

Media data

2026

TRAVEL & DRIVE

Your Passport to Driving Dreams and Destinations

REISE
aktuell

The best of two worlds

AUTO
aktuell

Dear media partners!

After 40 successful years with AUTO-aktuell and 29 with REISE-aktuell, we are embarking on a new path at the turn of the year. But first, I would like to take a brief look back with you:

November 1986, the first issue of '4x4 Magazine for Speed & Fun' hits the Austrian market – at that time, four-wheel drive was still our main topic and our team was small, consisting of just one person. With an increasing focus on the basic topic of cars, we first changed our name to 'Auto und 4x4 Magazin' before switching to 'AUTO-aktuell' in 1995 – the name we still bear today. In 1996, 'REISE-aktuell' saw the light of day, driven by my passion for travel. And somehow these two topics also belong together. For almost 30 years now, our two consumer magazines have been on the German-language magazine market together, proving that print is still popular. This is also confirmed by the latest figures from CAWI-Print: with a brand awareness of 38.5% and more than 250,000 readers per issue, REISE-aktuell achieves the best figures in the history of our publishing house. But AUTO-aktuell is not disappointing either, with a recognition rate of 35.8% and more than 200,000 readers per issue. These are figures we are proud of and figures that reinforce our actions and our focus. They are also figures that strengthen our resolve and give us courage for our next, and probably biggest, step.

At the turn of the year 2025/26, we will merge our two popular consumer magazines, REISE-aktuell and AUTO-aktuell, into a modern, exclusive and appealing luxury lifestyle magazine.



Travel & Drive invites our readers to explore a world of exclusivity – whether it be travel, automobiles, lifestyle, or gourmet experiences. With a fresh design and new layout, we present the most beautiful locations, hotels, resorts, holiday homes, lodges, and chalets. Our goal: to awaken emotions and trigger a desire for driving pleasure and freedom – from the pure sound of an eight-cylinder engine to the silent elegance of an electric car. We showcase the most beautiful products from the world of lifestyle, tailored to the season: swimwear, yacht highlights, watches, luggage, winter sports and fashion. At the same time, we open up exclusive experiences: road trips along spectacular coastlines, rooftop bars with panoramic views, wine tours, helicopter flights to special destinations or luxurious train journeys through distant countries. Our four new sections bring this attitude to life: Travel. Drive. Lifestyle. Escape.

Our aim remains to meet the needs of our partners and readers even more effectively. That is why we have consistently adapted our advertising formats to the new Travel & Drive concept. More exchange, more individualisation – and the ideal platform to showcase your brand. Tailor-made packages ensure that you and your product are presented as effectively as possible.

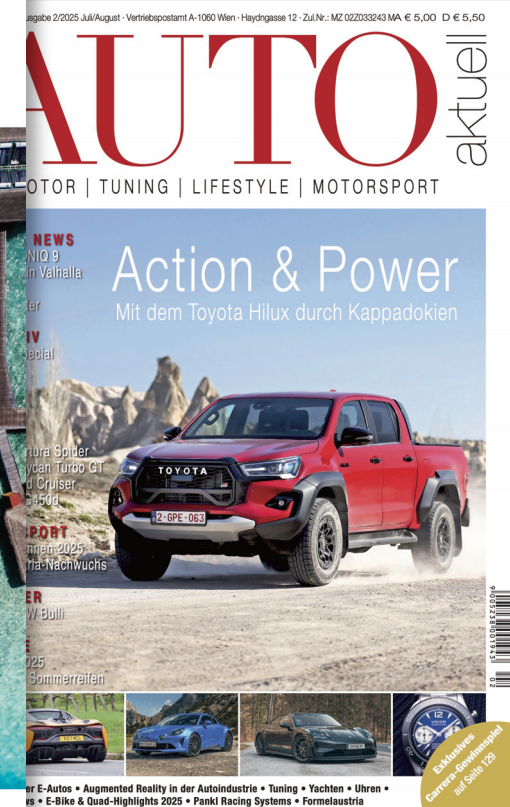
We are looking forward to a successful year together and to a new chapter with you!

Yours sincerely, **Christian Böhm**
Founder & Shareholder CB Verlags GesmbH

REISE aktuell

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AUTO aktuell



TRAVEL & DRIVE

Travel

Island resorts, city palaces, designer chalets, boutique hotels, rooftop suites and private hideaways – Travel takes you to extraordinary places around the world. It presents alpine retreats, tropical dream destinations, historic grand hotels, modern architectural icons and hidden gems. Whether it's an urban weekend getaway or an exclusive long-distance holiday, a Mediterranean coastal town or a desert resort in the Emirates – the focus is on destinations with character, style and history that are characterised by their location, concept or atmosphere.



