



EBIKE
HOLIDAY

Media Data **2017**

www.ebike-holiday.com



Website ebike holiday



Titel ebike holiday Holiday Catalogue 2017



Gain a larger audience through the ebike holiday network!

Would you like to reach a more attractive target group with special interests in travel & e-bike?

ebike holiday is the first independent portal for e-bike vacations and the ideal partner for your advertising strategies! Your readers can find numerous opportunities and offers in our catalogue and web portal regarding an e-bike vacation. Make your offer more visible and win new potential customers! Take advantage of our immense ebike holiday network, which includes our vacation catalogue, which reaches an approximate of 50,000 customers, as well as our online portal. We have laid out multiple advertising possibilities for you on the following pages.

Would you like to advertise within our ebike holiday media? Our ebike holiday team is always at your disposal, feel free to call, or write us your questions: Phone +49 (0)8651 76666-45, info@ebike-holiday.com

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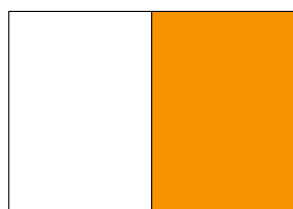
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HOLIDAY CATALOGUE — PRICES & LAYOUTS

IMAGE ADS & ADVERTORIALS

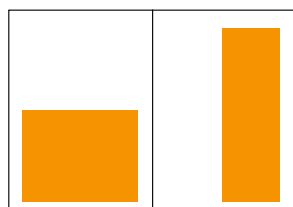
You can present your products using your own design to the readers of the ebike holiday catalogue. You don't have an ad design? Simply send us your editorial content (text and images): Advertorials give you the chance to publish your content yourself in your own design in the ebike holiday catalogue.

1/1 PAGE



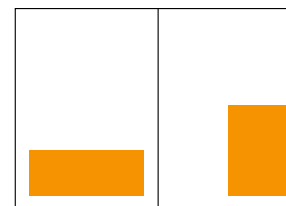
Content section (print) ¹⁾	W 210 x H 297
Price, CMYK (Image)	EUR 4.600,-
Price, CMYK (Advertorial)	EUR 1.500,-
Price on cover page, CMYK	Upon request

1/2 PAGE



Print space (horizontal)	W 185 x H 130
Print space (vertical)	W 90 x H 265
Price, CMYK (Image)	EUR 2.700,-
Price, CMYK (Advertorial)	EUR 800,-

1/4 PAGE



Print space (horizontal)	W 185 x H 62,5
Print space (vertical)	W 90 x H 130
Price, CMYK (Image)	EUR 1.500,-

CONTRACT ASSIGNMENT DUE DATE

17.02.2017

PERSON OF CONTACT FOR ADVERSITING

makrohaus AG · Eva Riegel · Phone +49 (0)8651 76666-37
Fax +49 (0)8651 76666-40 · E-Mail: info@ebike-holiday.com

¹⁾ Page-bleed on all open sides: 3 mm

HOLIDAY CATALOGUE – PRICES & LAYOUTS

Musterregion in den Alpen

Ein wahres E-MTB-Paradies

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Musterregion Tourismus GmbH
Musterstraße 123 · D-54321 Muster
Tel. +49 (0)5432 123456
Fax +49 (0)5432 123456-7
info@musterregion.de
www.musterregion.de



Deutschland - Münsterregion

45

Musterregion in den Alpen

Ein wahres E-MTB-Paradies



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Meistrum Thomas Cebili
Mestratze 221 51242 Mestratze
Tel. +43 676 740 11 22
Fax +43 6742 124567
info@meistrumthomas.com
www.meistrumthomas.com

