Mediadata

2026
2027

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Updated at: 30.9.2026

REISE VOR 9

2 Concept and Target Group

Reise vor9 is one of the leading trade publications for the German travel industry. The **Reise vor9** newsletter is published daily shortly before 9 a.m. and is aimed at industry professionals and executives. For many, the newsletter is the first thing they read in the morning. It offers its readers a quick overview of relevant news about global tourism. Readers work across all segments of the travel industry, for tour operators, travel agencies, airlines, and tourism boards, as well as in hotel chains and many service companies serving the tourism sector.

The **Reise vor9** newsletter has been published for over 16 years and reaches approximately 27,000 decision-makers and opinion leaders in the travel industry.

The **Reise vor9** website complements the newsletter with its own in-depth reports, provides up-to-date news throughout the day, and averages more than 97,000 page views per month. **Reise vor9** is listed as a news source on Google News.


TÄGLICHE NEWS FÜR DIE REISEINDUSTRIE

REISE VOR9

27. Oktober 2026: » INSIDE TUI Cruises muss Kanarenreise nach Kollision absagen
» INSIDE Größte Hotelkette der Niederlande geht an Prism » DESTINATION Starkregen löst Sturzfluten auf Phuket aus » DESTINATION Strände in den Emiraten wegen Überschmutzung gesperrt » MARKETING & DIGITALES Lufthansa gibt dem grünen Flugtarif einen neuen Namen » BASTA Kleine Schlange, große Wirkung

Auf unserer Website www.reisevor9.de lesen Sie den ganzen Tag über aktuelle Nachrichten für die Reiseindustrie – kostenlos und ohne Login. Abonnieren Sie unseren RSS-Feed und erfahren sofort, wenn es neue Nachrichten gibt, oder lassen damit unsere aktuellen Headlines gratis auf Ihrer Website anzeigen.

>> INSIDE

TUI Cruises muss Kanarenreise nach Kollision absagen

Nach der Kollision mit einem Containerschiff in Bremerhaven muss die Mein Schiff 3 in die Werft. TUI Cruises hat die geplante 20-tägige Kanarenreise abgesagt. Für mehr als 2.400 Gäste bedeutet das die vorzeitige Heimreise. Der Vorfall wirft indes Fragen zum Ausweichmanöver des Kapitäns während des Sturms auf. Wurden die Wetterbedingungen unterschätzt? Reise vor9

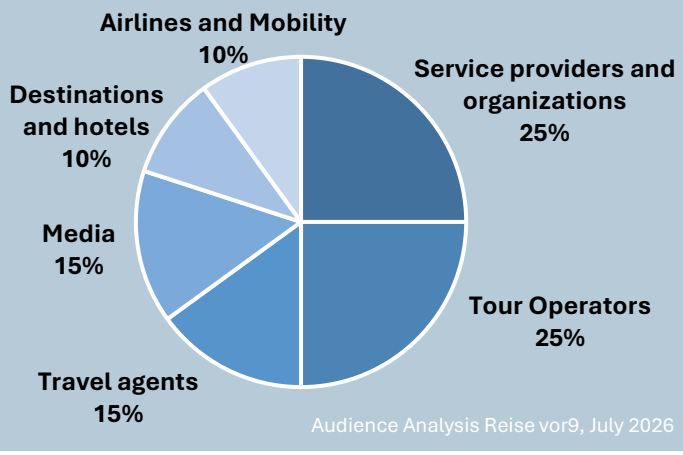
Größte Hotelkette der Niederlande geht an Prism

Mit dem Kauf der gesamten Fletcher-Gruppe sichert sich der indische Hotelriese Prism Hospitality auf einen Schlag die mit insgesamt 170 Häusern größte Hotelkette der Niederlande. Betrieb, Immobilien und auch 14 Hotels in Deutschland wechseln den Besitzer. Es ist eine der größten Hotel-Transaktionen in Europa in diesem Jahr. Reise vor9

So geht der DRSF bei gefälschten Sicherungsscheinen vor

Der Deutsche Reisesicherungsfonds (DRSF)

