Meininger – The urban traveller’s home

For globetrotters, business travellers and families – Meininger Hotels provides a real home to our guests of the world.

Meininger combines the best features of hotel and hostel alike, and offers a comfortable and cheap hotel experience – perfect for urban travelling. The magazine “on the MOVE” in English and the various cross-media marketing formats such as content advertising, TV, bundled ambience marketing, and social media are all part of Meininger’s unique environment for an effective and contemporary communication of your brand and product.

**FACTS**

- 1.7 million overnight stays per year
- 7,000 beds in 16 hotels in 12 cities in 6 countries
- 35% German speaking
- 65% English speaking
- Core age group: 18 – 35 years

**TARGET GROUP**

- **45%** BACKPACKERS & URBAN TOURISTS
- **35%** GROUPS MAINLY SCHOOL GROUPS
- **10%** BUSINESS
- **10%** FAMILIES

**18 exclusive locations in the metropolises of Europe**

- **Germany**
  - Berlin Main Station
  - Berlin Alexanderplatz
  - Berlin Mitte Humboldthaus
  - Berlin Airport
  - Frankfurt/Main Airport
  - Frankfurt/Main Messe
  - Hamburg City Center
  - Munich City Center
  - Cologne City Center
  - Leipzig
  - Denmark
    - Copenhagen
- **Austria**
  - Vienna Main Station
  - Wien Downtown Franz
  - Wien Downtown Sissi
  - Salzburg City Center
- **United Kingdom**
  - London Hyde Park
- **Netherlands**
  - Amsterdam City West
- **Belgium**
  - Brussels City Center

More hotels opening in 2017!
Powerful Advertising Packages

For globetrotters, business travellers and families – Meininger Hotels provide a real home to guests from all around the world. Use all the different Meininger channels and reach the maximum number of potential customers with a minimal effort.

<table>
<thead>
<tr>
<th>MEININGER TOUCH-POINTS</th>
<th>MAGAZINE</th>
<th>SAMPLING</th>
<th>BLOG &amp; SOCIAL MEDIA</th>
<th>KEY CARDS</th>
<th>TV TICKER</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>The hotel chain’s own “on the MOVE” magazine inspires 300,000 readers with its traveling-related trend topics and offers a purposeful product placement.</td>
<td>Mini flyers, featured products, product samples – your sample product will be placed and presented in the immediate presence of the customers: in the room, by the reception or in the lunch bag!</td>
<td>Trends about travelling, lifestyle and shopping; insider tips; and an active community with more than 85,000 fans and users on social media – the perfect environment for the individual communication of your product.</td>
<td>Your advertising message will be printed on key cards in practical credit card format. Reach our total circulation of 1,7 million contacts per year. Partial editions according to location are available.</td>
<td>Flatscreen TVs in every hotel room and in the lobby are broadcasting a looped programme around the clock. Persuade your customers with an individual news ticker.</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>1/1 page advert</th>
<th>E.g. 20,000 flyers</th>
<th>E.g. blog advertorial price per advertorial</th>
<th>E.g. 1,500 cards</th>
<th>1 hotel</th>
</tr>
</thead>
<tbody>
<tr>
<td>€ 3,500</td>
<td>€ 3,000</td>
<td>€ 700</td>
<td>€ 3,750</td>
<td>€ 20/day</td>
</tr>
</tbody>
</table>

Bundle #1

€ 7,900
instead of € 10,950

✔ ✔ ✔ ✔

Bundle #2

€ 5,900
instead of € 7,200

✔ ✔ ✔ ✔

Bundle #3

€ 4,900
instead of € 6,500

✔ ✔ ✔

All prices are in euros ex VAT
I hear the impatient chimes of hurrying cyclists. Day-give Amsterdam its familiar face. I remember the magical

**ALONG PRINSENGRACHT**

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MAGAZINE #03

TEXT + PHOTOS

The 165 canals (or “grachten”) and 1,281 bridges permeate all of Amsterdam. Since the city has more canals than VENICE.

**CANALS THAN HAS MORE**

are simple: smaller boats give way to bigger ones.

