



exciting. inspiring. different.

What have we got that others don't have? Traveling is what we live for!

We're out in front instead of bringing up the rear | We know what tomorrow's trends and where the destinations of the future are. That's why our readers are always ahead of the game. Even 20 years before the Dubai boom, issues of *abenteuer und reisen* featured longer and longer articles about the Emirate. Six years ago *abenteuer und reisen* forecast in a feature about Abu Dhabi that it "is gearing up to join the tourism premier league", and already showcased "Asia's super city, Shanghai" eight years ago.

We love breaking new ground | Our "Vorausgereist" (literally, traveled on ahead) section promises a genuine broadening of tourism horizons rather than the same old series of déjà-vus. In this respect we are well ahead of the times and indeed of some tour operators, c.f. for example our "Travel" reports about Cambodia (3/1991), Uzbekistan (3/1995), Lebanon (2/1996), North Korea (11/2005), Albania (3/2006) or Somaliland (3/2011).

We think ahead | We raise tourism issues early on. For instance about sustainability in the hotel industry, with a report about "green deluxe hotels" – and we do so way before our competitors.

We are genuine, reliable, authentic and provide benefit | Readers quite rightly expect that of our coverage and magazine articles. What our reporters have not seen, enjoyed and experienced locally or what has proven to be a dud does not make it into any issue of our magazine. In this respect we are always on the lookout for uniqueness (and therefore exclusivity), authenticity and originality – and affordability. We showcase the whole shebang using premium quality photos, knowledgeable, enlivening text as well as a whole lot of useful tourist information. We show our readers the most exciting and relaxing travel destinations you can find and we would bet our lives on them.

We are no armchair travelers! | Not only our reporters but also our editors themselves spend as much time as possible traveling locally. Because our name says it all. You don't experience the new and inspirational, i.e. real adventure, without encountering the imponderable, the unfamiliar or the incalculable. And that's what we're hooked on, for traveling is what we live for!



Yours sincerely
Peter Pfänder



Peter Pfänder
Editor-in-Chief





Highest level of journalistic expertise.



exciting.

abenteuer und reisen reports 10 times a year from all around the world, preferably “off the beaten track”. Passion is what drives our reporters to remote spots and unfamiliar regions between Alaska and Vietnam, the Arctic and Zululand. In doing so they spare no effort and do not shy away from a challenge. Their research is thorough and their reporting is honest. Our Reporter Tips are authentic – so there is no chance of readers getting bored.



exhilarating.

Our readers want to experience the adventure, both big and small, that this world has to offer at first hand – and not read run-of-the-mill reports about the same destinations, year in year out. Our magazine not only features the best beaches, the most original bars and restaurants and the finest hotels, but also new destinations and punishing adventures – in faraway places or much closer to home.



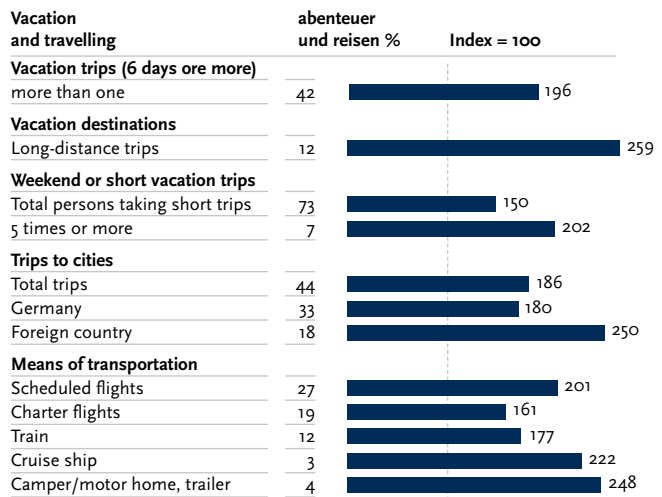
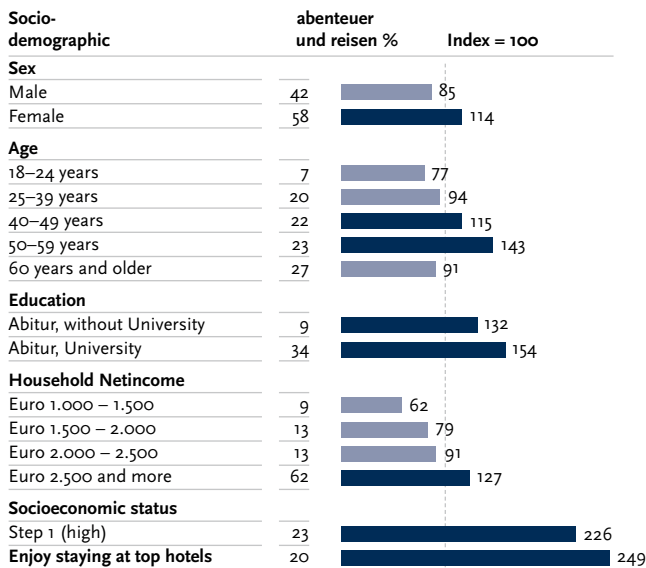
exceptional.