Drive

Exclusive sports cars, luxury limousines, iconic classics, fully electric high-end models, unique vehicles and concept cars – Drive is dedicated to automobiles with style, character and emotion. The focus is not on technical details, but on the experience behind the wheel: on beautiful routes, along breathtaking panoramas or in the middle of the city. From V12 grand tourers to minimalist electric coupés, from off-road to design icons. Drive focuses not only on the emotions of the automotive world, on history and heritage, but also on innovation and the future.



Lifestyle

Watches, jewellery, fashion for different occasions and seasons, tasteful interiors, luggage, accessories, yachts and private jets – Lifestyle offers a world full of exclusive objects and brands that combine elegance and substance: iconic, timeless or innovative. Whether mechanical manufacture calibres, rare fragrance editions, selected fashion or the best for the home and the garden or on the terrace or on the go. Lifestyle is directed at people who consciously choose what surrounds them, what they wear or what accompanies them. Not only trends, but curated style.



Escape

Private chalets in the Alps, road trips in a convertible, retreats accessible by helicopter, exclusive hotspots for drinks or dinner, and conversations with interesting personalities – Escape reveals places that are not only accessible but worth experiencing. The focus is on stylish travel: by car, boat or jet. From spontaneous weekend ideas to alpine routes to very personal hideaways. Escape is an invitation to a world of exclusive travel, to places that are more than special, and to journeys where it's not just the destination that matters, but also the journey itself.



Facts and figures 2025

REISE^{aktuell}

Popularity (Austria)	2.812.000	38,5%
Widest readership	632.000	8,7%
Readers per issue	261.000	3,6%
Rpi (interest in travel)	233.000	89,3%
Rpi (interest in culinary)	197.000	75,4%

1000-contact-price € 31,80

Our readers

Age:		Income:	
14-29 years	23,3%	up to € 1.499,-	11,2%
30-49 years	28,2%	€ 1.500,- to € 2.099,-	8,2%
50-69 years	33,8%	€ 2.100,- to € 3.299,-	17,8%
70-79 years	14,7%	€ 3.300,- to € 4.799,-	20,3%
Average	47,2 years	€ 4.800,- to € 5.999,-	12,5%
		over € 6.000,-	13,9%

Interests:		Interests:	
Travel	89,2%	Fashion	50,7%
Culinary	75,4%	Gardening	64,0%
Wellness	54,0%	Film & television	72,6%
Skiing	25,5%	Theatre, musicals, opera	58,6%
Hiking	49,7%	Concerts	59,7%
Cycling	46,2%	Economy	71,8%
Swimming	37,6%	Sustainability	82,6%
Sport & fitness	71,6%		

AUTO^{aktuell}

Popularity (Austria)	2.615.000	35,8%
Widest readership	482.000	6,6%
Readers per issue	211.000	2,9%
Rpi (interest in cars)	158.000	74,9%
Rpi (interest in travel)	164.000	77,7%

1000-contact-price € 28,13

Our readers

Age:		Income:	
14-29 years	25,8%	up to € 1.499,-	10,6%
30-49 years	27,7%	€ 1.500,- to € 2.099,-	8,5%
50-69 years	32,9%	€ 2.100,- to € 3.299,-	15,4%
70-79 years	13,4%	€ 3.300,- to € 4.799,-	20,7%
Average	46,1 years	€ 4.800,- to € 5.999,-	13,8%
		over € 6.000,-	10,7%

Interessen:		Interessen:	
Car & motorbike	75,2%	Fashion	49,8%
Travel	77,8%	Gardening	63,8%
Culinary	65,1%	Film & television	70,4%
Skiing	26,7%	Theatre, musicals, opera	45,9%
Hiking	50,9%	Concerts	57,3%
Cycling	46,9%	Economy	76,9%
Swimming	43,2%	Sustainability	69,6%
Sport & fitness	65,8%		

2026

Figures

Popularity (Austria)	3.462.000	47,4%
Widest readership	752.000	10,3%
Readers per issue	314.000	4,3%
Rpi (interest in travel)	262.000	83,5%
Rpi (interest in cars)	199.000	63,5%
Rpi (interest in culinary)	220.000	70,2%
1000-contact-price	€ 35,68	

Circulation and distribution

CAT, Airport Vienna 8.000

Circulation Austria 30.000

Events 7.000

45.000

Hotels

Restaurants

ÖBB & airlines

Car dealerships

exclusive partners

Events

Showrooms

Airports & lounges

Our reader studies have long shown a significant overlap between the target groups of REISE-aktuell and AUTO-aktuell. Both magazines appeal to readers with similar interests, comparable income groups and a similar age profile. For *Travel & Drive*, this means:

- Around 75% of the readership is identical, which is why reach figures cannot simply be added together.
- Based on our calculations, we achieve a total awareness of around 47% and over 300,000 readers per issue.
- The readership is evenly distributed between genders, with an average age of 47 and an above-average income.

