

# Ad Special FREUDE pur Reisemagazine



Target group: bike & active holidaymakers

## FACTS

- 165,466 copies
- 610.000 readers
- Distribution: German speaking countries
- 14x per year
- active and interested readers with affinity for travel



## GOOD REASONS

- supplement produced by the publisher
- appears 16 times a year on a wide variety of topics
- higher educated and high-income readers

The **Kaufdown magazines FREUDE pur** are published 16 times a year and are enclosed with the Bavarian edition of the Süddeutsche Zeitung. As a hotel, you can finance the advertisement via a Kaufdown auction. We create an advertorial for destinations to send the advertising message emotionally to readers. **FREUDE pur** offers you content topics that match your product or service.

Format	€-rate 4c	B	H
1/1 page advertorial	6.500,-	262 mm	365 mm
1/2 page advertorial	3.500,-	262 mm	181 mm
online prolongation with 100.000 AIs	2.990,-		
online prolongation with 200.000 AIs	4.990,-		
online prolongation with 300.000 AIs	6.990,-		

Edition	Date of publication
Holiday destinations 2024	11.01.2024
Winter holidays I	25.01.2024
Wellness & Spa I	22.02.2024
Pleasure trip I	07.03.2024
South Tyrol	14.03.2024
Bayerwald Region	11.04.2024
Bike & Hike / golf holidays	02.05.2024
Holidays in Carinthia I	08.05.2024

Edition	Date of publication
Summer holidays	13.06.2024
Holidays in Bavaria	04.07.2024
Hiking & Golfing	05.09.2024
Wellness & Spa II	19.09.2024
Pleasure trip II	17.10.2024
Winter holidays II	14.11.2024
Holidays in Carinthia II	21.11.2024
Familotel	12.12.2024

[www.IGL.at](http://www.IGL.at)

Unser Herz schlägt für den Tourismus.