specialist topics in hotel & touristik essenzenz can be found in the following worlds:**

- Equipment for gastronomy & the hotel industry
  - Training & further education
- Destinations: Austria & International
  - Digital Solutions
  - Financing & Insurance
  - Real Estate Trends
  - Anniversaries
  - Congresses & Events
- Culinary: Product Worlds & Trends
  - Luxury & Indulgence
- Sustainability & Green Hospitality
- Navigating Hospitality, Coaching & Consulting
  - Staff Recruitment & Management
- Travel: Leisure, Business, Special Interest
  - Around and in the Hotel
  - Special Topics
  - Spa & Wellness
  - „Special Interest“-Travel
  - Tax & Law
- Technology: Software & Hardware
- Managing Trends & Changes after the Crisis
  - Transportation & Mobility Providers



**Focus of the issues**

**ENJOYMENT**

Everything on the best chefs, kitchens and cellars of this world | quality, variety and product innovations | honest host culture | “Wanderlust” from near to far

**DIGITUELL & VIRGITAL**

understanding the digital transformation | check, search, book, hybrid & virtual meetings and conferences | cashless on the move | data optimisation | improving service competence

**REGIONAL & INTERNATIONAL**

From A to Z - from Austria to Zimbabwe | travel & tourism trends | modern luxury | active discovery | the comeback of urban tourism | regional tastes

**feel well**

everything on wellness & spa | active travel & recreation | individual service | optimising equipment and service quality | time management

**SUCCESS**

Understanding guests & guest wishes | success factors in staff management | build your career | setting trends, the smart handover | volition & motivation | mindset for business success | design & style

**MOVEMENT**

Business models are changing | the new mobility in tourism | the last mile | the future of flying | the active individual | socio-demographic change

**GENIAL SUSTAINABLE**

green & healthy | CSR as a success factor | is the future vegan & vegetarian? | sustainable and responsible investment






**HOTEL & TOURISTIK ESSENZENZ**  
DATES OF PUBLICATION

Issue	Release-Date	Printing-Deadlines*
February		
<b>H&amp;T essenzenz 1</b>	<b>25.02.</b>	14.02.
April		
<b>H&amp;T essenzenz 2</b>	<b>11.04.</b>	28.03.
May		
<b>H&amp;T essenzenz 3</b>	<b>27.05.</b>	13.05.
July		
<b>H&amp;T essenzenz 4</b>	<b>08.07.</b>	24.06.
September		
<b>H&amp;T essenzenz 5</b>	<b>16.09.</b>	05.09.
November		
<b>H&amp;T essenzenz 6</b>	<b>04.11.</b>	21.10.
December		
<b>H&amp;T essenzenz 7</b>	<b>19.12.</b>	07.12.

\*Advertising and printing deadlines (PD):  
in each case approx. 10 working days before publication date (Release-Date)

# HOTEL & TOURISTIK ESSENZ

## FORMATS AND PRICES 2022

	Format		W x L in mm	Prices in Euro
	<b>4/1 (COVER)</b>	<b>Bleed off</b>	4 pages, 2 x 460 x 300	<b>19.890,-</b>
	<b>2/1</b>	<b>Bleed off</b>	460 x 300	<b>8.150,-</b>
	<b>1/1</b>	<b>Bleed off</b> <b>Print space</b>	230 x 300 200 x 276	<b>4.680,-</b>
	<b>1/2</b>	<b>Bleed off</b> <b>Print space</b>	230 x 150 - 110 x 300 200 x 138 - 98 x 276	<b>3.150,-</b>
	<b>1/3</b>	<b>Bleed off</b> <b>Print space</b>	230 x 81 - 76 x 300 200 x 69 - 64 x 276	<b>2.590,-</b>

We are happy to design your **ADVERTORIAL PAGES** on request.

### SPECIAL ADVERTISING SHAPES

We are happy to design a concept for your individual advertising presence.

### SUPPLEMENTS

Maximum format **220 x 290mm**

Undefined position

**Up to 10 g** **420,-** / 1.000 pieces

**Bi Up to 20 g** **450,-** / 1.000 pieces

**From 21 g** **on request**

Postage costs on request

Delivery of the finished insert to the printer or the printing material as a pdf file  
(printing costs on request) 12 days before publication

### ONSTIGHT SPECIAL ADVERTISING STEMPLES

**Collet band** **900,-/1.000 pieces**

**Collet band** **500,-/1.000 pieces**

**Flap** **500,-/1.000 pieces**

Other special advertising formats on request!

For all special advertising formats, a sample is required when placing the order.