 Meistrum Thomas Cebili

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MIET- & LADESTATIONEN IN DER REGION	
Hoflert MaschinenAchenese, A-6236 Alpbach	S. 185
Raderhofer Mas. MaschinenAchenese, A-6241 Raasdorf	S. 186
Intersept Porenzthalen, A-6230 Muri	S. 184
Hoflert MaschinenAchenese, A-6236 Alpbach	S. 185
Raderhofer Mas. MaschinenAchenese, A-6241 Raasdorf	S. 186
Intersept Porenzthalen, A-6230 Muri	S. 184
Hoflert MaschinenAchenese, A-6236 Alpbach	S. 185
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Intersept Porenzthalen, A-6230 Muri	S. 184
Hoflert MaschinenAchenese, A-6236 Alpbach	S. 185
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Intersept Porenzthalen, A-6230 Muri	S. 184
Hoflert MaschinenAchenese, A-6236 Alpbach	S. 185
Raderhofer Mas. MaschinenAchenese, A-6241 Raasdorf	S. 186
Intersept Porenzthalen, A-6230 Muri	S. 184
Hoflert MaschinenAchenese, A-6236 Alpbach	S. 185

Deutschland · Musterregion

45

REGIONAL AD

Are you an e-bike region? We provide a separate section in our ebike holiday catalogue which is sorted by country in alphabetical order. To be able to advertise your ebike region, you must provide a rental and charging station for e-bikes as well as offer specials, which we can then publish in our catalogue. All e-bike regions receive a double page in the ebike holiday catalog. Texts and images are supplied by the regions; the design is carried out in close consultation with makrohaus AG. An index of all rental and charging stations in the region are included on the regions page.

2/1 PAGE

Price

Text length

Images

EUR 2.000,-

max. 3.100 characters (without Head- & Subline)

approx 2-3 images (min. each 2 MB)

PERSON OF CONTACT FOR ADVERSITING

makrohaus AG · Eva Riegel · Phone +49 (0)8651 76666-37

Fax +49 (0)8651 76666-40 · E-Mail: info@ebike-holiday.com

CONTRACT ASSIGNMENT DUE DATE

17.02.2017



HOLIDAY CATALOGUE — PRICES & LAYOUTS

RENTAL & CHARGING STATION ADS

Are you a rental or charging station? Take advantage of our image ads and present your business using one of the formats below.

1/1 PAGE

Pedalwerk-Fahrradkultur *****

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InterContinental Berchtesgaden Resort
 Hintertsee 1
 D-83471 Berchtesgaden
 Tel. +49 (0)8652 9755-0
 Fax +49 (0)8652 9755-99
 Mobil +49 (0)171 3756987
 berchtesgaden@hotelgroup.com
 www.berchtesgaden.intercontinental.com

movelo
e-bike

Modell	Stk.	Saison - 5 Öffnungszahlen
Comfort	10	June - September, Mo. - Fr. 08.00 - 19.00 Uhr, Sa. 08.00 - 12.00 Uhr, Sonntag/Freizeit geschlossen, jeden zweiten Dienstag ab 12.00 Uhr geschlossen
Sport	---	

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ab 199,00 EUR

Format W 185 x H 265

Text length approx 1.950 characters

Text length (offer) approx 530 characters

Images appx. 3-4 images + Logo (min. 2 MB)

Price, CMYK EUR 1.000,-

1/2 PAGE

Hotel Mustermann *****

Hotel Mustermann
 Musterstraße 123 D-87654 Musterstadt
 Tel. +49 (0)8754 123456 Fax +49 (0)8754 123456-7
 Mobil +49 (0)171 1232121
 info@hotel-mustermann.com
 www.hotel-mustermann.com

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Comfort	10	June - September, Mo. - Fr. 08.00 - 19.00 Uhr, Sa. 08.00 - 12.00 Uhr, Sonntag/Freizeit geschlossen, jeden zweiten Dienstag ab 12.00 Uhr geschlossen
Sport	---	

Format W 185 x H 130

Text length approx 1.250 characters

Images 2 images (min. each 2 MB)

Price, CMYK EUR 500,-

1/4 PAGE

Hotel Mustermann *****

Hotel Mustermann
 Musterstraße 123 D-87654 Musterstadt
 Tel. +49 (0)8754 123456 Fax +49 (0)8754 123456-7
 Mobil +49 (0)171 1232121
 info@hotel-mustermann.com
 www.hotel-mustermann.com

