



TWENTY
2000-2025
FIVE

MEDIADATA

DIGITAL | PRINT | SOCIAL MEDIA

LEISUREDESTINATIONS
BORDERLESS.



www.hallo-tourist.de/media



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Destinations without limits.

Hallo Tourist! has been presenting supraregional excursion destinations from culture, nature, leisure, wellness & enjoyment in print and online for 25 years. The website presents around 4,500 destinations from Southern Jutland to the Alps and from Benelux to the Czech Republic. With an annual circulation of 1.5 million brochures and a print run of 100,000 copies per issue/region/year, which are available free of charge in tourist information centres, castles, museums, spas, leisure and animal parks and other leisure facilities throughout Germany(!), we are 'Germany's No. 1 title for excursion destinations'. 15 national annual editions are produced once a year, ignoring district and state borders and destinations that are otherwise always 'on the edge' of a region are right in the centre with Hallo Tourist! The German-language edition is distributed by the company's own distribution team and also a few kilometres beyond the national border. The Mosel-Saar edition can also be found in the border region of the Benelux countries, the Black Forest edition in Alsace and the North Sea edition in southern Jutland.

The concept is designed to be flexible: customers can select various components from the digital and print presence and the print adverts are created as advertorials by the publisher's own graphics department in close consultation with the customer. The design is included in the advert price - occasional posts on social media at Instagram, Facebook and LinkedIn are also included. Other modules such as 'Tip of the month' online or striking special pages such as U4 or U4.2 can also be booked.

Service is the top priority at Hallo Tourist! 'We think along with you,' says Managing Director Marlene Horst. „Our regular customer rate reflects the high level of customer satisfaction. We are happy to explain our booking modules in detail and without obligation.“



25Years
Hallo Tourist!
We say THANK YOU!

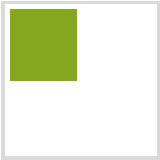
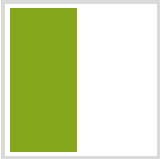

ALL EDITIONS AT A GLANCE




15 Hallo Tourist! Areas with each
100.000 pcs. Circulation Region/Year
1.5 million total circulation/year!

- BAV**  Bavaria & Foothills of the Alps
- BGL**  Bergisches Land, Rhineland & Province Limburg
- LH**  Lüneburg Heath, Bremen, Hamburg & the Elbe
- LMR**  Luxembourg, Mosel-Saar & Rhine-Main
- MVP**  Mecklenburg-Western Pomerania, Berlin & the Oder River
- NHS**  Northern Hesse, Thuringia & Harz
- NOS**  North Sea, Baltic Sea & South Jutland
- OEM**  East Holland, Ems- & Münsterland
- OFO**  Odenwald, Franconia & Upper Palatinate
- OWS**  Osnabrück Land, Weser & Schaumburg Land
- RR**  Rhine-Ruhr
- SBL**  Saxony, Berlin & die Lusatia
- SL**  Sauerland
- SSB**  Black Forest, Swabian Alb & Lake Constance
- WBL**  Weserbergland & Teutoburg Forest

PRICES | DIGITAL & PRINT

| | | SIZE (WxH) | PRICE |
|---|---|--|---------|
| 1/2 page print, 4-colour and Web presence on www.hallo-tourist.de incl. link see page 14-15 |  | 88 x 99 mm | 965 € |
| 1/1 page print, 4-colour and Web presence on www.hallo-tourist.de incl. link see page 14-15 |  | 88 x 200 mm | 1.695 € |
| 2/1 page print, 4-colour and Web presence on www.hallo-tourist.de incl. link see page 14-15 |  | 186 x 200 mm | 2.995 € |
| Special placement S1, left of the map, 4-colour plus 1/2 page PR/Advertorial print and web presence on www.hallo-tourist.de incl. linking |  | 105 x 210 mm (plus 3 mm trim all round) | 2.295 € |
| Cover U4.2, fold-out page of the back cover, 4-colour plus 1/2 page PR/Advertorial Print and web presence on www.hallo-tourist.de incl. linking |  | 98,5 x 210 mm (plus 3 mm trim all round) | 2.295 € |
| Back page U4, 4-colour, plus 1/2 page PR/Advertorial Print and web presence on www.hallo-tourist.de incl. linking |  | 105 x 210 mm und 102 x 210 mm (2 sizes for production reasons; plus 3 mm trim all round) | 2.295 € |

| | | SIZE (WxH) | PRICE |
|---|---|------------|-------|
| Single-ink photo (see page 15) on the title page, print incl. mention of name Bookable only in conjunction with 1 or 1/2 page print |  | 35 x 22 mm | 495 € |

inkl.

