



COCO
travel

Media Kit

2025 BUSINESS PARTNER



Out of the ordinary

Our approach is simple: we believe that travel is more than just a change of scenery – it's a leap into extraordinary worlds. With a deep understanding of the needs of affluent and discerning travelers from Germany, Austria and Switzerland, we create campaigns that are not just to be seen, but to be experienced.

Discover our advertising opportunities with COCOtravel – your specialist for worldwide, luxurious, extraordinary travel. Our platform is aimed at an exclusive audience looking for something special. Find out how we can put your product and offers in the spotlight with customized campaigns.



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More than just "a Blog"

COCO
travel

PRINT

COCOimagezine

BROWSE ONLINE ➤

COCOimagezine offers a distinctive opportunity to connect with affluent readers interested in luxury holidays, who are actively seeking to book them. By utilising direct shipping, we can bring our luxury lifestyle magazine to this audience, providing valuable exposure and access to a high-income demographic.

SOCIAL MEDIA CHANNELS AND BLOG

INSTAGRAM ➤

We establish a loyal community with the financial capacity for luxury travel.

Since autumn 2023, 780,000 unique users have benefited from our content pillars on social media channels with an average engagement rate of 9% positioned well above the German benchmark of 6%.

COCOtraveller

Influencer & content creator for your external visibility.

MEET THE TEAM ➤

Together with our COCOtravellers, we have expanded our reach to an additional 95,000 users, and the quality of the professional content we generate is noteworthy.

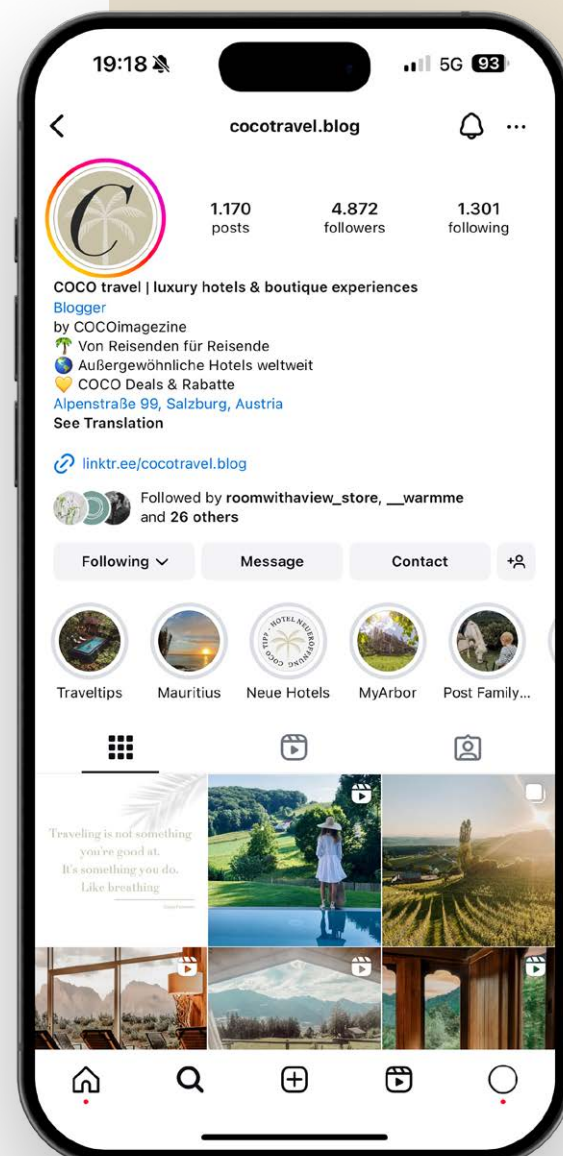
Discover the world of COCOtravel

and reach
your target
groups.