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Sport	---	

Format W 185 x H 62,5

Text length approx 220 characters

Images 2 images (min. each 2 MB)

Price, CMYK EUR 300,-

HOLIDAY CATALOGUE — PRICES & LAYOUTS

RENTAL & CHARGING STATION ADS

1/8 PAGE



Format

W 90 x H 62,5

Price, CMYK

EUR 150,-

1/16 PAGE



Format

W 90 x H 28,75

Price, CMYK (rental station)

EUR 100,-

Price, CMYK (charging station)

EUR 75,-

CONTRACT ASSIGNMENT DUE DATE

17.02.2017

PERSON OF CONTACT FOR ADVERSITING

makrohaus AG · Eva Riegel · Phone +49 (0)8651 76666-37

Fax +49 (0)8651 76666-40 · E-Mail: info@ebike-holiday.com

HOLIDAY CATALOGUE — PRICES & LAYOUTS

TRAVEL OFFERS ADS

We show various attractive and appealing travel offers in our „E-Bike travel offers“ section. Prerequisite:
The offer must have a clear reference (e-bike included) for e-bike use!

1/1 PAGE



5 Tage mit dem E-Bike durch das Berchtesgadener Land
Radelvergnügen im Süden Oberbayerns

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Leistungen

- 3 Übernachtungen im Wohlfühlzimmer
- Begrüßungsdrink
- relexa Vitalfrühstück vom Buffet
- Genießerpension am Abend
- 2 Lunchpakete für Ihre Frankenswaldtour
- 2 „Geschafft“-Radler an der relexa Bar
- Täglich eine Flasche Mineralwasser auf dem Zimmer
- Nutzung des Elektorades an zwei Tagen inkl. Fahrradhelm
- Tourenkarte/ Navigationsgerät
- Inklusive „relexa Wohlfühl-Paket“: Bademantel und Saunacut für Ihren Aufenthalt auf dem Zimmer
- Ruhezonen mit Wasserbetten

relexa hotel Mustermann
Mustermannstraße 26-28 · D-83471 Berchtesgaden
Tel. +49 (0)8652 12345
Fax +49 (0)8652 12345-6
info@relexa-hotel-mustermann.de
www.relexa-hotel-mustermann.de

Format W 185 x H 265

Text length approx 1400 characters

Images appx. 3-4 images + Logo (min. 2 MB)

Duration of services approx 10 - 15 pieces

Price, CMYK

EUR 1.000,-

1/2 PAGE



5 Tage mit dem E-Bike durch das Berchtesgadener Land
Radelvergnügen im Süden Oberbayerns

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Leistungen

- 3 Übernachtungen im Wohlfühlzimmer
- Begrüßungsdrink
- relexa Vitalfrühstück vom Buffet
- 2 „Geschafft“-Radler an der relexa Bar

relexa hotel Mustermann
Mustermannstraße 26-28 · D-83471 Berchtesgaden
Tel. +49 (0)8652 12345 · Fax +49 (0)8652 12345-6
info@relexa-hotel-mustermann.de · www.relexa-hotel-mustermann.de

Format W 185 x H 130

Text length approx 650 characters

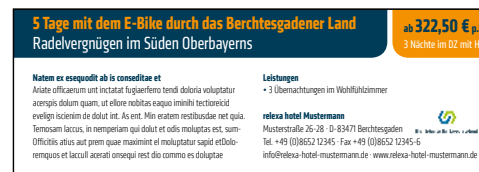
Images 2 images + Logo (min. each 2 MB)

Duration of services approx 4 pieces

Price, CMYK

EUR 500,-

1/4 PAGE



5 Tage mit dem E-Bike durch das Berchtesgadener Land
Radelvergnügen im Süden Oberbayerns

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Leistungen

- 3 Übernachtungen im Wohlfühlzimmer
- Begrüßungsdrink
- relexa Vitalfrühstück vom Buffet
- 2 „Geschafft“-Radler an der relexa Bar

relexa hotel Mustermann
Mustermannstraße 26-28 · D-83471 Berchtesgaden
Tel. +49 (0)8652 12345 · Fax +49 (0)8652 12345-6
info@relexa-hotel-mustermann.de · www.relexa-hotel-mustermann.de