Subscriber breakdown



Audience Analysis Reise vor9, July 2026

Other products from our company

SCHMETTERLING VOR9

COUNTER VOR9

HOTEL VOR9

CARE VOR9

key figures*: www. reisevor9.de	total for 12 months	Ø per month	Ø per week
user Actions	3,722,500	310,200	71,585
page Views	1,171,000	97,600	22,500
visitors	656,000	54,700	12,600

Base of data: Google Analytics, from 01.08.2025 til 31.07.2026

3 Newsletter Banner/Text Ads

Banner (available only on a weekly basis; plus VAT)

Banner format	Format in pixel	Price in €	Fixed position surcharge in € net price
Leadbanner Top	600 x 120	2,800	–
Premiumbanner	468 x 120	2,600	–
XXL-Fullbanner	468 x 250	2,400	480
Fullbanner	468 x 120	1,800	360

Text Ad; plus VAT

Text Ad, placement based on order date	Price per day in €	Price per week in €
Max. 280 symbols, incl. link, picture 300px width, jpg-file, format: 16:9	590	2,350
Surcharge fixed position in € net price	120	470

Data delivery: Banners must be submitted as physical files (jpg/gif/approx 300kb) three business days prior to publication. For text ads, we require the text, link, and logo. Your approval for publication from Tuesday through Friday must be received by 10 a.m. the day before. For Monday issues, this must be received by 10 a.m. on Thursday at the latest.

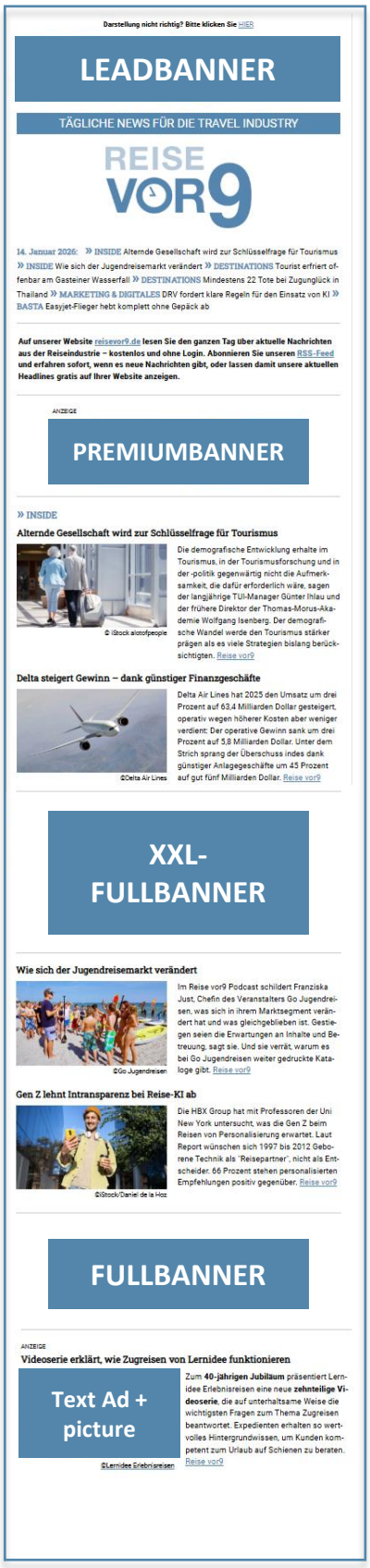
Contact: marinela.holtfreter@gloobi.de, caroline.prisching@gloobi.de

Agency Commission: For orders placed through a media agency, we grant a 15 percent agency commission.

Cancellation/Rescheduling: See section 14 of terms and conditions

Note: The newsletter is published in a responsive design. Therefore, the display of text ads depends on the device used. The screenshot provided for approval of text ads is intended solely for text verification.

Reporting: If you need daily reporting, please send us a tracking link that allows you to track your clicks yourself. Otherwise, you will receive a report the following month detailing your ads from the previous month. The key metrics for your ad(s) will be summarized in this report.