When booking special pages, full-page adverts or multiple bookings, a maximum of 10 images are shown in the onlinepresence. The entire tile is filled (see example on p. 14-15).

When booking a 1/2 page advert, a maximum of 5 images will be displayed on the online presence. Upgrade to 10 photos for the maximum number of photos. The entire tile is filled. 69 €

In addition to the print advert incl. web presence, monthly mega tips and area tips can also be booked on www.hallo-tourist.de. (see page 12)

Social media posts on Instagram and Facebook included.
www.instagram.com/hallo.tourist | www.facebook.com/HalloTourist

All prices of advertorials (except S1, U4 and U4.2) incl. design.

We grant multiple booker discounts for multiple bookings for several issues.

The print-digital prices apply per region/issue with a print run of 100.000 copies each and a web presence at www.hallo-tourist.de incl. linking and design.

All informations concerning distribution and display of the brochures - see page 18.

Note: Early bookings are immediately posted online and linked.



OPTION 1 | HALF PAGE*

Annual price for 1/2 page incl. web | print | design:
965 € net.

Option 1* - 2 images/logo and approx. 600 characters of text incl. spaces, with one photo displayed larger, as in example 1

Option 2** - 3 images/logo and approx. 600 characters of text incl. spaces, as in option 2.

Option 3 - 1 image or logo and approx. 1 200 characters of text including spaces - resolution of image data at least 300 dpi



WESTFALICA-VERLAG GMBH
Hauptstraße 28
DE-32457 Porta Westfalica
Telefon: +49 571 9342550
www.hallo-tourist.de

OPTION 2 | HALF PAGE**

The sample page is intended for you to see our layout. We have chosen **option 2** here, layout 1/2 advertisement page, to give you an impression. You provide us with the text and the images. If you need help with this, we will of course be happy to assist you.

We would be delighted if you too would „fly the flag“ at Hallo Tourist! and let us present your offer:



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OPTIONEN FULL PAGE

Annual price for 1 page including web | print | design:
1.695 € net.

In this example we have shown **option 3** of a full page advertisement.

Option 1 - 2 images/logo (logo is always placed to the left of the contact block). The text may have a maximum of 2 600 characters (including spaces) and the images should have a minimum resolution of 300 dpi.

Option 2 - 3 images/logo (logo is always placed to the left of the contact block). The text may have a maximum of 1 600 characters (incl. spaces) and the images should have a minimum resolution of 300 dpi.

Option 3 - 4 images/logo (logo is always placed to the left of the contact block). The text may have a maximum of 1 600 characters (incl. spaces) and the images should have a minimum resolution of 300 dpi.

Option 4 - 5 images/logo (logo is always placed to the left of the contact block). The text may have max. 2 200 characters (incl. spaces) and the images should have a minimum resolution of 300 dpi.



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EXPLANATIONS PRINT



The cover picture

Would you like to make a big splash on the cover? Talk to us. We provide the cover picture free of charge to our advertising customers who are multiple bookers or book at least one page or special page. The prerequisite is a suitable motif that represents the region and is free of third-party rights. The selection is made in consultation with us and is valid while stocks last.

Our tip:
Book the additional placement of a single-link photo on the cover including mention by name.
495 €

Our eco-balance

Hallo Tourist! is printed on FSC® paper. The non-profit organisation Forst Stewardship Council® is committed to ecological and socially responsible forest management worldwide. This label guarantees that paper products labelled with it come from responsibly managed forests. Hallo Tourist! thinks of 'OUR' forests.



PRICES | ONLY DIGITAL

www.hallo-tourist.de

The pure online presence
at www.hallo-tourist.de
Duration 12 months,
incl. linking & social media
Text up to approx. 2,000 characters,
logo and 10 photos
(without print)

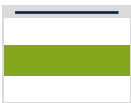


PRICE

445 €

Our tips - ideal for the start of the season, for events & special exhibitions and current topics. Choose your favourite month for your tip with us.