This provides *Travel & Drive* with an attractive, clearly defined target group with high purchasing power – ideal for effective brand placement.



Our readership

Age:

14-29 years	24,5%
30-49 years	27,9%
50-69 years	33,4%
70-79 years	14,1%
Average	46,7 years

40% female



60% male

Income:

up to € 1.499,-	10,9%
€ 1.500,- to € 2.099,-	8,3%
€ 2.100,- to € 3.299,-	16,6%
€ 3.300,- to € 4.799,-	20,5%
€ 4.800,- to € 5.999,-	13,2%
over € 6.000,-	12,4%

Dates for 2026

1	Spring	AD/MD: 18.03.2026 PD: 27.03.2026
2	Summer	AD/MD : 17.06..2026 PD : 26.06.2026
3	Autumn	AD/MD : 16.09.2026 PD : 25.09.2026
4	Winter	AD/MD : 02.12.2026 PD : 11.12.2026

Topics 2026

Travel

Spring Mediterranean, festivals & culture, hiking, Japan, cruises, holiday homes, Switzerland, Paris, Indian Ocean, wellness, Mozart Year, Salzkammergut, travel insurance

Summer Caribbean, Scandinavia, Austrian lakes, Baltic Sea, houseboats, Seychelles, Maldives, first class, Copenhagen, Portugal, grand hotels, Switzerland by train

Autumn Skiing, wellness, exclusive chalets, Munich, holidays in the wine region, Salzburg, Advent markets, Canary Islands, safari, United Arab Emirates

Winter Winter sports, world trips, Vienna, Thailand, South Africa, hot springs, Iceland, thermal baths, New Zealand & Fiji, Barcelona



Drive

Spring The latest developments in Formula 1, new models, track days from exclusive manufacturers, BMW's new class, care for convertibles, 50 years of Rétromobile

Summer Open and quiet: electric convertibles, beautiful routes for late summer drives, Mercedes G-Class Cabrio, Honda Prelude, 50 years of the VW Golf GTI

Autumn Winter-ready sports cars, proper off-road driving, the Salzburgring, the supreme discipline of winter rallying, the Audi TT comeback, winter fitness & winter tyres

Winter Classic car spring check, behind the scenes at the Red Bull Ring, the best winter SUVs, Lamborghini Miura



Lifestyle

Spring Summer sports, hand luggage, yachts, rosé wines, diving watches, summer perfumes, summer make-up, motorcycles, model cars, private jets

Summer Summer cocktails, swimwear, sunglasses, yachts, garden furniture, my photo album, barbecues, holiday jewellery, high-tech travel gadgets, elegant picnic baskets

Autumn Winter sports, handbags, weekend bags, watches, yachts, red wines, padel, exclusive Advent calendars, Christmas gifts, motorcycles, interiors: fireplaces

Winter Sailing yachts, champagne, festive season, 'Alles Walzer!' (Let's waltz!), fondue, exclusive chocolates, notebooks and travel journals



Escape

Spring Castle holidays, glamour on Sylt, lakeside restaurants, rooftop bars, helicopter rides over Monaco or Portofino

Summer Private islands, road trips to the lake, Orient Express yacht, after-work bars, trips to vineyards, Nordic haute cuisine

Autumn Arctic glamping, luxury trains, New Year's Eve locations, mountain clubs, posh mountain retreats, exclusive safari lodges

Winter Expedition cruises, Laucala Island, glamorous ski resorts, private member clubs, heliskiing, beach clubs 2027