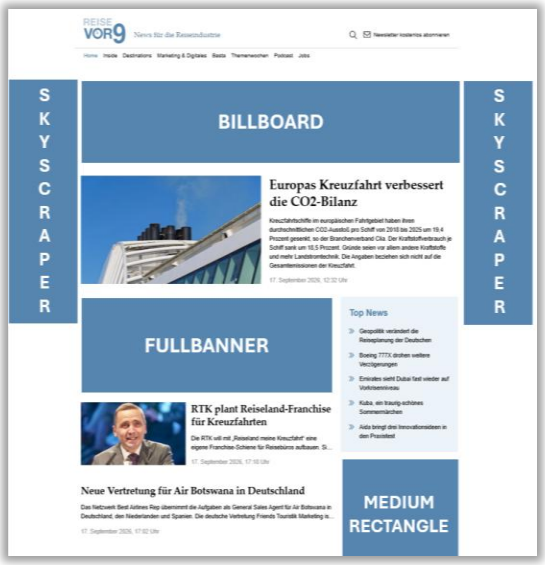


4 Website Banner/Text Ads

Banner (available only on a weekly basis; plus VAT)

Ad format	Format in pixel desktop / mobile	Price per week in €
Billboard	1,060 x 250 300 x 250	1,000
Wallpaper * (Billboard+Sky-scraper rechts)	728 x 90 plus 160 x 600	1,100
Skyscraper links*	160 x 600	450
Skyscraper rechts*	160 x 600	450
Fullbanner	728 x 250 300 x 250	800
Medium Rectangle	300 x 250	650

* For technical reasons, publication on mobile devices is not possible



Text Ad (plus VAT)

Only when combined with the newsletter	Price per day in €	Price/week in €
max. 280 symbols, incl. link, picture 300px width, format: 16:9, jpg	750	3,000



Data delivery: Banners must be submitted as a physical file (jpg/gif) at least three business days before publication. To ensure proper display on mobile devices, we may require two formats (see above).
For **text ads**, we need the text, link, and logo. Approval must be received by 10 a.m. on the day before publication. For ads running Monday, approval is due by 10 a.m. on Thursday at the latest.

IMPORTANT: You will receive click statistics for text ads if you provide us with a tracking link.

Contact: marinela.holtfreter@gloobi.de or caroline.prisching@gloobi.de

Cancellation/Rescheduling: See section 14 of the Terms and Conditions.

Agency commission: For orders placed through a media agency, we grant a 15% agency commission.

Discount

Once an agreed-upon sales volume is reached within a year, we grant discounts according to the scale listed below. Job ads and special advertising formats are excluded.

If the pre-agreed sales volume is exceeded within the year, we grant higher discounts based on our incremental discount scale. This means that upon reaching the next sales tier, the higher discount rates apply exclusively to the additional sales. There is no need for time-consuming discount recalculations.

Sales Volume	Discount
ab 2,500 Euro	3%
ab 10,000 Euro	5%
ab 20,000 Euro	10%
ab 30,000 Euro	15%
ab 40,000 Euro	20%

5 Advertorial

Do you have more to say? Then an advertorial on the **Reise vor9** website is the right format for you. On a dedicated landing page, we'll put your product or service front and center using your own text. Text ads in the **Reise vor9** newsletter will link to your advertorial.

Scope of services:

We will format the text you provide (maximum length: 4,000 characters) for the advertorial, coordinate it with you, and label it with the word "Advertisement."

We will set up a landing page for your advertorial on the **Reise vor9** website. The landing page will remain online for eight weeks.

You will provide the photos to be used in the advertorial, including the image rights.

A text ad featuring a photo and a link to your advertorial will appear a total of six times in the **Reise vor9** newsletter. If you would like more than six text ads to promote the advertorial, we charge 350 € per additional text ad.

