



The magazine for travel and health **TravelFit**

Exclusively compiled
for destinations, hotels, clinics, health institutions

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in one: corporate, travel and health magazine

Fit & Healthy through travel

TravelFit combines the advantages of health guides, travel journals and corporate magazines.

It is right in the sweetspot of interests in health and travel of well-being conscious target groups.



Health consciousness and the demand for sustainable travel offers to strengthen activities and well-being are trending. To reach prospective target groups a relevant and specific communication channel is key. High-quality activities among carefully selected health vacationer boost awareness of appropriate providers and products – and thus increase users and visitor numbers.

TravelFit: your content with maximum reach

TravelFit is an innovative online and print magazine combined with an online information portal for health and travel. Every issue will be compiled exclusively as a corporate magazine on behalf of a destination, hotel, clinic or health organization. Targeting the immensely growing new group of health oriented visitors from German speaking Europe, focused on Germany.

Pin pointed distribution to health conscious readers

In order to address these prospects targeted and cost-efficiently TravelFit is distributed via exclusive health partners. The magazine inspires readers e.g. in the highly frequented patients' waiting zones at doctors' offices, in upscale private households, in exclusive gastronomy or health clubs. Based on individual requirements tailor-made distribution concepts and magazines in English language for your specific purpose or event can be developed. Additional services can be offered to support your communication approach.

Innovatively combined

Health Guides

high credibility

through
reputable appearance,
scientifically substantiated
contents



Travel
Journals

inspiration and joy of reading

through
attractive offers,
variety of topics



Corporate
Magazines

maximum relevance

through
exclusive insights,
authenticity

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magazines in one.
Attractive for health-travelers.

Portrait

versatility of titles

The portal for healthy and medical traveling

TravelFit presents the constitutional potential of regions and destinations, explains medical backgrounds and recommends tangible healthy offers onsite. At the same time the magazine impresses with large format travel reportages and spectacular attractions to be seen or experienced. As an extra service the reader gets concrete travel suggestions.

What TravelFit offers first and foremost:

Inspiration and joy of reading. Travel highlights and healthiness for everybody!

Culinary highlights, practical fitness recommendations, news, green trends, hotel- and clinic offers, stories of and about readers as well as razor-sharp questions to local health-tourism icons are rounding up the magazine.



TravelFit Destination – Focus on an entire destination



TravelFit Region
Focus on a region



TravelFit Spezial
Focus on a hospital, hotel group,
city or specific topic

Magazine

structure

Paid content par excellence

- 32 pages exclusively for one key theme and partner
- Maximum awareness without competitors
- Qualitative reach up to 3.6 M readers



inspiring
large format
travel
highlights



many extras
local culinary
and fitness tips,
expert interviews,
sustainable trends



value-added
booking offers and
recommendations



competent
profound
healthiness
knowledge



A photograph of two women in white bathrobes relaxing on modern lounge chairs in a bright, airy spa or hotel lounge. Large windows in the background offer a view of a city skyline. The overall atmosphere is calm and luxurious.

Meet your targets

TravelFit as multifunctional marketing tool

The magazine offers a wide variety and depth of information. It unites CRM, advertising and PR. As printed edition, digital magazine and online via the TravelFit website.

A communication tool to reach your objectives regardless of brand-building, sharpening of USP's, imagetransfer, customer acquisition and loyalty or stimulating a booking impulse.

Define your target group

Depending on the distribution channel consumers and/or business partners can be reached.

Among consumers the portal is geared towards users with high affinity to travel, health and well-being. They are well educated, wealthy and willing to afford holidays or preventive health applications. The magazine also strives to inspire newcomers and foster health consciousness.

Distribution

pin pointed
and exclusive

Entire magazine exclusively for you

Each magazine will be editorially and formally compiled based on input of editorial partners. Booking offers can be complemented. Editorial partners pay a reduced media fee as the magazine is partly refinanced by advertisements. TravelFit will be published several times a year and distributed throughout Germany by partners, Europe on request.

Basic Package Fee + Plus Package Fee = Media flat charge

The partner is paying a basic flat charge for the editorial creation and the electronic magazine. Depending on plus-packages, several distribution options can be booked in addition. TravelFit will then be printed in respective volumes. Based on your requirements we create individual offers for distribution, special event editions or different languages.

Advertising

Ad-sales within the magazine and website will reduce costs for you as our editorial partner. You are invited to recommend advertising clients: you will profit by a provision and the ad clients will benefit from an exclusive and target group specific communication tool. In order to avoid conflicts of interests competitive environments of ad clients will be aligned with the partner. Ad-sales is covered by TravelFit.

Minimum print volume 1.000 pcs. Digital as e-magazine. Format 200x270mm. Issue size 32 pages, less on request. Plus package prices include distribution, printing, shipment, media costs. Basic package fee: additional payment.