Format W 185 x H 62,5

Text length approx 450 characters

Duration of services approx 1-2 pieces

Price, CMYK

EUR 300,-

CONTRACT ASSIGNMENT DUE DATE

17.02.2017

PERSON OF CONTACT FOR ADVERSITING

makrohaus AG · Eva Riegel · Phone +49 (0)8651 76666-37

Fax +49 (0)8651 76666-40 · E-Mail: info@ebike-holiday.com

ADDITIONAL INFORMATION

PUBLISHER

makrohaus AG · Getreidegasse 9 · 83435 Bad Reichenhall
Phone: +49 (0)8651 76666-0 · Fax: +49 (0)8651 76666-40
E-Mail: info@makrohaus.de · www.makrohaus.de

CONCEPT AND DESIGN

makrohaus AG · Getreidegasse 9 · 83435 Bad Reichenhall
Phone: +49 (0)8651 76666-0 · Fax: +49 (0)8651 76666-40
E-Mail: info@makrohaus.de · www.makrohaus.de

LEAD OF ADVERTISING

makrohaus AG · Eva Riegel · Phone +49 (0)8651 76666-37
Fax +49 (0)8651 76666-40 · E-Mail: info@ebike-holiday.com

PRICING AND PAYMENT TERMS

All prices are in Euro plus the legal VAT.

PUBLISHING

Duration of 1 year (published spring 2017)

DISTRIBUTION IN GERMAN

- e-bike regions and rental and charging stations
- e-bike trade
- tourism & e-bike events and conventions
- marketing and media cooperations

PRINT

35,000 prints (reaching 50,000 readers)

PRINT MATERIALS DUE DATE

27.02.2017

CATALOGUE SIZE

210 mm width x 297 mm height

TEXT AREA

185 mm width x 265 mm height

BLEED

3 mm all sides

PRINTING SERVICES

Rollenoffset aus Euroskala

PRINTING MATERIALS

Exclusively digital files - CD or FTP transfer upon request

FILE FORMAT

CMYK-TIFF, -EPS or -PDF with acceptable resolution.
(300 dpi) Layered and according to the right dimensions, no RGB, DCS, DCS2 or JPEG images, no indexed colors, no special colors. No open files. Please be advised, all images, graphics and fonts need to be attached. Do not attach grid points or screen ruling.



ONLINE PORTAL – PRICING

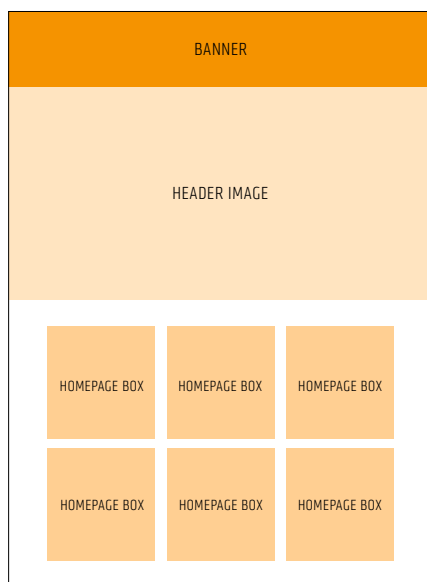
Add your ad to the very first e-bike vacation online portal!

Users can get information on all topics related to e-biking, and leisure.

If you are looking for an e-bike rental station or would like to enjoy a few days of pleasure with the e-bike, your online readers will find something! With information ranging from long-distance trips to short-distance trips, our user-friendly portal will be the main source for their e-bike research!