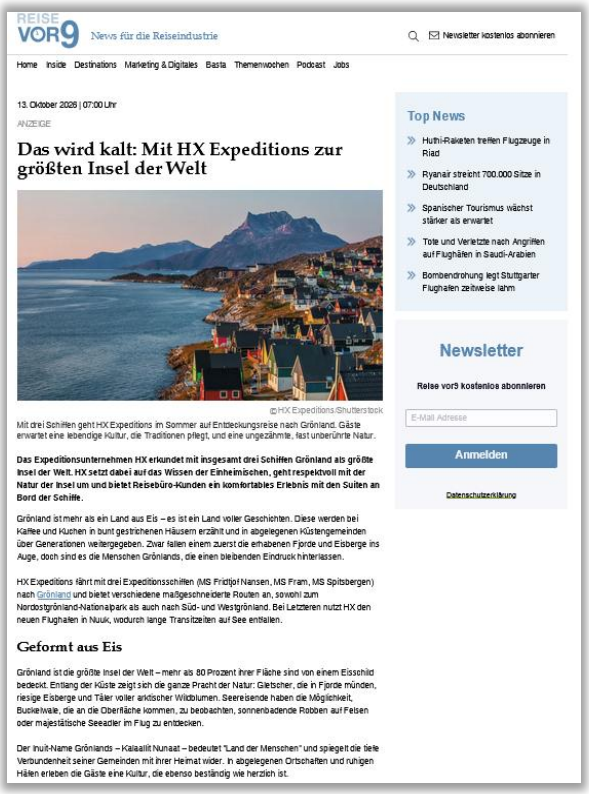
Please schedule an editorial lead time of about two weeks from order receipt for an advertorial.

Price: € 4,200 plus VAT

If you are unable to provide the text, we would be happy to write the text for your advertorial. We charge 500 € for this service (this portion of the price is not eligible for advertising credit).

Agency commission: For orders placed through a media agency, we grant a 15% agency commission.

Presentation on the website



Presentation in the newsletter



No further discounts are available for the **advertorial**.

Cancellations may be made free of charge up to four weeks before the first publication date of the text ads; after that, the full order amount is due.

Up to two weeks before the first text ad appears, the advertorial may be rescheduled once, free of charge, to a later date, which must be determined at the time of the rescheduling.

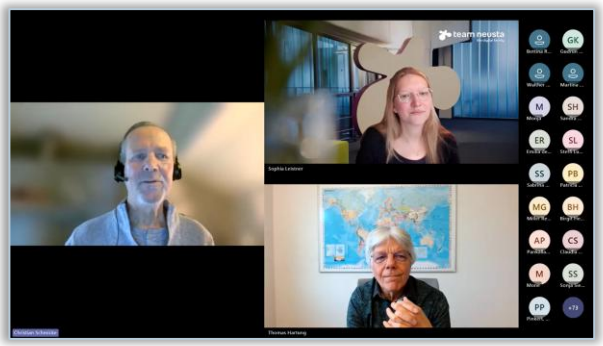
6 Live Talk

Are you looking to explore new avenues in communication? Then a live talk with **Reise vor9** is just the thing for you. In 30 minutes, our host, together with your expert, will convey your message to our readers in an entertaining way. Win over your audience with a lively discussion! All you need to do is provide experts as guests and share relevant information. We'll handle the technical aspects, organization, logistics, and invitations to our readers in the travel management sector.

Scope of services:

- Together, we'll develop the content concept and create an agenda for the live talk.
- Our moderator from the editorial team will go over the agenda with your expert before the live talk.
- The live talk will be set up as a Microsoft Teams webinar and held online at the agreed-upon time.
- Participation in the live talk will be promoted in advance with five text ads in the Reise vor9 newsletter.
- A live chat will be available for participants' questions.
- The live talk will be recorded and published on the Youtube channel of Reise vor9.
- We will provide you with the list of registrants after the live talk has taken place.
- A follow-up editorial report will be published in Reise vor9.

Price: € 5,900 net, plus VAT







No further discounts are available for the **Reise vor9** Live Talk.

A Live Talk can be canceled free of charge up to four weeks before the first publication date of the text ads for participant recruitment; after that, the full order amount is due.

Up to two weeks before the first text ad appears, the **Live Talk** may be rescheduled once, free of charge, to a later date, which must be determined at the time of rescheduling.

Agency Commission: For orders placed through a media agency, we grant a 15% agency commission.

