

Ad Special FREUDE pur Reisemagazine



Target group: bike & active holidaymakers

FACTS

- 151,091 copies
- 630.000 readers
- Distribution: German speaking countries
- 16x per year
- active and interested readers with affinity for travel



GOOD REASONS

- supplement produced by the publisher
- appears 15 times a year on a wide variety of topics
- higher educated and high-income readers

The **Kaufdown magazines FREUDE pur** are published 16 times a year and are enclosed with the Bavarian edition of the Süddeutsche Zeitung. As a hotel, you can finance the advertisement via a Kaufdown auction. We create an advertorial for destinations to send the advertising message emotionally to readers. **FREUDE pur** offers you content topics that match your product or service.

Format	€-rate 4c	B	H
1/1 page advertorial	6.500,-	262 mm	365 mm
1/2 page advertorial	3.500,-	262 mm	181 mm
online prolongation with 100.000 AIs	2.990,-		
online prolongation with 200.000 AIs	4.990,-		
online prolongation with 300.000 AIs	6.990,-		

Edition	Date of publication
Holiday destinations 2026	08.01.2026
Winter holidays I	29.01.2026
Wellness & Spa I	19.02.2026
South Tyrol holiday destination	05.03.2026
Bayerwald Region	12.03.2026
Bike & Hike holidays	30.04.2026
Holidays in Carinthia I	07.05.2026
Stars & Dreams	13.05.2026

Edition	Date of publication
Summer holidays	11.06.2026
Holidays in Bavaria	02.07.2026
Hiking holidays	03.09.2029
Wellness & spa	24.09.2026
Culinary journey	15.10.2026
Winter holidays II	12.11.2026
Holidays in Carinthia	19.11.2026
Familotel	10.12.2026

www.IGL.at

Unser Herz schlägt für den Tourismus.