



MARKET BLEISURE AND WORKATION

Business travellers are now travelling less with the end of the pandemic, but longer. 2.3 days instead of 1.6 days (2019) were the average duration of business trips by German companies and public institutions in 2022, according to the business travel association VDR.

Bleisure and Workation fit right into this trend:

As a sustainable work-life balance offering, Bleisure and Workation tie employees to their companies and attract new professionals. According to Airplus, 90 % of Millenials have already taken a Bleisure trip in 2020. This compares to 80 % of baby boomers.

At the same time, the entire tourism industry is benefiting from Bleisure offers - from airlines, rail companies and car rental providers to destinations, hotels and apartment operators.

According to Euromonitor, Bleisure Travel is one of the fastest growing travel segments.



bleisure

KONCEPT

Where do we come from?

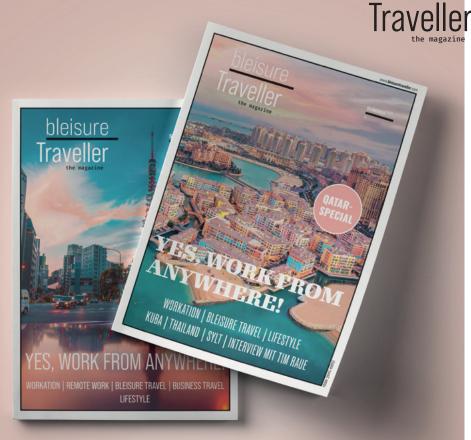
As first movers, we founded the online magazine Bleisure Traveller back in 2018. Because we were already enthusiastically living Bleisure and Workation professionally and, as business travel journalists, perceived the growing trend internationally.

Where do we stand?

Bleisure Traveller is the first and so far only business travel medium that focuses exclusively on the topics of bleisure, workation and remote work. Many classic business travellers, and not only journalists, report on their experiences on site. At the same time, we take up studies as well as legal and organisational implementation options in companies. In German and English. Online and twice a year also in print.

What do we want?

Firmly establish this new form of travel and work as the number 1 platform for Bleisure and Workation topics. For business travellers, for companies, for tourism service providers.



SHAREHOLDER



I travel 200 days a year for business and bleisure.

The Bleisure Traveller is the experience I have gained around the globe over the last 30 years. I travel for business, but still want to get to know the country, the people and the cultures - and combine living and working for several weeks while far away.

Kai Böcking, Founder & Publisher I have been working as a hospitality journalist for 18 years. For me, Bleisure and Workation is a great future travel form in business travel tourism. We live the topic in our reports, we support studies and publish them, we promote the topic among companies and service providers.

Sylvie Konzack, Founder & Publisher Design is often
better everywhere
than in the same place.
I have often experienced this in my
many years as creative director for a
travel magazine, among others. With
Bleisure Traveller, we are making
"work from anywhere" an international trend with strong images that
will stay, and at the same time we are
focusing on a lot of information and
knowledge on the topic.

Sanda Kantoci, Head of Design

bleisure Traveller

USP's OF THE BLEISURE TRAVELLER

- ★ We are magazine's first movers in Bleisure, Workation and Remote Work since 2018.
 We live and feel Bleisure and Workation, by ourselves. Our authors are business travellers from around the world. Best practise from employees, freelancer and worldwide travellers.
- ★ We are online and printing two magazines per year (German/English). Focused on market reports, legal environment, leisure destinations, bleisure lifestyle, airlines, special interest.

Online: 30.000 to 35.000 page impressions/month.

Print: 30.000 copies in summer and winter + more than 2.500 online downloads

through airlines, hotels and other partnerships.

- ★ We are at the the largest airports in the DACH region, in Europe and worldwide, as well as in other transport and hotel lounges, and as an e-journal for many airlines. We deliver where our readers are. And we can deliver to your needs.
- ★ Target groups: business traveller, digital nomads, self-employed, employees, travel managers, HR managers, service providers.
- ★ We take part in panel discussions, research projects, events and consult companies.
- ★ We work together with many long-standing partners who are discovering the topic of Bleisure and Workation with us and professionally. We are pioneers and work with pioneers.



We stand for the beautiful sides of New Work.