7 Company-Week/Themed Week

A “Company Week” feature on **Reise vor9** puts your company, its products, and services in the spotlight and piques our readers' interest. For an entire week, from Monday through Friday, articles labeled as advertisements about your company will appear daily. A contest provides an additional incentive for readers to learn more about your company and its products.

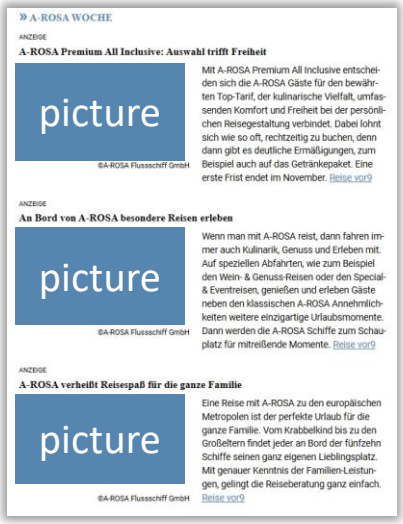
Scope of services:

- Creation of a dedicated section for your Company Week in the Reise vor9 newsletter and on the website www.reisevor9.de.
- The Reise vor9 editorial team will work with you to develop a content plan and edit the texts you provide; you will also be responsible for providing photos, including image rights. The articles must be marked with the word “Advertisement.”
- Two text ads will appear daily in the newsletter, linking to the corresponding articles about your company on the website.
- For the contest, a landing page will be set up on the website and marked as an ad. Upon request, Reise vor9 will also set up an entry form for the contest and handle the administration. Prizes are provided by the client.
- To promote the sweepstakes, one text ad featuring a logo or photo will appear daily in the “Company Week” section of the newsletter.
- The lead time from order receipt to the publication date is at least six weeks.
- The entire “Company Week” content remains available on the Reise vor9 website for one year.
- **Price: € 8,500 plus VAT**
- **During a theme week, the scope of services is slightly adjusted. Please ask for details.**

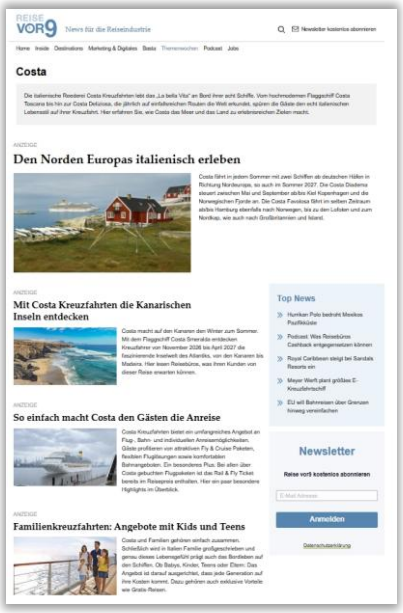
The **“Reise vor9”** newsletter, which includes a special section for Company Week or Themed week, is sent out five days a week (Monday through Friday), meaning it is sent out more than 135,000 times. In addition, the articles and the contest are posted on the website.

Upon request, we can handle the concept development, writing, and coordination through our editorial team for a flat fee of € 2,500 plus VAT (not eligible for advertising commission).

Newsletter



Website



Company Week or Themed Weeks can be canceled free of charge or rescheduled once up to eight weeks before the booked date. If canceled after this deadline, the full order amount is due.

Agency Commission: For orders placed through a media agency, we offer 15% agency commission.

8 Stand-Alone-Newsletter

With our standalone newsletter, "Partner Special," you can reach the readers of Reise vor9. It's ideal for companies that want to deliver their message directly to relevant B2B decision-makers.

The benefits for you:

- You benefit from the trust that recipients place in our newsletter and reach them without any wastage.
- No competition for attention with other ads.
- Limiting it to one **Stand-Alone Newsletter** per week ensures a high level of attention.
- You set the distribution date (subject to availability). The newsletter is sent out around noon.

Responsibility for the content:

- For legal reasons, the newsletter must be marked with the word "Advertisement."
- You are responsible for the content of the Stand-Alone-Newsletter.
- Your company information will appear in the legal notice.

