

# spartacus<sup>®</sup> traveler

MEDIA KIT 2020

We love to travel!

member of



**WE LOVE TO TRAVEL!**

*The world of gay travel is changing quickly: Within a few years countless destinations have discovered gay travelers as an interesting audience. Many companies present themselves as gay friendly, hoping for more customers and a modern image. At the same time, the needs of gay travelers are changing, too. While in the past, their focus was to discover safe destinations, which allowed them to feel free, today the challenge is to find the best offer among the many. Our goal is to step in – and help. Our reporters and editors travel the world to identify new trends and give tips for a perfect vacation.*

Some destinations have developed to gay classics over the past years and most gay travelers have heard of them. We have a look at current developments and inform our readers frequently about what's going on. At the same time we aim to inspire. To do so, we present destinations that so far have not been on the gay traveler's map, but should be in the future. A wonderful vacation does not necessarily mean to fly around the globe. That's why we feature destinations in Europe as well as in North America and worldwide. As often as possible we try to introduce destinations through the eyes of locals. It's them who know

their cities and countries best, and who are happy to share their insights with our readers.

Events like prides, cultural festivals, sport tournaments, parties and cruises often give the best reasons to travel. We inform about upcoming events that no one should miss.

For 13 years, Spartacus Traveler has been bringing the wide world of gay travel to our readers. We research with passion, because we are travelers. Just as our readers are.

***“Based on current studies the gay travel sector in Germany is estimated to be worth 20,4 billion Euro.”***

***NO ONE LIKES TO TRAVEL MORE!***

*The travel industry has been targeting the gay audience for quite some time - and with well enough reason! Gay men often live in a double income no kids relationship and usually have more time on their hands to go on vacation. In a study conducted for the largest international tourism fair, ITB, 5.700 gay men have been asked to answer questions about their traveling habits. Within the 12 months of a year gays*

*have been on over 9 million vacations. That is approximately 15% of the 64 million vacations all of Germany goes on in the same time.*

Gay men in Germany are the record holder for short trips. According to the Allensbach institute 7.3% go on more than 9 short trips a year (the average percentage is 1.9%). 58% prefers big cities to rural areas when it comes to their destination of choice and 45% book hotels with 4 stars or

higher. Based on current studies the gay travel sector in Germany is estimated to be worth 20,4 billion Euro.

8.6% of the target group has booked 5 or more flights within the last 12 months (the average percentage is 2.3%). 53% book their flights directly via the website of the airline.

# OUR CLIENTS



The collage features a variety of advertisements for travel agencies, airlines, and destinations. Key elements include:

- AIR CANADA:** "KLEINER UNTERSCHIED, GROßE WIRKUNG." (Small difference, big effect.)
- AIRFRANCE:** "FRANCE IS IN THE AIR" and "SCHÖNER ANKOMMEN" (Softer arrival).
- AXEL BEACH:** "wunderhelle Sonne!" (Wonderful sunny!)
- Some like it hot:** A rainbow-themed advertisement for a hot date.
- HELLO SUNNY:** "HELLO SUNNY" with a group of people on a beach.
- FABELHAFTE REISEN:** "ES LEBE DIE VIELFALT!" (Long live diversity!).
- USA:** "Discover this land, like never before." and "VisitTheUSA.de".
- ZURICH PRIDE:** "#TEAMVIBES" and "ZURICH PRIDE #TEAMVIBES".
- STPETE CLEARWATER:** "YOUR VIBE IS HERE".
- WEST HOLLYWOOD:** "WEST HOLLYWOOD" advertisement.
- Ontario:** "Out in ONTARIO" advertisement.
- SANTIAGO:** "SANTIAGO A MEN'S LUXURY GETAWAY IN PALM SPRINGS".
- Wird ja immer Dollar!:** "Wird ja immer Dollar!" advertisement.
- ESPLANADE:** "ESPLANADE GRAND HOTEL BERLIN".
- ICE:** "Europa: Entspannt. Schnell. Im ICE." advertisement.
- TAMPA BAY:** "LEBEN SIE BEST NEU KENNEN" (Live the best you don't know).