TIMELINE + TOPICS



ISSUE:	JANUARY 2024	AUGUST 2024
Publication date: Advertising deadline: Print data deadline:	31 JANUARY 2024 29 DECEMBER 2024 5 JANUARY 2024	26 AUGUST 2024 26 JULY 2024 2 AUGUST 2024
Topics*:	- Workation destinations in Germany - Ski & Work in the Alps - Workation Hotspot Portugal	- Bleisure destinations in German - Sun & Work in Greece - Workation Hotspot Canary Islan

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- Surprising Vancouver - New Work in Japan

- Bleisure Classic Dubai

- Hotel and apartment concepts

- Travel Risk Management

Permanent columns:

★ Employers in focus: How is workation enabled in the company, how is bleisure?

- Bleisure Classic Singapore

- New Work & Tax law

- Hotel and apartment concepts

- ★ Studies and trend analyses
- * Bleisure and workation reportages near and far
- ★ Business Travel: Travel Risk, Mobility, Settlement, Legal Implementation of Bleisure & Workation
- ★ Interview with personalities: My life as a Bleisure Traveller

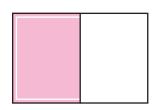
- Remote in Rom - New York & New Work

★ Lifestyle products for Bleisure & Workation



ADVERTISING PRINT CIRCULATION: 30.000. At airports, in hotel lounges etc.

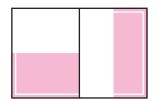




8.400,-€ **1/1** Page

Trim size* 213 x 286 mm Type area*: 187 x 260 mm

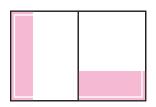
8.900,- €** Advertorial



1/2 Page 4.550,-€

Trim size horizontal*: 103,5 x 286 mm Type area horizontal*: 90,5 x 260 mm Trim size vertical* 213 x 143 mm Type area vertical*: 187 x 130 mm

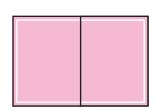
1/2 Advertorial 4.900,- €**



1/3 Page 3.500,-€

Trim size horizontal* 73 x 286 mm Type area horizontal*: 60 x 260 mm

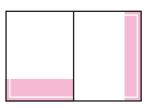
Trim size vertical* 213 x 99 mm Type area vertical*: 187 x 86 mm



2/1 Page 14.500,-€

Trim size* 426 x 286 mm 400 x 260 mm Type area*:

15.900,- €** 2/1 Advertorial



1/4 Page 2.900,-€

Trim size horizontal*: 55,25 x 286 mm Type area horizontal*: 42,25 x 260 mm Trim size vertical* 213 x 71,5 mm Type area vertical*: 187 x 58,5 mm

- incl 3 mm bleed
- ** including 2-month presence on www.bleisuretraveller.com from print publication

All prices plus VAT.



SPECIAL ADVERTISING FORMATS:

Title sponsoring/Special edition Special sections Special formats Supplements

Let us talk to each other about this!

OUR DISTRIBUTION CHANNEL IS SPECIAL:

We are available in the lounges and gates of the largest DACH airports (including Frankfurt, Munich, Berlin and Vienna) as well as in the rest of Europe and at worldwide destinations. We can control exactly where at the airports and at which other airports we want to be for each issue. In addition, we will be displayed at other means of transport and in hotel lounges.

This means we are exactly where the travellers are.









ADVERTISING ONLINE



On **www.bleisuretraveller.com** we focus on news, studies, business travel management topics, and destinations are presented in reports.

The website has an average of 30.000 bis 35..000 page impressions per month.

Advertorials

5.000 characters | max. 5 images | 12 months term | 1 week teaser on homepage | packages possible by individual arrangement 1.990,-€

social media presentation of online and print ads
incl. social media ad budget, ad creation, A/B testing, reporting etc.

950,-€

Text ad in newsletter

Headline (60 characters) | Text (300 characters) | image or logo |

Destination URL

550,- €

exclusive stand alone newsletter

up to 2.000,- €

Content Management

for example travel newsletters, company newsletters as well as intranet content

All prices plus VAT.

