



# Mediadata 2011 / 2012

[neckermann-reisen.de](http://neckermann-reisen.de)

[thomascook.de](http://thomascook.de)

[urlaub.de](http://urlaub.de)

[urlaubswelt.neckermann.de](http://urlaubswelt.neckermann.de)

Effective: 01.08.2011

Valid from 01.10.2011 to 30.09.2012



**Index:**

Company Profile..... **p. 3**

Thomas Cook Network ..... **p. 4**

Thomas Cook Advertising Opportunities..... **p. 5**

www.neckermann-reisen.de ..... **p. 6 – 8**

www.thomascook.de ..... **p. 9 – 11**

www.urlaub.de ..... **p. 12 – 14**

www.urlaubswelt.neckermann.de ..... **p. 15 – 17**

Technical Specifications..... **p. 18**

Contact..... **p. 19**



### **Company Profile**

The Thomas Cook AG, located in Oberursel near Frankfurt, is a 100 percent subsidiary of Thomas Cook Group plc. The Thomas Cook AG combines all tourist activities of the group in Germany, Austria and Switzerland and covers the entire range of tourist services to various target groups.

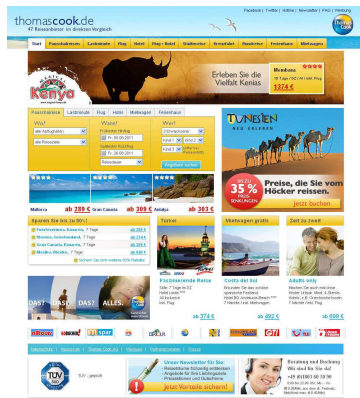
The Thomas Cook Group arised from the merger of Thomas Cook AG and MyTravel on June 19th, 2007. and has been listed on the London stock exchange.

The name Thomas Cook goes back to the eponymous "Inventor of package holiday", who already offered the first commercial group travel in England 170 years ago. Nowadays the Thomas Cook Group operates worldwide with approximately 31,000 employees about 22.1 million customers in 21 markets.

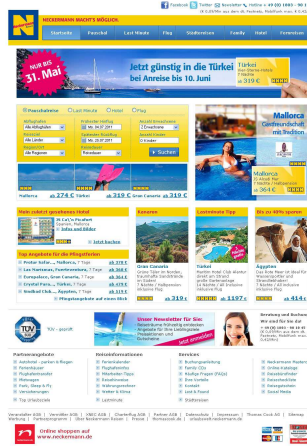
The business segment eCommerce Germany is responsible for the travel portals of Thomas Cook AG. In addition to the tour operator websites [neckermann-reisen.de](http://neckermann-reisen.de)/.at/.ch are also the online travel agencies [thomascook.de](http://thomascook.de), [urlaubswelt.neckermann.de](http://urlaubswelt.neckermann.de) and [urlaub.de](http://urlaub.de) are operated with great success. As part of online marketing we offer our partners versatile and attractive marketing models and placement opportunities.



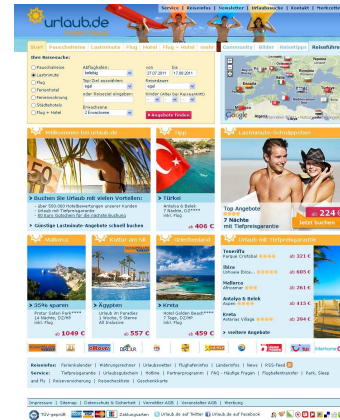
## Thomas Cook Network (TC Network Germany, Austria, Switzerland)



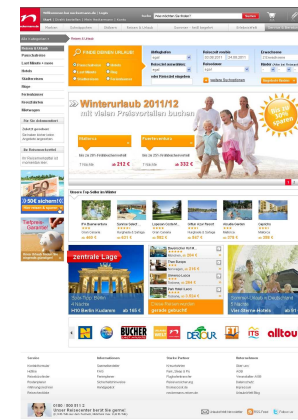
thomascook.de



neckermann-reisen.de  
neckermann-reisen.at  
neckermann-reisen.ch



urlaub.de



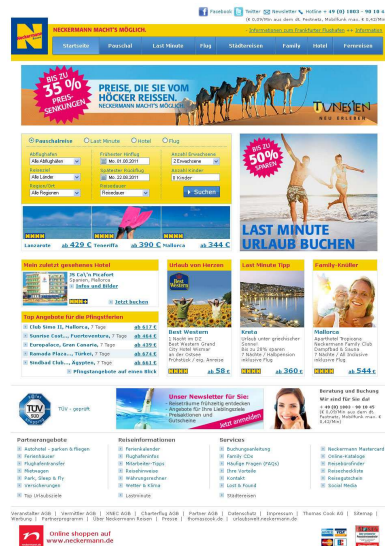
urlaubswelt.neckermann.de

- Pan-European placements (UK, France, Netherlands, Belgium) in the Thomas Cook Network Europe on request -



## Thomas Cook Advertising Opportunities





## www.neckermann-reisen.de

“Neckermann macht's möglich!”