**DIGITAL**



**„Up to 250.000 page views per issue.“**

**SPARTACUS TRAVELER DIGITAL!**  
*The Spartacus Traveler is undoubtedly the most beautiful when you can hold it in your hands. Unique selling points of our title include various paper types, continent-shaped die cuts, and individual finishes such as UV and soft-touch coatings on the covers. Naturally, tablet and smartphone readers can subscribe to a digital edition of our magazine which is now available on four different platforms.*

### **Readly**

More than 4,000 national and international titles can be found in the Readly magazine flat-rate library, including Spartacus Traveler and our partner magazine Mate. Our magazines generate an average of 150,000 and up to 250,000 page views per issue. Readly is available

for both iOS and Android. From time to time we also release Ready Exclusives such as our 146-page Shooting Edition with previously unpublished images of our photo productions.

### **Yumpu**

With its 12 million readers – which include 4 million from Germany, Austria and Switzerland – yumpu ranks among the 500 most-visited websites in the German-speaking countries of Europe and among the top 3,000 websites worldwide. Readers can enjoy several thousand titles for less than 10 euros per month or subscribe to a premium account to access even more magazines.

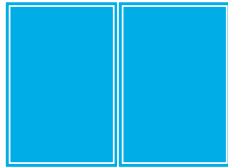
### **pressreader™**

As one of the largest B2B platforms for digital libraries, PressReader is available to guests and visitors in numerous hotels, airlines, public libraries, and cruise ships. These businesses include renowned companies such as Marriott, Accor, Westin, The Ritz-Carlton, Cathay Pacific, British Airways, Iberia, Air Canada, and Turkish Airlines.

### **Spartacus Gay Guide App**

Our app is the perfect travel buddy: Aside from useful insider information on hundreds of destinations, our users can connect within a unique network of travelers and travel experts.

# RATES & SIZES



**2/1**  
440 x 275



**1/1**  
220 X 275



**1/2**  
LANDSCAPE 220 X 135  
VERTICAL 106 X 275



**1/4**  
93 X 120  
(TYPE AREA)

**SIZE**  
in mm

**ALL ADS NEED TO BE DELIVERED WITH A 3 MM BLEED!**

MIND THE BACK MARGIN AND LEAVE A SPACE OF 10 MM FOR ALL RELEVANT TEXTS AND IMAGES

7.900 €

3.800 €

1.900 €

950 €

**RATE**

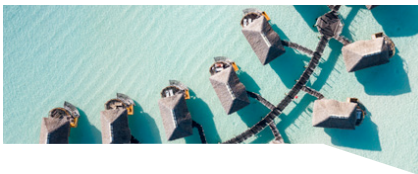


**INSERTS (GLUED) 250 € / CPM**  
**INSERTS (LOOSE) 90 € / CPM**

SURCHARGE OF 500 € FOR 5.000 AND FEWER INSERTS

**PREMIUM POSITION +10 %**

## Release Dates 2020



**I 2020 - SPRING**

Submission: 2/10 /// Release Date: 2/27



**II 2020 - SUMMER**

Submission: 7/27 /// Release Date: 8/13



**III 2020 - WINTER**

Submission: 11/16 /// Release Date: 12/3

## DISTRIBUTION **DER**TOUR

50.000 READERS PER ISSUE  
ADDITIONAL NUMBER OF ISSUES DISTRIBUTED  
THROUGH DERTOUR OFFICES  
DISTRIBUTION DIGITAL VIA YUMPU, PRESSREADER & READLY  
WWW.SPARTACUS.TRAVEL  
WWW.FACEBOOK.COM/SPARTACUSGAYGUIDE  
WWW.INSTAGRAM.COM/SPARTACUSGAYGUIDE

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