You provide:

- The final text, with a maximum of 4,000 characters.
- Your logo and up to four photos in landscape format, 1,200 px wide and 675 px high (16:9 aspect ratio), for which you hold the copyrights.

Scope of services:

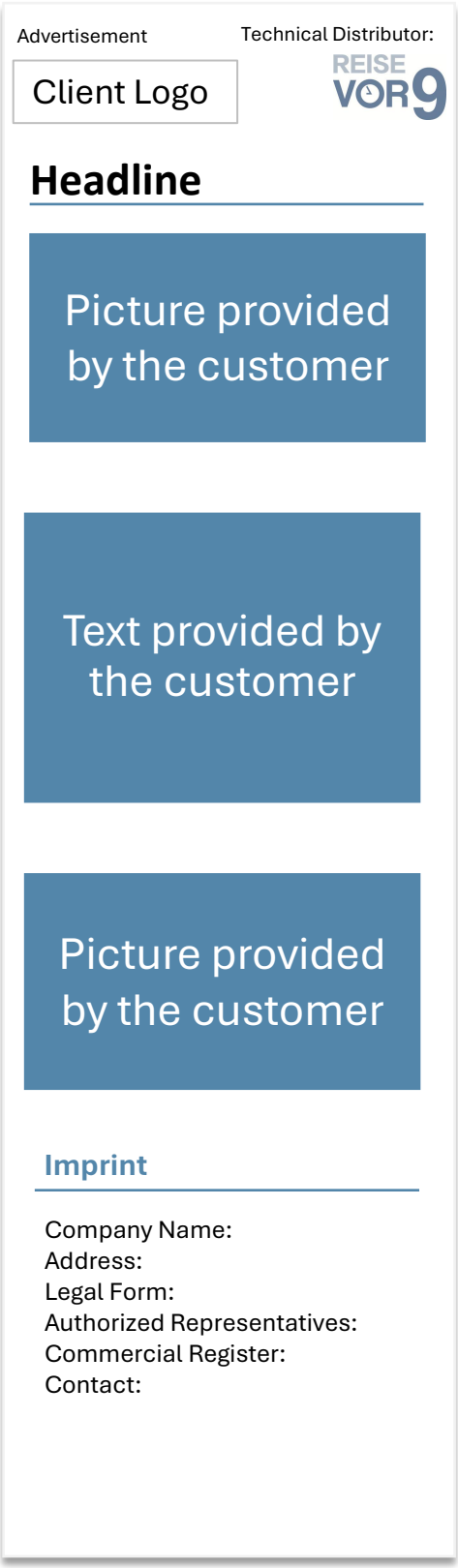
- We design the Stand-Alone-Newsletter in the look and feel of our Reise vor9 layout.
- You will receive a test mailing for review and approval prior to publication.
- Distribution to approximately 27,000 recipients
- Preparation of a report in the month following distribution, including the number of recipients, open rate, and clicks.
- If you are unable to provide text, we would be happy to write it for you. We charge 500 euros for this service (this portion of the price is not eligible for AE).
- We need 14 days lead time to complete this.

Price: € 4,500 net, plus VAT

No additional discounts apply to the Stand-Alone Newsletter.

Cancellation / Rescheduling: The Stand-Alone Newsletter can be canceled or rescheduled free of charge up to eight weeks before the booked date. If rescheduling, the new date must be confirmed. If canceled after this deadline, the full order amount is due.

Agency Commission: For orders placed through a media agency, we grant a 15% agency commission.



9 Job Ads Newsletter & Webseite

Job Ads	Price in € plus VAT	Volume	Discount
Job Ads with Logo, max. 280 characters, including a link to a website or PDF; logo/image width: 300px; file format: jpg	450	5 or more job postings 10 or more job postings	15% 20%

Job ads appear in the newsletter (27,000 subscribers) and on the **Reise vor9** website.

We need a link to your homepage where your job ad can be found. Alternatively, please send us a PDF that we can link to.

Placement in the newsletter: The job ad will appear in four consecutive issues of the newsletter. The start date will be coordinated with our staff.

Placement on the website: The job posting will be displayed on the **Reise vor9** job page for four weeks.