Being one of the largest and best known tour operators in Germany, Neckermann Reisen has fulfilled the dreams of more than 80 million holiday makers over the last 40 years. It has become a hallmark for good quality at good prices. Neckermann Reisen is focused on services to family holiday.

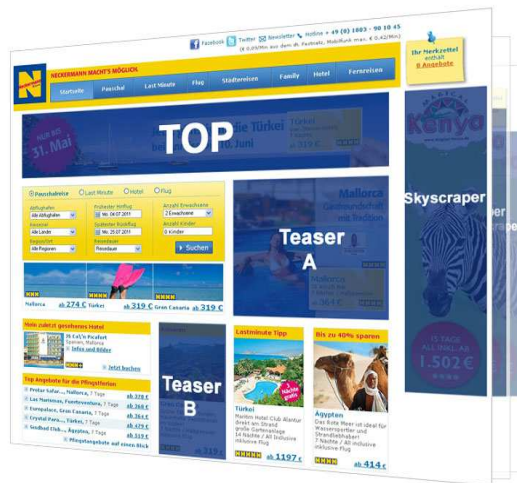
### Target Group:

Family and package tourists. User of neckermann-reisen.de prefer package holidays. In almost 50% of our users the household size is 3 or more people. The proportion of family services is consequently high.

### Monthly Audience:

- 11.1 m. PageImpressions / month
- 1.06 m. Visits / month
- 470,000 Unique User
- 128,000 Newsletter subscribers





[www.neckermann-reisen.de](http://www.neckermann-reisen.de)

#### Advertising Opportunities:

- Teaser on Homepage and Category Site
- Teaser in Newsletter | Standalone Newsletter
- Display Ads
- Advertorial
- TOP Hotel Listing

#### Linking:

- Teaser: Onsite on individual landingpage
- Display Ads: External + onsite linking possible

#### Configuration:

- Teaser, Advertorials, TOP Hotel Listing: weekly basis
- Display Ads: depending on AdImpressions volume

**Rates: [www.neckermann-reisen.de](http://www.neckermann-reisen.de)**

**Display Ads**

Skyscraper: CPM 35 EUR  
Skyscraper Rotation TC Network: CPM 20 EUR  
Medium Rectangle: CPM 35 EUR

**Newsletter**

Teaser: 2.500 EUR  
Standalone: 10.000 EUR

**Ad Special**

TOP Hotel Listing: 300 EUR  
TOP Hotel Listing (Top 10 region\*): 500 EUR  
Advertorial: Rate on request

(\*Top 10 regions: Mallorca, Side & Alanya, Gran Canaria, Fuerteventura, Teneriffa, Hurghada & Safaga, Kreta, Ibiza, Antalya & Belek, Lanzarote)

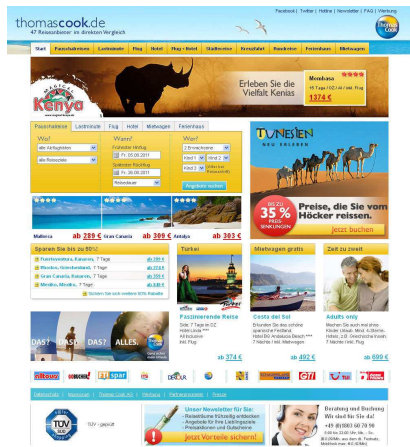
**Standard Ad Package**

1 x 1 week Homepage Teaser B  
1 x 1 week Category Site Teaser A  
1 x 1 week Newsletter Teaser  
Individual landingpage with LogoBranding + selected offers  
Recommended minimum term: 2 weeks | Rate: 6.100 EUR

**Premium Ad Package**

1 x 1 week Homepage TOP Teaser  
1 x 1 week Homepage Teaser B  
2 x 1 week Category SiteTeaser B  
250.000 AdImpressions Thomas Cook Network  
Individual landingpage with LogoBranding + selected offers  
Recommended minimum term: 4 weeks | Rate: 13.600 EUR





## www.thomascook.de

The Thomas Cook brand marks excellent quality, high security and special individuality on travel packages. The online travel agency thomascook.de is positioning this service consistently to the Internet. The user can find a cross-operator selection of high quality tourism products. The website offers its users a direct price comparison of over 47 selected tour operators.