Prices and formats



2/1 double page

396 x 273 mm print space
420 x 297 mm bleed

€ 14.900,-



1/1 single page

183 x 273 mm print space
210 x 297 mm bleed

€ 8.900,-



U2



U3

cover pages 2 / 3

183 x 273 mm print space
210 x 297 mm bleed

€ 11.700,-



U4

cover page 4

186 x 273 mm print space
210 x 297 mm bleed

€ 12.000,-



Junior Page

123 x 183 mm
135 x 195 mm bleed

€ 7.900,-



1/2 upright

90 x 273 mm
102 x 297 mm bleed

€ 4.900,-



1/2 horizontal

183 x 136 mm
210 x 148 mm bleed

€ 4.900,-



Gate cover, 2-piece

extent: 4 pages

€ 19.800,-



tabernacle cover

extent: 2 pages

€ 15.800,-



1/3 upright

93 x 186 mm
105 x 198 mm bleed

€ 3.900,-



1/3 horizontal

183 x 87 mm
210 x 99 mm bleed

€ 3.900,-



1/3 column

58 x 273 mm
70 x 297 mm bleed

€ 3.900,-



cover sleeve

incl. printing & production
possible from 5.000 copies

€ 1.100,- / 1.000 pieces



Adhesive / adh. label

Tip-On only together with 1/1 advert
€ 310,- / 1.000 pieces



Inserts

up to 10g: € 190,- / 1.000 pcs
up to 20g: € 210,- / 1.000 pcs
up to 30g: € 230,- / 1.000 pcs
up to 40g: € 250,- / 1.000 pcs



1/4 horizontal

183 x 62 mm
210 x 74 mm bleed

€ 2.450,-



1/4 block

93 x 136 mm
105 x 148 mm bleed

€ 2.450,-

Advertorials

2/1 double page: € 13.200,-
1/1 single page: € 7.900,-
1/2 page: € 4.400,-
1/3 page: € 3.400,-
1/4 page: € 2.400,-

Lifestyle

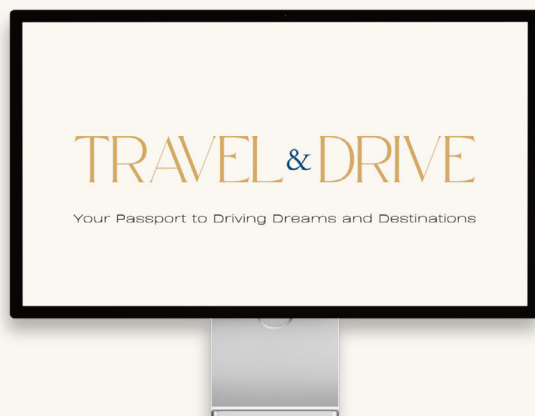
2/1 double page: € 11.200,-
1/1 single page: € 6.900,-
1/2 page: € 3.900,-
1/3 page: € 3.100,-
lifestyle product: € 1.800,-

travelanddrive.com

Advertorial

Your editorial feature on travelanddrive.com, including cover photo, image gallery and link in the category of your choice (Travel, Drive, Lifestyle, Escape)

€ 1.200,-



+ newsletter **€ 350,-**
your editorial contribution as a major feature story in the upcoming newsletter

+ social media **€ 200,-**
your editorial contribution as a carousel post on Instagram (@tdpassport) and Facebook, including tagging (individual promotion with additional campaign budget possible)



TDNewsletter

The new Travel & Drive newsletter replaces the two newsletters from REISE-aktuell and AUTO-aktuell, bringing together the worlds of travel and motoring in an exclusive format once a month.

distributed to over 8,000 recipients

Advertorial in newsletter **€ 420,-**
your contribution as an advertorial in the newsletter, including a link and 1 image

Terms and Conditions

ORDER PLACEMENT

1. The currently valid advertising rate shall apply (available at www.cbverlag.at). In the case of existing framework agreements (placement of several advertisements), the publisher is entitled to increase the price due to changes in raw material prices, statutory or collectively agreed increases in labour costs or increases in information.
2. Orders shall only be accepted upon written confirmation by the publisher.
3. A cancellation fee of **40%** of the advertisement value will be charged for orders cancelled before the advertising deadline. Cancellations after the advertising deadline will be charged at **75%** of the advertising price.
4. The publisher reserves the right to refuse advertisements without giving reasons.
5. For orders for inserts, bound-in inserts, bound-in liners and glued inserts, an original sample must be enclosed with the order.
6. Exclusion of competition can only be agreed from an advert size of 1/1 page for the opposite page.

