



INHOUSE magazine

the guest magazine of a&o hotels and hostels

MEDIA KIT

(December 2017)

www.inhouse-magazine.com

The city guide exclusively for the guests of a&o hotels and hostels

Publisher: Herden Veranstaltungen GmbH

Product: Current tips for city trips in German and English language. Current trends of shopping, spare time, culture and nightlife from the 22 A&O-Cities Aachen, Amsterdam, Berlin (3x), Bremen, Cologne (3x), Copenhagen, Dortmund, Dresden, Dusseldorf, Frankfurt, Graz, Hamburg (4), Karlsruhe, Leipzig, Nuremberg, Munich, Prague, Salzburg, Stuttgart, Venice, Vienna (2x) and Weimar. Our scene scouts, staff and guests pass on their tips, make suggestions for the daily schedule and we report regularly about current events.

Target group: Exclusively and for free for all A&O-Guests: families, students, young-at-hearts, budget travelers, business travelers and group travelers.

Distribution: Printed version directly at all A&O HOTELS and HOSTELS, as well as selected touristic hotspots. As pdf-file via e-mail and from our website to customers and those who inquire a booking.

- direct distribution at A&O HOTELS and HOSTELS
(at the lobby, teachers lounge and in all rooms)
- downloadable pdf file for travel planning www.inhouse-magazine.com
- via email to guests and interested ones.

Frequency twice a year (Spring/Summer and Autumn/Winter)

Print run: 75.000

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About A&O HOTELS and HOSTELS:

A&O HOTELS and HOSTELS has operated 34 hostels in 22 cities and five countries (Germany, Austria, the Netherlands, the Czech Republic, Denmark and Italy) since 2000. As the largest hostel provider in Europe., the chain is growing by more than 15 per cent p.a.

With around 24,000 beds and more than 3.7 million overnight stays in 2016, A&O reported revenue of around €114 million. The chain positions itself on the market as a provider of centrally located hotel properties with the best value for money for the guest.

The brand focuses on a wide range of en-suite room categories, so that travel-oriented target groups from single travelers, couples, families through to large groups can all be accommodated under one roof. Our guests' reasons for travelling include leisure/city breaks (40 per cent), group/class trips (37 per cent), family trips (15 per cent) and business tourism (8 per cent).

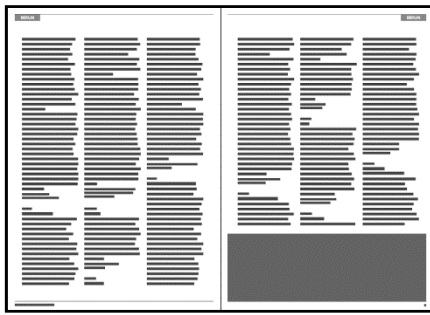
The company enjoys above-average direct sales and online marketing: 52 per cent of guests book their accommodation online; aohostels.com is the most popular booking channel. Around 19,600 class trips have come to rely on the service and quality we offer.

The hotels and hostels are 4-star QMJ certified, reviewed by the TÜV (Technical Inspection Association) in accordance with the 'Youth Hostel Quality Standard' and carry the youth travel quality seal of 'Reisenetz Deutschland' (Travel Network Germany). The A&O group has received the Double A Rating from the TREUGAST Solutions Group for the third year running now.

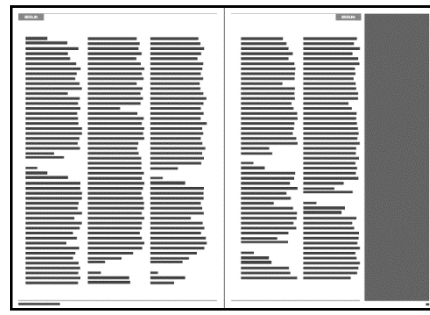
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ADVERTISING FORMATS

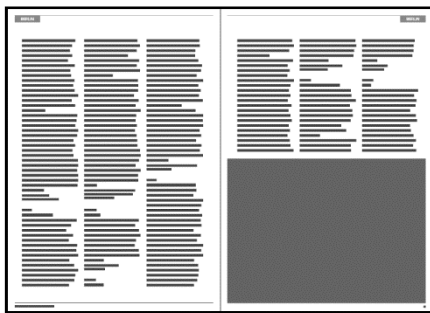
- Magazine format:** 148 mm width x 210 mm height (DIN A5)
- Print space:** 138 mm width x 200 mm height (DIN A5)
- Lay-out sketch:** Printable file (pdf, jpg, eps, tif)
The data will be printed as delivered. A bleed margin is not necessary.
- Print method:** 4C Offset



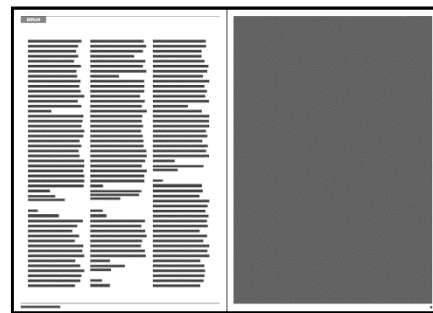
1/4-page
format: 138 mm x 47 mm
price: 400 €



1/3- page
format: 44,5 mm x 200 mm
price: 600 €



1/2- page
format: 138 mm x 97 mm
price: 800 €



1/1- page
format: 138 mm x 200 mm
price: ab 1600 €

All ads will be placed within the print space.
A bleed margin is needed only for the cover pages.
The display area is marked gray.



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ADVERTISING ORDER

Herden Veranstaltungen GmbH
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10781 Berlin - Germany
Phone: +49 (0)30 - 28 39 23 13

anzeigen@inhouse-magazine.com
or Fax to +49 (0)30 - 28 39 23 12

Sender (billing address):

YES, we would like to place our advertisement in **INHOUSE** magazine.

Our order (please mark issue and format):

	format mm (width x height)	price per advert	issue 1/18 March - August
1/4 page	138 x 47	400 €	<input type="radio"/>
1/3 page	44,5 x 200	600 €	<input type="radio"/>
1/2 page	138 x 97	800 €	<input type="radio"/>
1 page	138 x 200	1.600 €	<input type="radio"/>
*Insight front cover page 3	138 x 210	4.000 €	<input type="radio"/>
*Outsight back cover page 4	138 x 210	5.000 €	<input type="radio"/>

* For the cover pages please add an around bleed of 3 mm -> 154 x 216mm
Our prices do not include the statutory VAT.

Please pay attention to the mentioned closing and delivery dates for printing data:

Issue	Publisher's deadline	Printing material deadline	Publication date
1.18 (March to August)	24 January 2018	31 January 2018	1 March 2018
2.18 (March to August)	20 July 2018	27 July 2018	1 Sept 2018

Placement wishes will be taken into account but they are not considered as binding parts of the order. The advertising space is allocated based on availability. Should a requested ad be no longer placeable, we will contact you immediately. Please send your print materials via e-mail to anzeigen@inhouse-magazine.com. The data will be printed as delivered.

Place, Date

Signature

Stamp