



# *The* Voyager

## Media data 2025

THE DIGITAL ADVENTURE TRAVEL MAGAZINE



# This is The Voyager

THE DIGITAL PREMIUM TRAVEL MAGAZINE

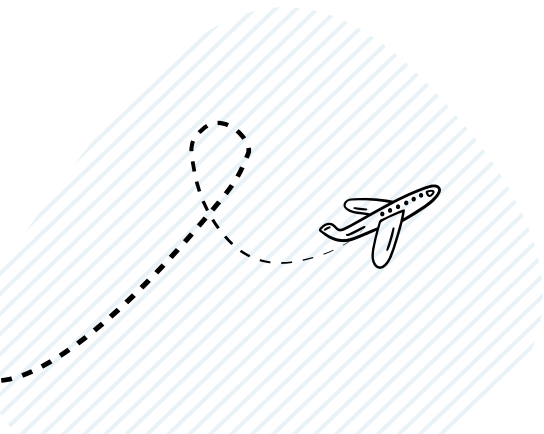
We want to inspire readers to look at the world with new eyes, to see familiar destinations in a different light and to explore the unknown with curiosity. Sustainable and respectful, but always eventful and intense. Before, during and after the journey. For time-outs of a few days or long journeys of several weeks. With exclusive information, pictures and videos that are authentic and inspiring.

Readers perceive the magazine as a holistic and valuable product - high dwell time and reading rates.

Perfect for the travel industry: advertising messages are prominently in the foreground - no flanking banners, no interference from ad blockers or overloaded advertising messages.

The **Voyager**

Go straight to  
the **latest issue**  
with one click



# 5 strong reasons for *The Voyager*

THE HIGH-QUALITY DIGITAL TRAVEL MAGAZINE

## 250,000 RECIPIENTS\*

Active readership without bot traffic.

Delivery with GDPR consent.

Directly to your mailbox or smartphone.

\*Including partner newsletters

Readers perceive  
the magazine as a **HOLISTIC PRODUCT** –  
**HIGH DWELL TIME** (>12 minutes) and  
**READING RATE** (87%).

## MOBILE FIRST:

Perfect for reading on your own  
smartphone or tablet - and therefore available  
at home, in the office or on the move.



***The Voyager*** is always **UP-TO-DATE:**

Every 14 days, always new in your  
mailbox on Thursdays and special  
editions can be produced at short  
notice if required.

The advertising messages are  
prominent in their own right.  
No flanking banners. The technology is  
**IMMUNE TO AD BLOCKERS**, which  
are used by 24% of Internet users.

# Travel topics in focus

1ST SEMESTER

	January	February	March	April	May	June	
In focus	<ul style="list-style-type: none"><li>▶ Diving &amp; snorkeling: The best destinations</li><li>▶ Travel tips to escape the winter</li></ul>	<ul style="list-style-type: none"><li>▶ Travel for life</li><li>▶ Through Europe by camper</li></ul>	<ul style="list-style-type: none"><li>▶ Discover Central America</li><li>▶ Spectacular train journeys</li></ul>	<ul style="list-style-type: none"><li>▶ Flight, train, rental car: 33 tips</li><li>▶ Short vacation on the North Sea and Baltic Sea</li></ul>	<ul style="list-style-type: none"><li>▶ Culinary world tour</li><li>▶ Fascination Port cities</li></ul>	<ul style="list-style-type: none"><li>▶ Summer island dreams: insider tips in the Mediterranean</li><li>▶ Family vacation</li></ul>	
Events	<ul style="list-style-type: none"><li>▶ Reisemarkt Rhein-Neckar-Pfalz Mannheim 04.01.–06.01.2025</li><li>▶ TOURISMA &amp; Caravaning Magdeburg 04.01.–06.01.2025</li><li>▶ Reisen &amp; Caravaning Chemnitz 10.01.–12.01.2025</li><li>▶ Touristik Bad Salzuflen 10.01.–12.01.2025</li><li>▶ CARAVAN FREIZEIT REISEN (CFR) Oldenburg 17.01.–19.01.2025</li><li>▶ CMT Stuttgart 18.01.–26.01.2025</li></ul>	<ul style="list-style-type: none"><li>▶ Fahrrad- &amp; WanderReisen Stuttgart 18.01.–20.01.2025</li><li>▶ boot Duesseldorf 18.01.–26.01.2025</li><li>▶ Golf- &amp; Wellnessreisen Stuttgart 23.01.–26.01.2025</li><li>▶ Kreuzfahrt- und SchiffsReisen Stuttgart 23.01.–26.01.2025</li><li>▶ Reisemesse Dresden 31.01.–02.02.2025</li></ul>	<ul style="list-style-type: none"><li>▶ Reisen &amp; Caravaning Hamburg 06.02.–09.02.2025</li><li>▶ REISEN &amp; FREIZEIT MESSE SAAR Saarbruecken 08.02.–09.02.2025</li><li>▶ ABF Messe für aktive Freizeit Hanover 12.02.–16.02.2025</li><li>▶ F.re.e Munich 19.02.–23.02.2025</li><li>▶ REISE + CAMPING und Fahrrad Essen 19.02.–23.02.2025</li></ul>	<ul style="list-style-type: none"><li>▶ ITB Berlin 04.03.–06.03.2025</li><li>▶ Freizeit Touristik &amp; Garten Nuremberg 12.03.–16.03.2025</li></ul>	<ul style="list-style-type: none"><li>▶ RDA Group Travel Expo Cologne 29.04.–30.04.2025</li></ul>		

Topics are subject to change.

