

Vertical Travel Guide Network Max-TD



Independent Travel Guide Network Max-TD

- **140 travel portals**
Hotel and holiday apartments portals,
travel guides for cities, countries and
regions
- **7 foreign languages:**
German
English
Russian
Italian
Spanish
French
Polish
- **more than 800** special interest
domains



Audience of the Travel Guide Network Max-TD

- ❖ Tourists from Europe, Asia, America, Australia:
 - individual tourists, business travelers
 - cultural and active tourists
 - family tourists, newlyweds, students, pensioners
- ❖ Travel agencies
- ❖ Owners of tourist accommodation
- ❖ Main audience consist of **men and women from 25 to 50 years of age**

Attendance of the Travel Guide Network Max-TD

**4,5 Million
Views per month**

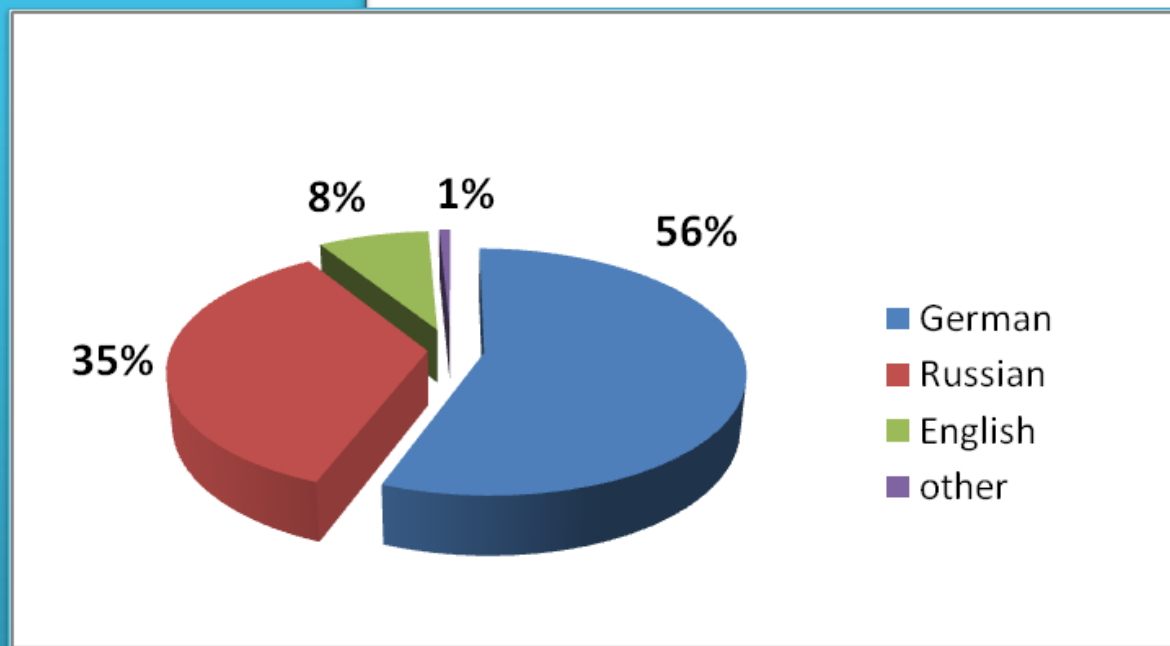
**1,5 Million
Visitors per month**

*Stand 01/2012

High increase of visitors – 40% p.a.

Visitors of the Travel Guide Network Max-TD

- German – 56%
- Russian – 35%
- English – 8%
- other – 1%



*Stand 01/2012

Advertising

- ❖ Banner advertisement:
 - CPM (cost per mille) 468*60, 200*200, 234*60, 160*600 pixels
 - Fix price per day, year
- ❖ PR articles, news, press releases, announcements
- ❖ Personal news column
- ❖ Wide possibilities for special projects
- ❖ Search engine optimization (SEO)

Targeting

- ❖ RON (Run Over Network) – all websites of the Travel Guide Network Max-TD
- ❖ ROL (Run Over Language) – language Channels
- ❖ ROC (Run Over Channel) – topic Channels
- ❖ Individual Channel
- ❖ Countries Channels
- ❖ ROS (Run Over Side) – one domain

Package «Travel Guide Network Max-TD»

Package «Travel Guide Network Max-TD» – maximum coverage of the international tourist market

- Advertising on all websites of the Max-TD Travel Guide Network
(about 140 domains)
- Advertising formats and CPM are the same for all websites
- Attendance: ca. 1,5 Million Visitors per month,
ca. 4,5 Million Views per month

Language Channels

Language Channels – advertising on user language

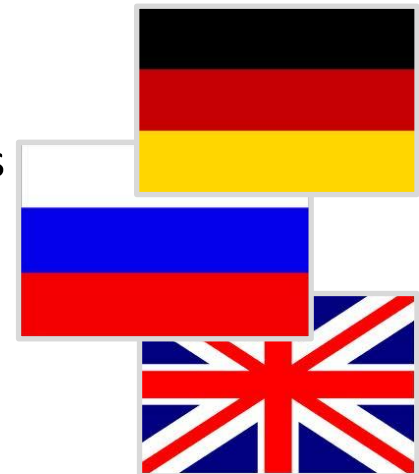
Packages:

- ❖ «All Travel German»
- ❖ «All Travel English»
- ❖ «All Travel Russian»

- Advertising on the websites in chosen language
- Advertising formats and CPM are the same for all websites

Attendance

- German – ca. 2 700 000 Views per month
- Russian – ca. 950 000 Views per month
- English – ca. 330 000 Views per month



Countries Channels

Countries Channels – advertising on user interest

Packages:

- ❖ «Germany»
 - ❖ «Austria»
 - ❖ «Italy»
 - ❖ «Spain»
 - ❖ «France»
 - ❖ «Eastern Europe»
 - ❖ «Baltic»
- Advertising on the websites combined by regions.
 - Advertising formats and CPM are the same for all websites

Topic Channels

Topic Channels – portals combined by theme

Packages:

- "Cruises"
- "Ski"
- Advertising on thematic websites



Individual Channel

Individual Channel – websites combined in packages by personal criteria

- Advertising on the websites combined by personal preferences
- Advertising formats and CPM are the same for all websites

One Domain

Run Over Side

- Advertising on one domain of the Max-TD Travel Network Guide
- CPM and fix price bookings

Examples: www.cottages-for-holidays.com

www.cottages-for-holidays.com – guide on villas, houses, cottages and apartment rentals includes more than 150 000 objects of vacation

all over the world. Tips, news for tourists and landlords.

Portal in German, English, Russian, Italian and French.

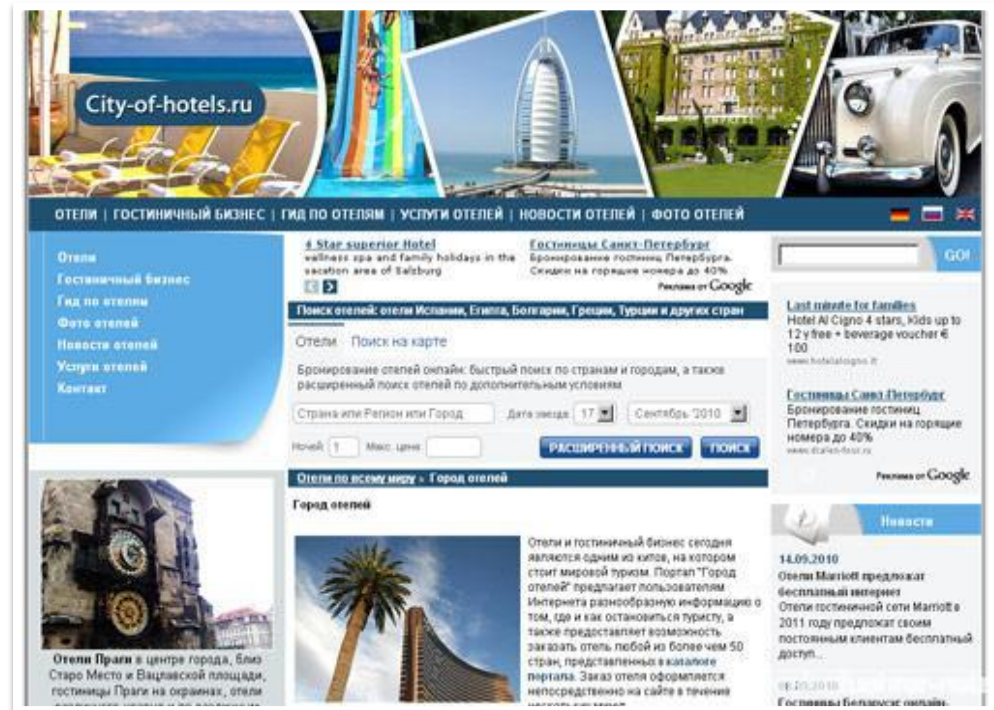


www.city-of-hotels.com – hotel guide with offers of hotels for holidays and business trips to different countries of the world.

From luxury Wellness hotels to family hotels.

Portal in German, English, Russian and Spanish

- more than 100 000 hotels
- actual prices of hotels
- free booking



en.poezdka.de – guide about tourism in Central and Eastern Europe, the Baltic States and Russia: countries, cities, tours, news, tips for the tourists, holidays accommodation and much more.

Portal in German, English and Russian.



www.skiurlaub-infos.com – tourism portal about ski regions in different countries of the world: winter sports, ski tips, news, ski hotels, cottages and apartments rentals at ski regions .

Portal in German, English and Russian.



www.deutschland-pool.de – guide Germany. Tourist information about German lands and cities, news, tips for the tourists.

Holidays
accommodation in
Germany.
Portal in German.





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