CONTACT



Publisher

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Printing

Gotteswinter und Fibo Druck- und Verlags GmbH, D-80807 Munich / Germany

Frequency and circulation

Online and twice a year as a print magazine (single price: 9 euros) with approx. 30,000 copies, print magazine available at the gates and lounges of airports and other means of transport, in hotels and via info@bleisuretraveller.com.

Bank account

Braunschweiger Privatbank
IBAN: DE 12 2699 1066 2596 5550 00, BIC/Swift: GENO DEF1 WOB

Terms of payment

Invoices are due within 10 days of the invoice date. The publisher grants a 2 % discount for timely transfer of net amounts exceeding 12,000 euros. If the payment deadline is exceeded, interest on arrears of 5 % shall be charged. All prices are net prices. The statutory value added tax will be added.

All advertising orders shall be executed in accordance with the General Terms and Conditions of Business (GTCs). (S. 111).

GTC



- **1.** "Order" within the meaning of these GTC is the contract for the publication of one or more advertisements or other advertising media (collectively "Advertisements") by advertisers or other advertisers ("Client") in a printed publication and/or in online media for the purpose of distribution.
- 2. Bleisure Traveller Magazine is not liable for transmission errors in the creation of the order. The client will receive a confirmation within four working days after placing the order. Cancellations, changes to sizes and colours are no longer possible after the advertising deadline or, in the case of online media, five working days before publication. Cancellation must be made in writing. Cancellation of the print advertisement is possible free of charge up to the original advertising deadline, after which the client must pay for it. Online advertising media must be cancelled up to two weeks before the first publication Otherwise, up to 80 % of the net order value may be charged for the campaign volume still to be delivered.
- **3.** Commitments of placement and exclusion of competing advertisements are only effective if confirmed in writing by Bleisure Traveller Magazine.
- **4.** Bleisure Traveller Magazine may reject or block advertisements if their content violates laws or official regulations, especially the provisions of the Criminal Code or the law for the protection of minors, or if they have been objected to by the German Advertising Council in a complaints procedure, or if their publication is unacceptable to Bleisure Traveller Magazine due to their content, design, origin or technical form. In particular, Bleisure Traveller Magazine may withdraw and/or block an advertisement that has already been published if the client subsequently makes changes to the contents of the advertisement or subsequently changes the data referred to by a link. Orders for inserts are only binding on Bleisure Traveller Magazine after a sample has been submitted and approved. Text advertisements that are not recognisable as advertisements will be identified as advertisements.

- **5.** In the event of wholly or partially illegible, incorrect or incomplete printing of the advertisement or in the event of insufficient reproduction quality, the client shall be entitled to a reduction in payment or a flawless replacement advertisement, but only to the extent that the purpose of the advertisement or other advertising medium has been impaired. Bleisure Traveller Magazine has the right to refuse a replacement advertisement or replacement publication if its cost, taking into account the content of the contractual relationship and the principles of good faith, is grossly disproportionate to the client's interest in performance or if disproportionate costs are involved. Complaints must be made within four weeks of receipt of the invoice. Claims for damages arising from positive breach of contract, culpa in contrahendo and tort are excluded.
- **6.** Price changes for placed advertising orders are effective if Bleisure Traveller Magazine has announced them at least one month before publication of the advertisement. In the event of a price increase, the client has a 14-day right of withdrawal.
- **7.** The client guarantees that he/she owns all the rights required to place the advertisement; he/she bears sole responsibility for the content, legal admissibility and for the text and image documents provided. He/she indemnifies Bleisure Traveller Magazine within the scope of the order from all third-party claims that may arise due to the violation of legal provisions, as well as from the costs for the necessary legal defence. The client grants Bleisure Traveller Magazine the necessary copyright, ancillary copyright and other rights for the appropriate use of the advertisements in the respective print and online media, in particular the necessary rights to reproduce, distribute, transmit, broadcast, edit and publish the advertisements.
- **8.** If the print magazine cannot be published as a result of force majeure, strike or the like, the publisher shall not be liable to the customer.
- **9.** The place of performance and jurisdiction is Oberschleissheim. All disagreements and legal disputes arising in connection with this business relationship shall be governed exclusively by German law, excluding the UN Convention on Contracts for the International Sale of Goods.