### SURCHARGES

**Placement U2 / U3 / U4** **900,-**

**Placement surcharge** **15 %**

For sloping formats please add 5mm bleed per outer edge  
**Deadline for advertisements and printing material:** 10 days prior to publication  
**all prices plus 5% advertising tax and 20% VAT.**  
foreign advertisements without VAT



**stammgast.online** is the most important online platform for professionals in the hospitality industry and the out-of-home market in Austria. The editorial team consists of established specialist journalists with many years of experience and provides up-to-date, independent and opinionated information for decision-makers in the tourism industry - whether entrepreneurs, hoteliers, managing directors, department heads, restaurateurs, chefs and F&B professionals as well as tourism professionals and agencies. The newsletter (three times a week) is one of the most popular digital information sources in the industry.

## Monthly average:

**10.757** user

**21.121** visits

**45.955** page impressions

## NEWSLETTER

Every Tuesday, Wednesday






and Friday **more than 9,000 subscribers**

Average open rate: **31.6 %**

# stammgast.online

## FAST - RELEVANT - INFORMATIVE – COMPREHENSIVE




### stammgast.online FORMATS AND PRICES 2022

Format	B x H in pixel	weekly price in euro
 <b>SUPERBANNER</b> JPG, GIF, HTML5	<b>Desktop:</b> 980 x 150 <b>Mobile:</b> 300 x 120	<b>890,-</b>
 <b>MEDIUM RECTANGLE</b> JPG, GIF, HTML5	<b>Desktop:</b> 300 x 250 <b>Mobile:</b> 300 x 250	<b>990,-</b>
 <b>SKYSCRAPER</b> JPG, GIF, HTML5	<b>Desktop:</b> 160 x 600 <b>Mobile:</b> 300 x 250	<b>1.120,-</b>
 <b>HALFPAGE AD</b> JPG, GIF, HTML5	<b>Desktop:</b> 300 x 600 <b>Mobile:</b> 300 x 250	<b>1.280,-</b>
<b>VIDEO AD</b>	mp4, 16:9	<b>1.800,-</b>
 <b>ONLINE-ADVERTORIAL</b> Text & images	Short Headline; Teaser max. 300 characters promotion text, 1.000 characters, 1-3 Images JPG 1.100 x 825, Video 16:9 (Youtube link)	Pos. 1 <b>850,-</b> Pos. 2-3 <b>700,-</b>

### stammgast.online NEWSLETTER

Every Tuesday, Wednesday and Friday more than **9,000 subscribers**

Average open rate: **31.6 %**

Format	B x H in pixel	weekly price in euro
 <b>BANNER</b>	JPG, 600 x 210	Position Header <b>1.060,-</b> <b>920,-</b>
 <b>IMAGE-/TEXT-ADVERTISEMENT</b>	Short Headline Text 300 characters, Image JPG 285 x 200, Link	<b>920,-</b>
 <b>SPECIAL NEWSLETTER</b>	Headline 50 characters, Text 1.000 characters, Image JPG 580 x 371, Link	<b>4.000,-</b>

**all prices include VAT**

Delivery of web content according to IAB-standards\*  
status: October 2021

**We would be happy to design a concept for your individual advertising presence.**  
Job advertisements on request.

# DATA DELIVERY

## FOR PRINT PRODUCTS

- 1 Artwork as PDF (PDF/X-4-compliant)**
  - 1.1** All colours in CMYK. Colour profile "ISO Coated v2 300%" (also implemented pictures, logos, etc., no colour adjustments from RGB to CMKY are undertaken).
  - 1.2** Picture resolution min. 300 dpi (no FM grid)
  - 1.3** Overprint settings to be taken into account (especially with vector graphics).
  - 1.4** Min 5mm bleed with sloping formats. Into bleed elements must be shifted inwards min. 8mm from bleed.
  - 1.5** Observe correct ad format from the respective medium in the current ad price list.
- 2 Open data** only after consultation with the production department.
- 3 Data delivery:**
  - 3.1** E-Mail: **produktion@manstein.at**  
(Data volume smaller than 20MB)
  - 3.2 FTP:** For data security reasons you can only upload data. Please transfer data that belongs together in one folder or as a single zip-data  
**Server: ftp.manstein.at**  
**User: produktion**  
**Password: manv7531**
  - 3.3** Clearly label the data or folders that are sent over the FTP- server, giving medium and contact.

## FOR WEB CONTENT

- 1 Size of data for all formats:** 120 KB
- 2 Possible formats:** JPG, GIF, HTML5 according to IAB-standard
- 3 Delivery of data:**  
At least one week before the beginning of the campaign the data has to be sent by email to the contact.
- 4 Video**  
Delivery as MP4 (max. 4,5 MB)  
YouTube-link with online-advertorial

Please find detailed information on the delivery of advertising material under **www.iab-austria.at**

When delivering HTML 5-designs, please note that all required components are to be found within one directory. In case of different designs, please take care to clearly name the data, as components will be overwritten by non-fitting components.

### Details on the data sheet:

**Technical specifications for newsletter and online-advertising**

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### We will not make any adjustments of data sent by you.