### Target Group:

A distinct affinity to travel distinguishes the well-funded users. eCommerce is a permanent feature in the life of thomascook.de users.

### Monthly Audience:

- 9.4 m. PageImpressions / month
- 870,000 Visits / month
- 440,000 Unique User
- 149,000 Newsletter Subscribers





[www.thomascook.de](http://www.thomascook.de)

**Advertising Opportunities:**

- Teaser on Homepage and Category Sites
- Teaser in Newsletter | Standalone Newsletter
- Display Ads
- Advertorial
- TOP Hotel Listing

**Linking:**

- Teaser: Onsite on individual landingpage
- Display Ads: External + onsite linking possible

**Configuration:**

- Teaser, Advertorials, TOP Hotel Listing: weekly basis
- Display Ads: depending on AdImpressions volume



**Rates: thomascook.de**

**Display Ads**

Skyscraper: CPM 35 EUR  
Skyscraper Rotation TC Network: CPM 20 EUR  
Superbanner: CPM 35 EUR

**Newsletter**

Teaser: 3.000 EUR  
Standalone: 10.000 EUR

**Ad Special**

TOP Hotel Listing: 300 EUR  
TOP Hotel Listing (Top 10 region\*): 500 EUR  
Advertorial: Rate on request

(\*Top 10 regions: Mallorca, Side & Alanya, Gran Canaria, Fuerteventura, Teneriffa, Hurghada & Safaga, Kreta, Ibiza, Antalya & Belek, Lanzarote)

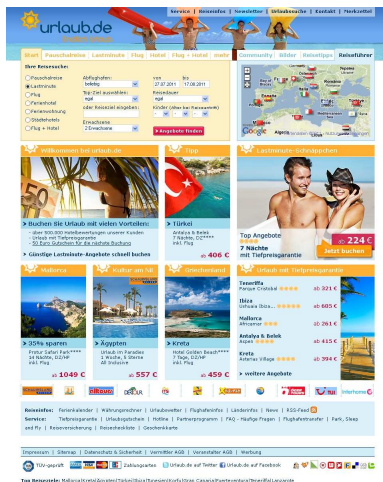
**Standard Ad Package**

1 x 1 week Homepage Teaser B  
1 x 1 week Category Site Teaser A  
1 x 1 week Newsletter Teaser  
Individual landingpage with LogoBranding + selected offers  
Recommended minimum term: 2 weeks | Rate: 5.400 EUR

**Premium Ad Package**

1 x 1 week Homepage TOP Teaser  
1 x 1 week Homepage Teaser B  
2 x 1 week Category Site Teaser B  
250.000 AdImpressions Thomas Cook Network  
Individual landingpage with LogoBranding + selected offers  
Recommended minimum term: 4 weeks | Rate: 11.100 EUR





## www.urlaub.de

The competent online travel agency for independent holiday. Users can compare prices among more than 50 tour operators. In addition there are over 76,000 holiday tips in the community. urlaub.de guarantees the lowest price!

### Target Group:

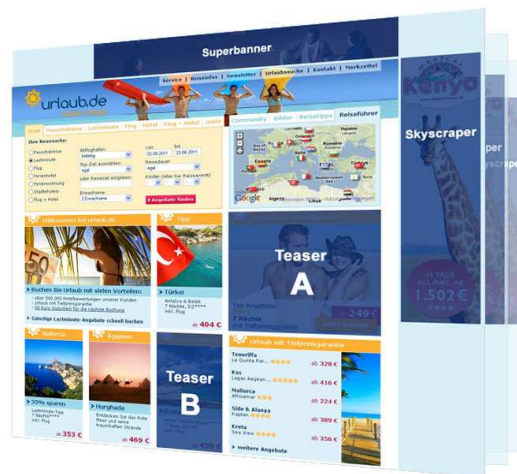
One third of all urlaub.de users are between 20 and 29 years. They are characterized by high Internet affinity and price sensitivity.

### Media Penetration:

- 865,000 PageImpressions / month
- 120,000 Visits / month
- 60,000 Unique User
- 24,000 Newsletter Subscribers



[www.urlaub.de](http://www.urlaub.de)



#### Advertising Opportunities:

- Teaser on Homepage and Category Sites
- Teaser in Newsletter
- Display Ads
- TOP Hotel Listing

#### Linking:

- Teaser: Onsite on individual landingpage
- Display Ads: External + onsite linking possible

#### Configuration:

- Teaser, TOP Hotel Listing: weekly basis
- Display Ads: depending on AdImpressions volume

**Rates: [www.urlaub.de](http://www.urlaub.de)**

**Display Ads**

Skyscraper: CPM 35 EUR  
Skyscraper Rotation TC Network: CPM 20 EUR  
Superbanner: CPM 35 EUR  
Wallpaper: CPM 55 EUR