Mega tip of the month at
www.hallo-tourist.de,
directly on the homepage
In addition to the
Online standard entry



129 €
per month

Area Tip of the month
online at
www.hallo-tourist.de
In addition to the
Online standard entry



69 €
per month

Including
design,
internet platform,
linking,
social Media
(all Prices net)

ONLINE TIPS OF THE MONTH

www.hallo-tourist.de

The MEGA-TIP of the month can be found directly on the homepage



The GEBIETS TIP of the month is located directly behind one of the 15 regions on www.hallo-tourist.de



Tipps des Monats aus den Regionen



TIPP DES MONATS

Tipps aus der Region Lüneburger Heide, Bremen, Hamburg & die Elbe

Herrenhäuser Gärten

illumination - Der Garten leuchtet

Im Sommer wird der Große Garten an vielen Abenden illuminiert und lädt zu romantischen Abendspaziergängen ein. Die Gärten leuchten sich über den roten Garten, bis eine Stunde lang die Hecken, Skulpturen, Brunnen und Fontänen in effektivem Licht erstrahlen, dazu erklingt Barockmusik. Die Termine und Infos findet ihr auf der Homepage.

Wassermusik von Georg Friedrich Händel, vertont 2013 von der
Hannoverschen Hofkapelle und ausgezeichnet mit dem ECHO Klassik 2014.



www.hallo-tourist.de

Early bookers take note! Regardless of the print date, we put our customers' offers online as soon as we receive the material when they book Print & Digital (see pages 06 + 07).

With online presence alone for € 445 net (without 100,000 print run), your offer will be placed online for 1 year immediately after the material has been sent (see page 12). Current click figures on request.

Topicality guaranteed: Events are taken offline at the end of the event and can be replaced by new information from the customer. All content is checked annually to ensure it is up to date.

Online search of the excursion destination according to criteria

- Keywords
- Semantic Search, such as name, area, year, place
- Geographical search via map
- Culture & Nature
- Pleasure & time out
- Recreation & Wellness
- Amusement parks, zoo
- Indoor and outdoor activities
- Products of the region

Representations incl. links

All customers are also marked on the onlinemap

Social media posts on Instagram, Facebook and, if applicable, LinkedIn are included when booking the online presence.

www.instagram.com/hallo.tourist

www.facebook.com/HalloTourist

www.linkedin/company/hallo-tourist

The sole online presence can be booked for 1 year for € 445 net. (see p. 12/13)
Alternatively booking print/digital incl. 100,000 copies per region and digital presence (see p. 06 + 07)

SUCHE  MEIN KONTAKT

Halo! TOURIST!

Urlaubsparadies Thermo Erding

Thermo Erding

Seit der Eröffnung vor über 25 Jahren begeistert die Thermo Erding Groß und Klein mit einzigartigen Attraktionen und Urlaubsfeeling pur.

BILDGALERIE

BESCHREIBUNG

Ob Wellness und Entspannung oder Spaß und Action – die größte Thermo der Welt begeistert mit einer einzigartigen Vielfalt an Attraktionen. In der exotischen Thermo lässt sich die natürliche Wirkung des wohltuenden Thermalheilwassers besonders gut genießen.

Jede Menge Spaß & gute Laune garantiert Europas größte Rutschenwelt, das Galaxy Erding, mit 28 spektakulären Bahnen in 3 Schwierigkeitslevels inklusive neun Außenrutschen. Ein Bad wie im echten Meer erwartet die Besucher im türkisglitzernden Wellenbad. Einmalige Urlaubsstunden erwarten Erholungssuchende ab 16 Jahren in den Wellnesswelten der VitalOase (textil) und der angrenzenden VitalThermo & Saunen (textilfrei).

Weitere Infos zum Thermenbesuch unter: <https://www.thermo-erding.de/>

Besondere Merkmale:

- ♥ Herzsicher - Defibrillator und geschultes Personal vorhanden
- 🚐 Wohnmobil-Parkplatz vorhanden

KONTAKT

OBJEKTSCHRIFT

Thermo Erding
Thermenallee 1-5
85435 Erding
DEUTSCHLAND
Tel. +49 8122 5500

LINKS

- [Homepage](#)
- [Facebook](#)
- [Instagram](#)
- [TikTok](#)
- [E-Mail senden](#)

LAGE

- Example -

SOCIAL MEDIA - TRADE FAIRS

www.hallo-tourist.de | www.instagram.com/hallo.tourist

We are on Instagram, Facebook and LinkedIn - benefit from our growing number of followers.