*Type of Advertising: Magazine*

Format: 20 x 26 cm

€ 4,000

Inside back cover

€ 4,500

outside back cover

Inside front cover or

€ 3,500

Labelled as “Special”

**PRINTED ADVERT**

Inside page 1/1

€ 3,500

Inside front cover or outside back cover

€ 4,500

Inside back cover

€ 4,000

Format: 20 x 26 cm

Plus 3 mm bleed on all sides

**EDITORIAL FEATURE**

➤ 6 pages

➤ Own logo & feel

➤ Integration of logo possible

➤ Labelled as “Special”

€ 6,000

**INSERT**

The inlays are enclosed in the magazine, e.g. sticker sheet, coupon, card, leaflet etc.

Leaflet

Card

Sticker sheet as insert

€ 109 (per 1,000 items)

Choose a solution individually tailored to your needs. Material restrictions: max. 150 g/m²

**on the MOVE magazine**

**EDITION**

50,000 issues

**PUBLICATION**

Quarterly

**REACH**

Min. 300,000 readers per issue

**ALL PRICES ARE IN EUROS EX VAT**
**Type of Advertising: Ambience**

**SAMPLING**
Mini flyers, featured products, product samples – your sample product will be placed and presented in the immediate presence of the customers!

- Room (bathroom, bed)
- Guest kitchen
- Gamezone
- Reception
- Buffet
- Lunch bag

The most direct way to make the customers excited about your product.

**Delivery:** At least ten days before the campaign launch.

**EXAMPLE:** 20,000 items
€0.15/sample

**€ 3,000**

**KEY CARDS**
Your advertising message will be printed on key cards in practical credit card format. The cards are in circulation for a year at a time.

**Production time:** 8 – 12 weeks

**EXAMPLE:** 1,500 items
€2.50/card

**€ 3,750**

Total edition: 10,000 items, €25,000, up to 1.7 million contacts

**TV TICKER**
Flatscreen TVs in every hotel room and in the lobby are broadcasting a looped programme around the clock. Persuade your customers with an individual news ticker.

**EXAMPLE:** 1,500 items
€2.50/card

**€ 3,750**

**PER HOTEL**
€ 20/day

All prices are in euros ex VAT
Type of Advertising: Digital

SOCIAL MEDIA
Events like pancake parties, photo contests and great insider tips from our employees are some of the contents of our successful social media marketing. Our 440,000 fans on e.g. Facebook make it possible for you to meet your target group through the social networks.

BLOG
The MEININGER Hotels are dispatching renowned bloggers in order to keep the community up to date. What are the current highlights in shopping, sightseeing, bars or restaurants? “Europe’s vibrant cities” are always good for a new exciting discovery. All contents are published on the MEININGER blog exclusively.

We follow your strategy – you can choose between:
Banner, editorial presentations, contest campaign, video embedding

ADVERTORIAL SOCIAL MEDIA EXAMPLE:
Blog post + Facebook post + Twitter post

price per advertorial € 700 // total € 2,100

All prices are in euros ex VAT
Deadlines 2017 – on the MOVE magazine

<table>
<thead>
<tr>
<th>Publication date</th>
<th>Advert deadline*</th>
<th>Print documents deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>#10 Middle of April 2017</td>
<td>08.03.2017</td>
<td>14.03.2017</td>
</tr>
<tr>
<td>#11 Middle of July 2016</td>
<td>14.06.2017</td>
<td>20.06.2017</td>
</tr>
</tbody>
</table>

* Delivery of editorial features at least eight weeks before the advert deadline.

Advert details

**ADVERT DETAILS**
Printable PDF (X-1a, 300 dpi, CMYK)
per email to anzeigen@vogel-corporatemedia.de

For colour proof, please contact us per mail or courier:
Vogel Corporate Media GmbH
Christiane Maurer
Leipziger Straße 126
D-10117 Berlin

**COLOUR SPACE**
ISOcoated_v2_eci

Please send us your print documents in English.

**FORMAT 1/1 PAGE**
20 x 26 cm, excl. trimming

**BLEED**
3 mm on all sides

**MAX. DIMENSIONS OF INSERT**
19 x 25 cm, excl. trimming on all sides with a maximal weight of 35 g

Contact

**ANSPRECHPARTNER**

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**PROJECT COORDINATION**
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**AGENCY COMMISION**
Advertising agencies or advertising brokers receive an agency fee of 15% of the net invoice amount of the advertisement (gross advertisement price ex VAT, after deduction of rebates and discounts), provided that the publication of the advertisement is commissioned by the client, and that this can be proven. This does not apply for advertorials.