Our readers have high standards and expect value and benefit. We therefore provide thoroughly-researched Info Guides to accompany our reports. And critical service articles in every issue highlight the deception, window-dressing and pitfalls prevalent in the tourism industry. Our hotel and restaurant recommendations are always thoroughly researched, critically examined and tested in person: in other words checked out by our reporters!



Year established:	1980
Copy price:	5,- €
Frequency:	10 times per year
Net single copy (IVW 3/11):	83.009 copies
Paid subscription (IVW 3/11):	16.432 copies
Circulation (AWA 2011):	480.000 readers per issue
CPT:	24,58 €
Basic rate:	full page: 11.900,- €

The readership



Source: Allensbacher Analysis of Advertising Media 2011

Schedule 2012

Issue-No.	Month	Publication date	Closing date & Cancellation date	Deadline printing material	Delivery date for loose inserts, bound-in inserts, glued-on inserts
3/2012	March	14.02.2012	03.01.2012	10.01.2012	26.01.2012
4/2012	April	13.03.2012	31.01.2012	07.02.2012	23.02.2012
5/2012	May	17.04.2012	02.03.2012	09.03.2012	27.03.2012
6/2012	June	15.05.2012	29.03.2012	05.04.2012	25.04.2012
7+8/2012	July - August	19.06.2012	03.05.2012	10.05.2012	30.05.2012
9/2012	September	14.08.2012	03.07.2012	10.07.2012	26.07.2012
10/2012	October	18.09.2012	07.08.2012	14.08.2012	30.08.2012
11/2012	November	16.10.2012	03.09.2012	10.09.2012	26.09.2012
12/2012	December	20.11.2012	09.10.2012	16.10.2012	01.11.2012
1+2/2013	January - February	18.12.2012	06.11.2012	13.11.2012	29.11.2012

Surfers with the travel bug and smart travellers rendezvous at www.abenteuer-reisen.de

abenteuer und reisen's new website provides multimedia enjoyment to suit a modern, mobile lifestyle. Hundreds of first-class reports with a wide range of photos, more than 850 video clips of the best destinations plus a large number of insider tips are included in comprehensive interactive travel guides.

All content can be easily found using the navigation markers on the interactive maps and using the search window. Hundreds of users publish their travel experiences, reports and photos in the Travel Bug Community or search for and find the right travelling companion.

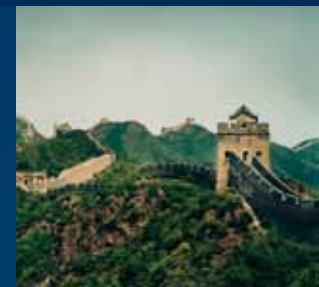
Our users:

www.abenteuer-reisen.de is used equally by men and women. Our users have an above-average level of education, more than 70% have "Abitur" (the German school-leaving examination). They come from all age groups of the working population, and in the case of nearly 33%, net monthly household income is 2,500 Euros or higher.

Page Impressions: 310.000 / month
Visits: 65.000 / month



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