

spartacus[®] traveler

We love to travel!

member of



IGLTA

For 16 years Spartacus Traveler has been reporting on the wide world of gay travel. We research with passion because we are travelers from the bottom of our hearts. Exactly like our readers.

Some destinations have long been known to the community. We keep an eye on current developments and provide you with the latest local news for these spots.

At the same time we want to inspire and introduce lesser-known destinations. We include events such as Pride parades, cultural festivals and sporting events, parties, and cruises as special travel occasions and introduce you to interesting locals and their perspectives on their home countries.

MEDIA KIT 2022



PRINT

1/1 PAGE

50.000 READERS PER ISSUE

DERTOUR Additional distribution through travel agents

DIGITAL

120.000 PAGE VIEWS
PER ISSUE
IN 4 DIGITAL NEWSSTANDS

Yumpu

more than 4 Mio. readers

Readly

more than 4.000 magazine titles

pressreader

available in 60 languages

MEDIA CARRIER

partnering with over 20 airlines
incl. Lufthansa

PACKAGE DEAL
3.800 €

ONLINE

ADVERTORIAL
WWW.MÄNNER.MEDIA



including teaser on facebook

ADDITIONAL FEATURES

■ SOCIAL MEDIA / INFLUENCER

We are teaming up with influencers to produce photo and video content to be featured on your social media and our online and social media channels ([example](#)). In addition we will publish an advertorial in Spartacus Traveler magazine.

PRICE ON REQUEST

ISSUES 2022

I 2022 (Spring)

Submission: 28.3. /// Release Date: 14.4.

II 2022 (Summer)

Submission: 18.7. /// Release Date: 4.8.

III 2022 (Winter)

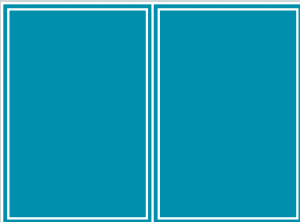
Submission: 14.11. /// Release Date: 1.12.

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RATES & SIZES

General terms & conditions

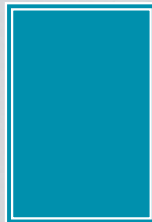
2/1 PAGES



440 x 275 mm
(+ 3 mm Bleed)

7.900 €

1/1 PAGE



220 x 275 mm
(+ 3 mm Bleed)

Premium Position
+ 10 %

3.800 €

1/2 PAGE



Landscape 220 x 135 mm (+ 3 mm Bleed)
Vertical 106 x 275 mm (+ 3 mm Bleed)

Type Area: **Landscape 187 x 122,5 mm**
Vertical 91,5 x 245 mm

1.900 €

INSERTS



glued in **250 € / TKP**
loose **90 € / TKP**

Surcharge of 500 €
for 5.000 and fewer inserts

Please leave a margin of
10 mm for all relevant texts
and images!

LGBTQ TRAVEL MARKET

- NEW RESULTS

Current estimates assume that there are almost 6 million members of the LGBTQ community in Germany. In 2019/2020, several surveys have looked at the travel behaviour of the German and international LGBTQ community, including the European LGBTQ Study by Visit Brussels*, supported by the Blu Media Network, and a recent survey on travel behaviour related to Corona**, supported by Europe's largest LGBTQ dating portal Romeo. Here are the most important results:

NUMBER OF HOLIDAY TRIPS

With a figure of 8 to 9 **SHORT BREAKS OF LESS THAN A WEEK AND 3 HOLIDAYS OF MORE THAN 7 DAYS PER YEAR**, the German LGBTQ market is at the top compared to its European neighbours.*

AIR TRAVEL

German LGBTQ travelers take an average of almost **3 INTERCONTINENTAL AND ALMOST 6 CONTINENTAL FLIGHTS PER YEAR**, making them the travel champions compared to other European countries.*



MOTIVATION

When choosing a destination, **NEW DESTINATIONS** play a major role, as well as **AFFORDABLE FLIGHTS, GOOD FOOD & DRINK AND LOCAL SECURITY** for LGBTQ travelers. In the case of multiple choices for planned city breaks within Europe, the following preferences apply*:

- Stockholm 55%
- Dublin 53%
- Brussels 51%
- Lisbon 47%
- Vienna 46%
- Prague 44%
- Amsterdam 41%
- Madrid 40%
- Zurich 36%
- Milan 33%
- Rome 31%
- Barcelona 28%

HOTELS

Over 50% of German LGBTQ travelers prefer hotels in the 4-star category and above, 25% book hotels in the 1- to 3-star category, 13% prefer apartments. Throughout Europe, German travelers thus have the highest proportion in the 4-star category and the lowest in apartments.*