IMAGE-BANNER (DURATION: 1 CALENDAR MONTH)

PRICES



Banner

EUR 800,-

Header image

EUR 600,-

Homepage box

EUR 450,-

RENTAL AND CHARGING STATION (DURATION: 1 YEAR*)

PRICES

Stations entry (Info & images, reservation tool, booking link)	EUR 200,-
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REGION (DURATION: 1 YEAR)

PRICES

Region entry (individually)	EUR 500,-
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TRAVEL OFFERS (DURATION: MAX. 1 YEAR)

PRICES

Ad entry (info & images, booking link)	EUR 400,-
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CONTEST (DURATION: ONE-TIME)

PRICES

Contest entry, including newsletter, web, and facebook ads	EUR 800,-
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NEWSLETTER (DURATION: ONE-TIME)

PRICES

1 article	EUR 80,-
Complete brand design	EUR 300,-

*The advertisements on www.ebike-holiday.com will be online until the 31st of January of the contract year.

**20 % Cross-media discount***

*you receive a 20% discount for an order of print and online advertisements

ADVERTISEMENT HOLIDAY CATALOGUE & ONLINE PORTAL 2017**RECEIVER**

makrohaus AG · Eva Riegel · Phone +49 (0)8651 76666-37
Fax +49 (0)8651 76666-40 · E-Mail: info@ebike-holiday.com

ADVERTISEMENT / ORDER COMPANY

Company _____

Communications partner _____

Street, Nr. _____

ZIP / City _____

Phone _____

Fax _____

E-Mail _____

ADVERTISEMENT

**Please send the completed advertisement
form signed by the 17. February 2017:**

makrohaus AG · Eva Riegel · Phone +49 (0)8651 76666-37
Fax +49 (0)8651 76666-40 · E-Mail: info@ebike-holiday.com

HOLIDAY CATALOGUE 2017**Please note the following information on the order processing:**

1. The advertisement must be available at makrohaus AG no later than 27.02.2017. The customer is responsible for the timely delivery of all suitable printing documents.
2. The client shall receive a proof of the advertisement prior to printing. If the customer does not receive a confirmation within the specified period, the advertisement is will be released.
3. Invoicing will be made after publication of the catalog.

Please mark the binding advertising space you would like to order:**IMAGE AD**

- ☐ 1/1 page EUR 4.600,-
- ☐ 1/2 page horiz. EUR 2.700,-
- ☐ 1/2 page vertical EUR 2.700,-
- ☐ 1/4 page horiz. EUR 1.500,-
- ☐ 1/4 page vertical EUR 1.500,-

ADVERTORIAL

- ☐ 1/1 page EUR 1.500,-
- ☐ 1/2 page horiz. EUR 800,-
- ☐ 1/2 page vertical EUR 800,-

REGIONAL AD

- ☐ 2/1 page EUR 2.000,-

RENTAL &**CHARGING STATION ADS**

- ☐ 1/1 page EUR 1.000,-
- ☐ 1/2 page EUR 500,-
- ☐ 1/4 page EUR 300,-
- ☐ 1/8 page EUR 150,-
- ☐ 1/16 page EUR 100,-

or EUR 75,-

TRAVEL OFFERS AD

- ☐ 1/1 page EUR 1.000,-
- ☐ 1/2 page EUR 500,-
- ☐ 1/4 page EUR 300,-

ONLINE PORTAL 2017**Please mark the binding advertising space you would like to order:****IMAGE-BANNER**

- ☐ Banner EUR 800,-
- ☐ Header image EUR 600,-
- ☐ Homepage box EUR 450,-

RENTAL & CHARGING STATION

- ☐ Stations entry EUR 200,-

REGION

- ☐ Region entry EUR 500,-

TRAVEL OFFERS

- ☐ Ad entry EUR 400,-

CONTEST

- ☐ Contest entry, including newsletter, web, and facebook ads EUR 800,-

NEWSLETTER

- ☐ 1 article EUR 80,-
- ☐ Complete brand design EUR 300,-

Date, city

Signature / Stamp

Order Confirmation: With my signature, I confirm the correctness of all information given on this advertising contract. I am aware that I am responsible for the content of the advertisement (picture and text) in case of possible consequences that may result from the competition law. The publisher is not obliged to check the contents of my entry. In the case of manifest infringements of competition law, I agree to a change. I undertake to indemnify makrohaus AG as an intermediary in the internal relationship of all third-party claims resulting from third-party claims against makrohaus AG arising from incorrect and / or incomplete information.