Delivery of materials: Text, link, and logo must be received by 10 a.m. on the day before publication. You will receive a screenshot of the ad, which you must approve by 2:00 p.m. at the latest for the following day; otherwise, we reserve the right to postpone the ad to the next mailing day.

Contact: marinela.holtfreter@gloobi.de or caroline.prisching@gloobi.de

Note: The newsletter is published in a responsive design, meaning it is optimized for the device it is viewed on. Therefore, the appearance of the ads depends on the device. The screenshot provided for approval of text ads is intended solely for text verification.

Agency commission: We do not pay agency commissions for job ads.

Newsletter and Website Design



AERTICKET TICKETS. TECHNOLOGY. SERVICE.

8. Oktober 2026

Travel Agent Global Operations (m/w/d) in Berlin gesucht. Du stellst gemeinsam mit einem internationalen Team die professionelle Betreuung unserer weltweiten B2B-Kunden sicher. Du verantwortest die Bearbeitung komplexer Flugbuchungen, Ticketing-Vorgänge und Tarifanfragen sowie die serviceorientierte Unterstützung unserer Kunden im laufenden Tagesgeschäft. Jetzt bewerben!

Gebeco Reisen, die begeistern.

7. Oktober 2026

Mitarbeiter (m/w/d) für den Bereich Operations, Kiel. Verantwortung für die reibungslose Planung, Organisation und Durchführung unserer Gruppen- und Privatreisen, Reservierung und Koordination touristischer Leistungen, Buchung und Verwaltung von Flügen und Flugservices, Schnittstelle zwischen Produktmanagement, Service, Flug, Reiseleitung und externen Partnern, Krisen- und Notfallmanagement. Interesse? Jetzt bewerben!

nicko cruises

6. Oktober 2026

Sie haben Freude am Verkauf und möchten den nächsten Karriereschritt gehen? Dann sind Sie beim Kreuzfahrtveranstalter nicko cruises in Stuttgart genau richtig. Übernehmen Sie Verantwortung als **Teamleitung (m/w/d) in unserer Reservierung** und gestalten Sie gemeinsam mit Ihrem Team unseren Erfolg. Bewerben Sie sich jetzt!

Miller GRUPPEN WELTWEIT

5. Oktober 2026

Touristiker für Vertrieb und Außendienstberatung von B2B-Kunden im PLZ Gebiet 1-5 zu weltweiten Gruppenreisen (m/w/d). Sie lieben Reisen, persönliche Beratung und den B2B-Vertrieb? Sie haben eine touristische Ausbildung und Freude daran, Kunden zu gewinnen und langfristig zu binden? Sie wollen Verantwortung für Ihr Gebiet übernehmen und mit uns den Ausbau unserer B2B-Kunden gestalten? Dann suchen wir Sie als Vertriebsmanager für unsere individuellen Gruppenreisen.

AERTICKET TICKETS. TECHNOLOGY. SERVICE.

29. September 2026

Zur Verstärkung unseres Berliner Teams suchen wir einen Cache Support Professional (m/w/d) mit Erfahrung im Bereich Ticketing und Airline-Tarife. In dieser Rolle bist Du zentrale Ansprechperson für unsere Partner und internen Fachbereiche und trägst aktiv zur Optimierung unserer Systeme und Prozesse bei. Du verbindest operatives Know-how mit einem guten Verständnis für technische Zusammenhänge und wirkst an der Weiterentwicklung unserer Produkte und Schnittstellen mit. Jetzt bewerben!

10 Contact



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CEO / Editor in Chief



Britta Linke
CEO



Thomas Hartung
CEO



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Editor in Chief



Sabine Schreiber-Berger
Editor



Magdalena Laßmann
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Head of Media Sales



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Editors:
Thomas Hartung and Thomas C. Wilde

11 Terms and Conditions

These Terms and Conditions and the price list apply to banner ads or other forms of advertising in the newsletters and on the reisevor9.de website, produced and marketed by Gloobi.de.

1. “Advertising Order” as defined in the following General Terms and Conditions refers to the contract for the publication of one or more advertisements or other forms of online advertising by an advertiser or other client in the newsletters and on the websites of vor9.de.