ORDER PROCESSING

1. The client is solely liable for the content of the advert. By placing the order, the client confirms that it holds all the necessary rights in relation to the advertisement. Furthermore, the client confirms that the advertisement does not violate the provisions of the UWG, the UrhG, other industrial property rights or other statutory provisions. The client shall fully indemnify and hold the publisher harmless against all third-party claims. This shall also apply to the costs of any court-ordered counterstatements, preliminary notices and judgement publications. In the event of a legal claim, the client undertakes to bear all costs of legal representation of the publisher and to join legal proceedings on the publisher's side. If the client does not fulfil this obligation, the client waives any objections.
2. The publisher shall only guarantee technically flawless reproduction if the client has provided flawless technical printing documents. In the event of wholly or partially illegible, incorrect or incomplete reproduction which significantly impairs the purpose of the advertisement, the client's claim for compensation shall be limited to the price of the respective advertisement (excluding taxes and duties). Otherwise, any warranty is excluded.
3. The publisher accepts no liability for damage caused by the non-appearance of the advertisement on a particular day or by printing, typesetting or placement errors. In any case, the publisher's liability is limited to intent and gross negligence and to the price of the respective advertisement (excluding taxes and duties).
4. Proofs or colour proofs will only be produced on request and for a fee. If the proof is not accepted in due time (within TWO working days of being sent by the publisher), authorisation to print shall be deemed to have been granted.
5. Placement requests will be fulfilled if possible, but do not constitute an obligation for the publisher.
6. The publisher accepts no liability for adverts sent by e-mail. A colour print or PDF (with a copy of the advertisement) must be sent to the publisher by the customer.

7. Complaints must be submitted to the publisher in writing within 5 days of invoicing. Later complaints will not be recognised.
8. In the event of operational disruptions or interventions due to force majeure, the publisher shall be entitled to full payment for the published advertisement, provided that the print run stated in the rate has not been undercut by more than 30 %. In the event of a lower print run, the rate shall be charged according to the price per thousand.
9. The publisher accepts no liability for errors in PR reports.

INVOICING / PAYMENT

1. Invoices are due immediately upon issue. If payment is made within 5 working days, the publisher shall grant a 2% discount on the invoice amount, with the exception of litho and production costs. In the event of default, default interest of 7.5% above the base rate shall be charged from the due date. The customer shall reimburse any reminder or collection costs as well as the costs of legal representation of the publisher.
2. Reproduction, design and exposure costs for the production of the advert will be charged to the client.
3. The client shall receive a specimen copy together with an invoice after publication.
4. Discounts shall be granted exclusively as credit notes after fulfilment of the discount conditions. The client is not authorised to offset current accounts.
5. In the event of late payment, even of only one invoice, the publisher may refuse to fulfil orders that have not yet been carried out. In this case, any price agreements deviating from the advertising rate shall become invalid and invoicing shall be based on the valid advertising rate. Discounts granted shall also become invalid.
6. Payments are to be made free of bank or other charges. Bank charges shall be borne by the client.

Media owner: CB Verlags Ges.m.b.H., A-1060 Vienna, Haydngasse 12/5

Tel. +43-1-597 49 85, Fax: DW 15, office@cbverlag.at

The place of fulfilment and jurisdiction is Vienna.

Austrian law shall apply exclusively.

UID: ATU 43387303, FN 161405k

TAXES

All prices are subject to a 5% advertising tax and 20% VAT. No advertising tax applies to online advertising.

Annual sales bonus

The sales scale can only be applied if the following payment terms are met:

- 2% discount for payment within 5 days.
- Net cash payment within 30 days of invoicing.

Technical data

Format: A4 - 210 x 297 mm

Print space: 183 x 273 mm

Pagination: 3 columns 55.67 mm / 2 columns 87 mm column width

Printing process: web offset, euro scale

Raster: 60'er, 70'er

Proof copies: On request, additional costs charged separately

Advertising & print material deadline: Printing documents must be received by the publisher in good time (please note AS/DSI).

Paper type: coated paper, title glued

Image resolution: 300 dpi

Total colour coverage: 280%

Colour profile: ISO Coated v2

Colour space: 4c CMYK (do not use special colours or RGB colours)

Print data: PDF/X4 standard (printable)

PDF files must have at least 3 mm bleed allowance, corner marks and crop marks. Embed all fonts and images.

Position of elements at risk of being cut off: Place important content 15 mm away from all margins, starting from the paper format. Colour wedges, registration marks and cutting marks may ONLY be placed outside the bleed area. Fonts and logos must be placed at least 12 mm away from the bleed area. No bleed allowance is necessary for double pages.

AGENCY DISCOUNT

15% on advertisements.

10% on supplements, inserts, stickers and booklets.

up to € 20.000,-	- 2 %
up to € 35.000,-	- 3 %
up to € 50.000,-	- 5 %