Wrong exposure due to incomplete or faulty data, wrong setting or incomplete specifications are billed. This also applies to composition of type matter or litho.

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Please find our General Terms and Conditions under: **www.manstein.at/agb/**

### CONTACT

#### Adress

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**office@manstein.at · www.manstein.at**  
Commercial register: Regional court of Vienna, commercial register number 62661 z

#### Bank details

Erste Bank AG  
**Account number:** 289 400 235 00      **Swift:** 20111  
**IBAN:** AT86 2011 1289 4002 3500      **BIC:** GIBAATWWXXX

### TERMS OF PAYMENT

#### Payments within 30 days net.

The statutory advertising tax applies to domestic and foreign invoices. In the EU region, value-added tax is not applicable if the corresponding VAT number is presented. Invoicing in countries outside the EU is subject to value-added tax.

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# TECHNICAL SPECIFICATIONS FOR NEWSLETTERS AND ONLINE ADVERTISING TOOLS

## Newsletter advertising tools

Delivery of newsletter advertising media: Five working days before date of publication to [a.haumer@manstein.at](mailto:a.haumer@manstein.at)

### Formats:

Advertising tools for the newsletter may be delivered as JPG, PNG or static GIF (animated GIFs on request only). Delivery must be made **exactly in the pixel format of the respective advertising media.**

Max. file size: 120 KB

CTD as HTTPS-URL.

Only one link is possible per newsletter advertising tool.

Linking to an email address is not possible.

## Online advertising tools:

Delivery of online advertising media: Five working days before date of publication to [a.haumer@manstein.at](mailto:a.haumer@manstein.at)

Online advertising tools may be delivered physically (zipped), via streaming-link or as tag-in-tag (iframe).

### Formats:

Banner advertising media may be delivered as JPG, GIF or HTML5.

### If delivered as images (JPG or GIF):

Delivery must be made **exactly in the pixel format of the respective advertising media.**

Max. file size: 120 KB

CTD as HTTPS-URL.

### For delivery of HTML5 advertising media:

#### Technical control:

Since problems can occur at the start of a campaign despite prior technical control of the advertising media, Manstein Verlag reserves the right to remove advertising media if they disrupt the performance of the website or the viewer's end device or if an external advertising medium is subsequently changed without prior consultation.

### Please note when delivering HTML5-advertising tools:

<https://www.iab-austria.at/werbeformen/technische-spezifikation/>

Delivery: physical advertising tools (zipped), streaming-link or tag-in-tag (iframe).

Max. file size: for HTML5 incl. images and art designs 120 KB zipped.

Max. file size that may be reloaded via Polite Load: 2,5 MB.

Sound: only with mouseover and mute with mouseout.

Animation: No infinite loop – a maximum of three animation runs.

Delivery of CTDs, advertising media-tags, tracking bugs, click commands and streaming-links as HTTPS-URL.

Delivery of fallbacks and mobile advertising tools is obligatory.

When delivering HTML 5-designs, please note that all required components are to be found within one directory (no subdirectories). In case of different designs and for distinguishing "desktop" and "mobile", please take care **to clearly name the data of all components belonging to the design**, as components will be overwritten by non-fitting components.

Hosting of HTML5-advertising tools may cause costs – depending on ad server and media from 70 KB.

### Back up/browser compatibility

If an advertising tool is not supported by a particular browser, a fallback in JPG- or GIF-format should be indicated. The advertising tools are to be tested by the clients/production company on all current browsers. Please inform us on delivery about any browsers that should be excluded.

Technical information for HTML5 can be found at [iab-austria.at](http://iab-austria.at)

HTML5: [https://www.iab-austria.at/wp-content/uploads/sites/20/2020/07/2016-IAB-HTML5-Richtlinie-2\\_0\\_Release-Feb-2016.pdf](https://www.iab-austria.at/wp-content/uploads/sites/20/2020/07/2016-IAB-HTML5-Richtlinie-2_0_Release-Feb-2016.pdf)

Video-banner: [www.iab-austria.at/wp-content/uploads/sites/20/2020/07/2016-IAB-HTML5-Richtlinie-2\\_0\\_Release-Feb-2016.pdf#page=8](http://www.iab-austria.at/wp-content/uploads/sites/20/2020/07/2016-IAB-HTML5-Richtlinie-2_0_Release-Feb-2016.pdf#page=8).

If ZIP files contain scripts, the advertising material must be delivered via a file transfer service (e.g. WeTransfer, [www.wetransfer.com](http://www.wetransfer.com)), as these files sometimes do not arrive error-free in the mail traffic.

### Delivery of videos for video ads:

Format for video ads: MP4

Resolution: min. 1280 x 720 px/aspect ratio: 16 : 9.

Max. file size: 4.5 MB

Length: recommendation up to 30 seconds.

Sound: on (video plays silently, sound can be activated by clicking on the loudspeaker symbol).

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