As a customer, you are welcome to add us to your press mailing list at online@hallo-tourist.de. We regularly report on special exhibitions, events and current topics.

We are happy to give away tickets and vouchers to our customers on social media. This service is included in the advertising price and ensures considerable additional awareness.

 [instagram.com/hallo.tourist](https://www.instagram.com/hallo.tourist)

 facebook.com/HalloTourist

 linkedin/company/hallo-tourist

Current follower numbers online!

Presence at the following trade fairs by us or our advertising partners:

CMT Stuttgart | f.re.e München | ITB Berlin | Reisen Hamburg | Reisen + Camping Essen Reisen & Caravan Erfurt | Reisemesse Dresden | Touristikmesse Utrecht, Holland | Touristik & Caravan Leipzig



Prize draw on Instagram and Facebook for more followers and likes

DISTRIBUTION PRINT

Distribution of 100 000 copies per region
as required:



- Tourist information offices
- Leisure, animal and theme parks
- Castles and fortresses
- Museums, exhibitions, caves
- Gardens, parks & theatres
- Passenger boat companies
- Spas, thermal baths, holiday parks
- Hotels, resorts & campsites
- Nature sports areas

Individual dispatch on request, also to readers.

Important information on supra-regional distribution in the respective region:

- The distribution quantities are recorded in a distribution list. Every advertising partner or interested party can check the distribution.
- Approx. 330 distribution points are approached per area. Advertising partners are given priority.
- The demand for each distribution point is determined by us together with the local tourist office. We determine the demand for each distribution point together with the local tourist office, adjust it annually and document it in order to be able to correct any over- or under-quantities immediately.
- We distribute through our own staff and ensure good area-wide distribution throughout the entire region.
- As a customer, you can order larger quantities free of charge for your trade fairs or your local customers. You can influence the distribution by informing us of important locations!
- We cooperate with Spar mit! Reisen - Germany's largest car tour operator: All Spar mit! Reisen customers will find in their travel documents the Hallo Tourist! issue/s for their booked region.



YOUR CONTACT PARTNERS

We would be happy to present our concept to you personally and without obligation! We look forward to the dialogue with you.



Marlene Horst
Management | CEO
mh@hallo-tourist.de
Member DFJV - German
Fachjournalisten-Verband
Association of Professional
Journalists
Member of Board Skål
International Weser-Leine -
Business Club for Tourism



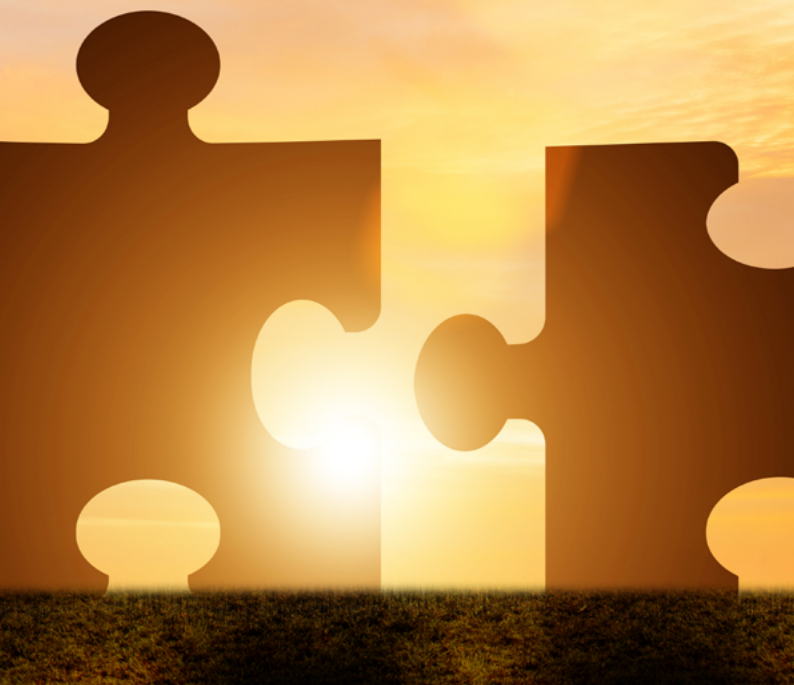
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Iris Echterhoff
Head of Graphics | Sales
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Leonie Caesar
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www.instagram.com/hallo.tourist
www.linkedin/company/hallo-tourist

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