2. Gloobi.de reserves the right to reject advertising orders based on their content, origin, or technical format in accordance with uniform, objectively justified principles if their content violates laws or official regulations or if their publication is unreasonable for Gloobi.de. This also applies to orders placed through representatives. The client will be notified immediately of any rejection of an order. The client warrants that it holds all rights necessary for the placement of the advertising material. The client indemnifies Gloobi.de against all claims by third parties and is liable for all damages of any kind attributable to the placement of the advertisement.

3. Each order becomes legally binding only after written confirmation by Gloobi.de.

4. Advertising orders placed by an agency are accepted in the agency’s name and on its behalf. Advertising intermediaries and advertising agencies are obligated to include in their offers, contracts, and invoices

5. If a company within the group claims the right to a joint discount, written confirmation of an equity interest of more than 50% is required.

6. Advertisements must be retrieved within one year of the contract’s conclusion.

7. Advertisements or forms of advertising that are not recognizable as such due to their design will be clearly marked by Gloobi.de with the word “Advertisement.”

8. The client is obligated to deliver advertising materials that comply with Gloobi.de’s specifications. Particularly regarding format and technical requirements - as well as the URL to which the advertising material is to link, at least three business days prior to the publication of the advertisement. For text ads, the materials must be delivered and approved by 2:00 p.m. on the day before publication. (For special advertising formats, the deadline specified in the offer applies.)

9. Gloobi.de guarantees, within the scope of foreseeable requirements, the best possible reproduction of the advertising material in accordance with the applicable technical standards. The client is aware, however, that it is not possible, given the current state of technology, to create a program that is completely free of errors.

10. Proofs will be provided only for text advertisements. The client is responsible for the accuracy of the approved proofs. Gloobi.de will incorporate all corrections communicated within the deadline set upon submission of the proof.11. The obligation to retain the submitted advertising materials ends three months after the expiration of the contract.

11. The obligation to retain the promotional materials sent ends three months after the order expires.

12. If the execution of an order is canceled for reasons beyond Gloobi.de’s control (such as software-related issues or other technical reasons), in particular due to computer failure, force majeure, strikes, statutory provisions, disruptions within the scope of responsibility of third parties (e.g., other providers), network operators, or service providers, or for similar reasons, the order will be fulfilled at a later date if possible. If the order is made up within a reasonable time that is acceptable to the client after the disruption has been resolved, Gloobi.de’s claim to compensation remains valid.

13. **Cancellations** of advertising orders must be submitted in writing by mail or email within the specified time frame.

12 Terms and Conditions

14. **Cancellations** made up to ten days prior to publication are free of charge. If the customer cancels between nine and five business days prior to publication, a processing fee of 30% of the gross value of the respective order will be charged. For cancellations made between five days and one day prior to publication, the fee is 50%.
The client may **reschedule** an order once, provided this is done at least five business days prior to publication, and the new date must be specified at the time of rescheduling.

Lead and Premium banners are not eligible for cancellation. In the event of cancellation of Lead and Premium banners, as well as for campaigns already in progress, the full gross amount of the respective order must be paid.

15. If the client does not make an advance payment, the invoice will be sent within 14 days after publication. The invoice amount is due within 14 days of receipt of the invoice.

16. In the event of late payment or a payment deferral, interest and collection costs will be charged. In the event of late payment, Gloobi.de may suspend further fulfillment of the current order until payment is made and may require advance payment for the remaining ads. If there are reasonable doubts regarding the client's ability to pay, Gloobi.de is entitled—even during the term of an advertising contract—to make the publication of further ads contingent upon advance payment of the amount and settlement of outstanding invoice amounts, regardless of any originally agreed-upon payment terms.

17. The client shall bear the costs for the production of ordered designs, scans, image editing, creation of PDF files, as well as for significant changes to originally agreed-upon designs that are requested by the client or for which the client is responsible.

18. In the event of changes to ad rates, these changes shall also apply to current ad contracts.

19. The newsletter is not published on public holidays in Bavaria.

20. The place of performance and venue of jurisdiction is the registered office of Gloobi.de.