**Newsletter**

Teaser: 500 EUR

**Standard Ad Package**

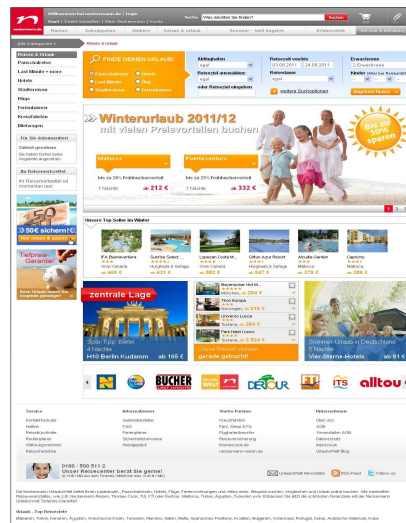
1 x 1 week Homepage Teaser B  
1 x 1 week Rubrikseite Teaser A  
1 x 1 week Newsletter Teaser  
Individual landingpage with LogoBranding + selected offers  
Recommended minimum term: 2 weeks | Rate: 2.100 EUR

**Ad Special**

TOP Hotel Listing: 150 EUR  
TOP Hotel Listing (Top 10 region\*): 300 EUR

(\*Top 10 regions: Mallorca, Side & Alanya, Gran Canaria, Fuerteventura, Teneriffa, Hurghada & Safaga, Kreta, Ibiza, Antalya & Belek, Lanzarote)





[www.urlaubswelt.neckermann.de](http://www.urlaubswelt.neckermann.de)

The section 'Reisen & Urlaub' on the website of the mail order company Neckermann convinces with reliability, safety and service. The online travel agency urlaubswelt.neckermann.de includes numerous tour operators in its portfolio.

**Target Group:**

The users are mainly made up of the customer base of mail order company Neckermann.de and visitors who specifically look for attractive travel offers in internet search engines..

**Monthly Audience:**

- 4.3 m. PageImpressions / month
- 425,000 Visits /month
- 352,000 Unique User
- 74,000 Newsletter Subscribers



[urlaubswelt.neckermann.de](http://urlaubswelt.neckermann.de)



**Advertising Opportunities:**

- Teaser on Homepage and Category Sites
- Teaser in Newsletter

**Linking:**

- Teaser: Onsite on individual landingpage

**Configuration:**

- Teaser: weekly basis



**Rates: urlaubswelt.neckermann.de  
Retailer Special**

urlaubswelt.neckermann.de  
1 x 1 week Category Site Teaser A  
1 x 1 week Newsletter Teaser  
Individual landingpage with LogoBranding + selected offers

thomascook.de  
1 x 1 week Category Site Teaser A  
1 x 1 week Newsletter Teaser  
Individual landingpage with LogoBranding + selected offers

urlaub.de  
1 x 1 week Category Site Teaser A  
1 x 1 week Newsletter Teaser  
Individual landingpage with LogoBranding + selected offers

Rate: 8.300 EUR



Adformat	Size (width x height)	Filesize	
TOP Teaser	880 x 149	Client: image/ text / logo delivery, Thomas Cook: teaser and landingpage creation.	
Teaser A	340 x 290		
Teaser B	160 x 140		
Newsletter Banner	600 x 90		
Newsletter Teaser	295 x 142		
Standalone Newsletter	upon consultation		
Skyscraper	120 x 600 or 160 x 600		40 kb (image, flash, html)
Medium Retangle	300 x 250		40 kb (image, flash, html)
Superbanner	728 x 90		40 kb (image, flash, html)
Wallpaper	728 x 90 / 120 x 600		max. 80 kb

### Technical Specifications

The delivery of the banners proceed by volume with the AdServer technology ADTECH. Teaser will be directly implemented into our website/ newsletter on a weekly basis. The placement within the various categories or the modulation of the banner with destinations/ regions targeting is ensured.

### Data Delivery

Please note the following delivery schedule:  
Banner and click URL: 5 days before start of campaign.  
Images/ text material/ logo for teaser and landingpage design: 3 weeks before start of campaign.

### Reporting

Upon completion of the campaign, you will receive a reporting with screenshots and expulsion of impressions and clicks.





### Contact Thomas Cook eCommerce

Christine Volkert  
Head of AdSales  
eCommerce

phone: ++49 6171 /65 3752

mail to: [christine.volkert@thomascook.de](mailto:christine.volkert@thomascook.de)

Kerstin Rodatus  
AdSales Manager  
eCommerce

phone: ++49 6171 /65 2759

mail to: [kerstin.rodatus@thomascook.de](mailto:kerstin.rodatus@thomascook.de)