# Travel topics in focus

## 2ND SEMESTER

	July	August	September	October	November	December
In focus	<ul style="list-style-type: none"> <li>▶ The best affordable hotels in the world</li> <li>▶ Pure Caribbean</li> </ul>	<ul style="list-style-type: none"> <li>▶ Dream roads around the world</li> <li>▶ The most beautiful beaches for every type of traveler</li> </ul>	<ul style="list-style-type: none"> <li>▶ The editors' favorite travel destinations</li> <li>▶ Indian Summer: Autumn in North America</li> </ul>	<ul style="list-style-type: none"> <li>▶ Discover South America</li> <li>▶ Silent oases</li> </ul>	<ul style="list-style-type: none"> <li>▶ Christmas markets and winter magic</li> <li>▶ Long-distance destinations for the cold season</li> </ul>	<ul style="list-style-type: none"> <li>▶ The most beautiful forests in the world</li> <li>▶ New Year's Eve trips</li> </ul>
Events		<ul style="list-style-type: none"> <li>▶ expo extreme Offenburg 22.08.–24.08.2025</li> </ul>	<ul style="list-style-type: none"> <li>▶ Seatrade Europe Hamburg 10.09.–12.09.2025</li> </ul>	<ul style="list-style-type: none"> <li>▶ caravan live Freiburg im Breisgau October 2025</li> <li>▶ Reisen &amp; Caravan Erfurt October 2025</li> </ul>	<ul style="list-style-type: none"> <li>▶ ReiseLust Bremen November 2025</li> <li>▶ Touristik &amp; Caravaning Leipzig November 2025</li> </ul>	

Topics are subject to change.

# Advertisements

## MESSAGES TO THE POINT

The classic ad format offers a great attention to your destination, your product. It gets to the heart of your advertising message without distraction.

The format is similar to the classic 1/1 page from the print magazines, but shines in addition with the option of including links and/or videos.

🌅 Format: 1.440 x 2.160 px,  
min. 72 dpi, plus Link

2.950 €



The **Voyager**



With one  
click directly to the  
**ad example**  
from **Berge & Meer**





# Advertorials

The **Voyager**

FOCUS ON DESTINATIONS, TRIPS OR PRODUCTS

Advertorials fit perfectly into the layout of **The Voyager** and thus receive the necessary attention. Destinations, trips or products can be presented here in detail and enriched with images. All we need is basic material such as press releases and images to create the advertorial.

With one  
click directly to the  
**advertorial**  
Example from  
GranCanaria



 Format: Image & text (optional with video)

**3.950 €**



# The Voyager Booklet

FOR A LAUNCH, PROMOTION OR ANNIVERSARY

The **Voyager**

**The Voyager**-issue – like a magazine within a magazine.  
Harmonised with the customer's CI.

The booklet contains a combination of different editorial formats, such as advertorial, product news, interviews and much more.

A video integration and direct linking is of course also possible.

 Format: Image & text

FROM  
**6.950 €**





# Interview

## OUR SMART INTERVIEW FORMAT

In each issue, we interview personalities from the industry on insights, trend topics, current developments or innovative topics.

The personal touch: short questions, honest answers. Your statement. Your portrait picture.

 Format: Interview

2.350 €



The **Voyager**

With one click directly to the **interview example from Bucuti & Tara Beach Resort**



# Category-Sponsoring

RECURRING PRESENCE "PRESENTED BY"

This includes regularly integrated editorial formats such as "Träumen/Dreaming of" or "Video of the week" - not in the products and test section!

The partner is presented with a logo and, if applicable product placement. The design and editorial implementation is carried out by our editorial team.

 Format: Image & text

1.450 €



The **Voyager**






# Deutschland-Tipp

EVENTS, FESTIVALS, SHOWS & EXCURSION TIPS

We present four regional recommendations in each issue. These are usually curated by us editorially, but we can also integrate tips from partners for advertising purposes.

This integration is most favourable way to be present in *The Voyager* and is ideal for festivals, exhibitions, openings or other special offers.

 Format: Image & text

790 €



The **Voyager**



# The Voyager prize draws/raffles

The **Voyager**

EFFECTIVE AND ATTENTION-GRABBING TARGETING

Take advantage of the unique opportunity to showcase your brand with a competition integration on The Voyager! With this package you can reach your target audience on multiple channels and increase awareness of your product or service.

The competition package includes two high quality placements in The Voyager. The first call will appear in one issue of the magazine, followed by a reminder in the following issue to ensure maximum reach. Your competition will also have its own landing page with full details and an entry form.

And that's not all: your campaign will be supported by accompanying social media formats such as stories and feed posts, with an additional ad push as a highlight for even greater reach and visibility. The total value of the prizes is at least €500 – an attractive chance to win that will excite potential participants!

Book this all-inclusive package now to reach your target audience and get noticed!

With one click directly to the **example from CANUSA**

2.500 €

Format: prize draws



# Examples of bundle bookings

The Voyager

BENEFIT FROM ATTRACTIVE BUNDLE PRICES

## BUNDLE 01



Advertorial and advertisement

**4.900 €**

## BUNDLE 02



Advertorial, ad & booklet 4 pages

**9.900 €**



**Come with us  
on our journey!**



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