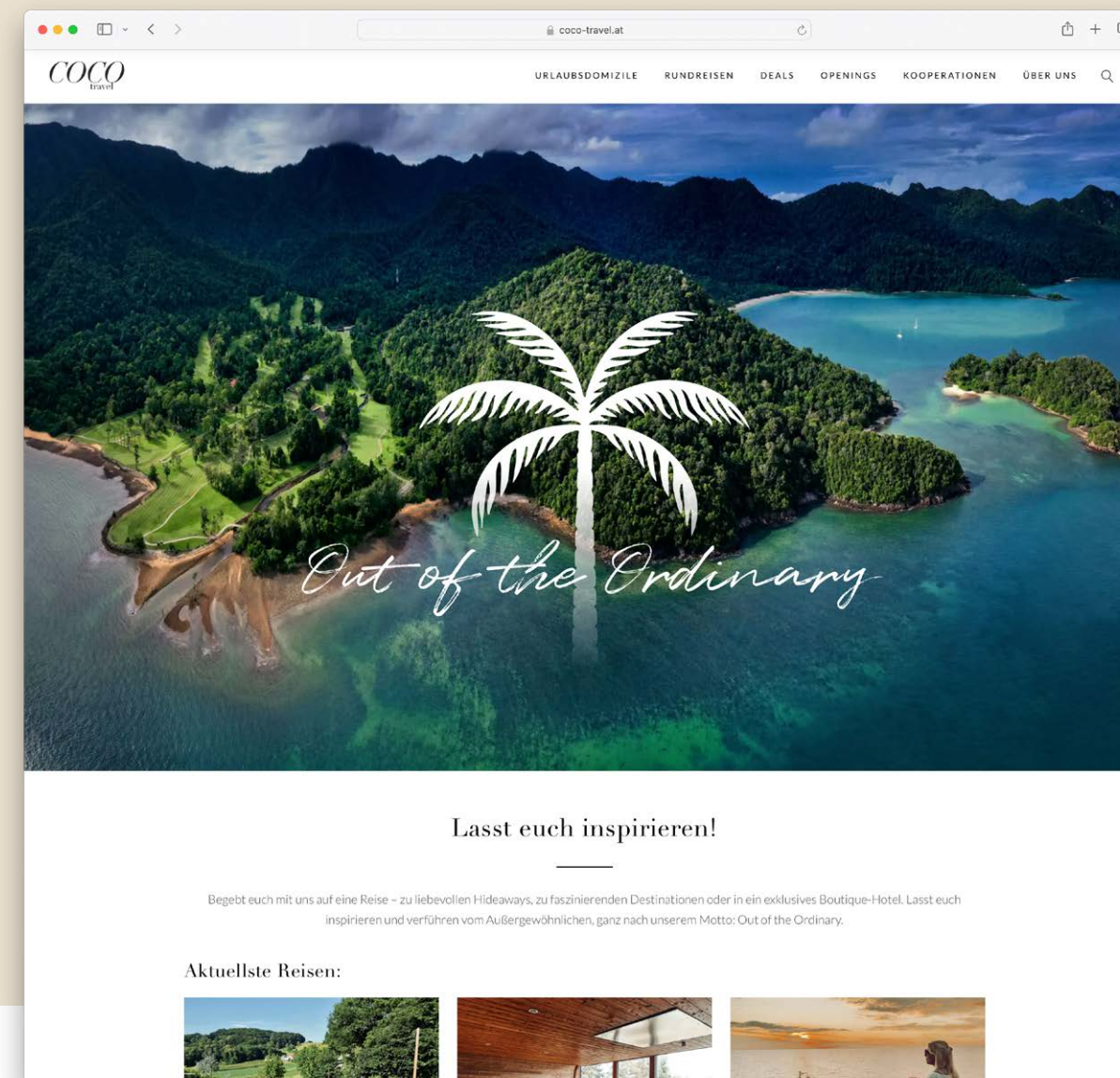
Magazine:

- magazine for Austria and Germany
- 2 x per year
- magazine circulation 15.000
- direct-mailing list
- high-profile audience



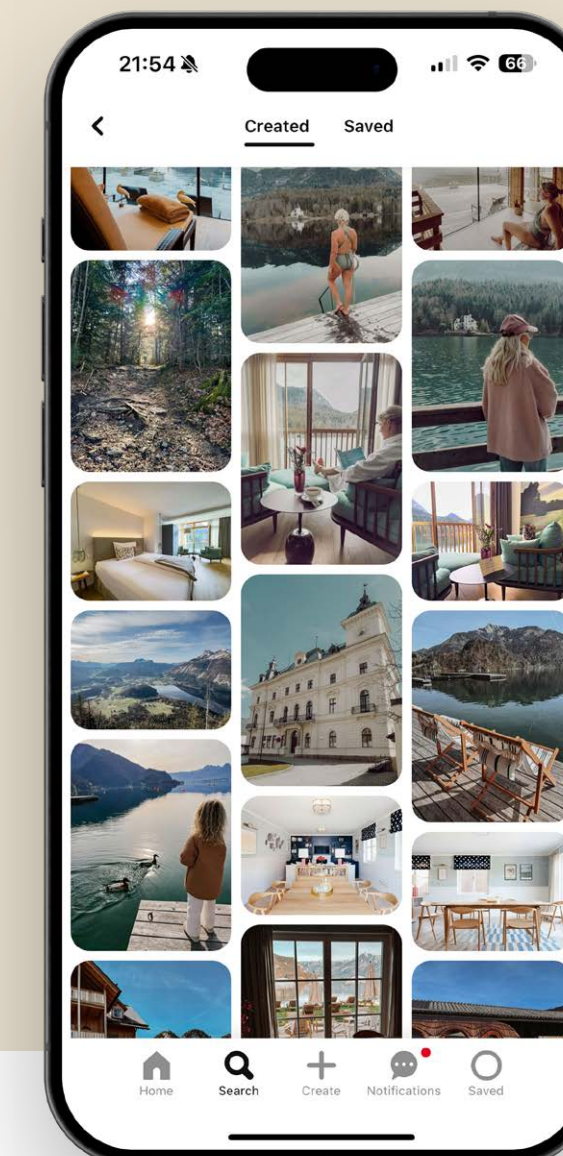
Instagram, Facebook, TikTok:

- Stories
- Posts
- Reels



Webblog:

- authentic
travelogue



Pinterest:

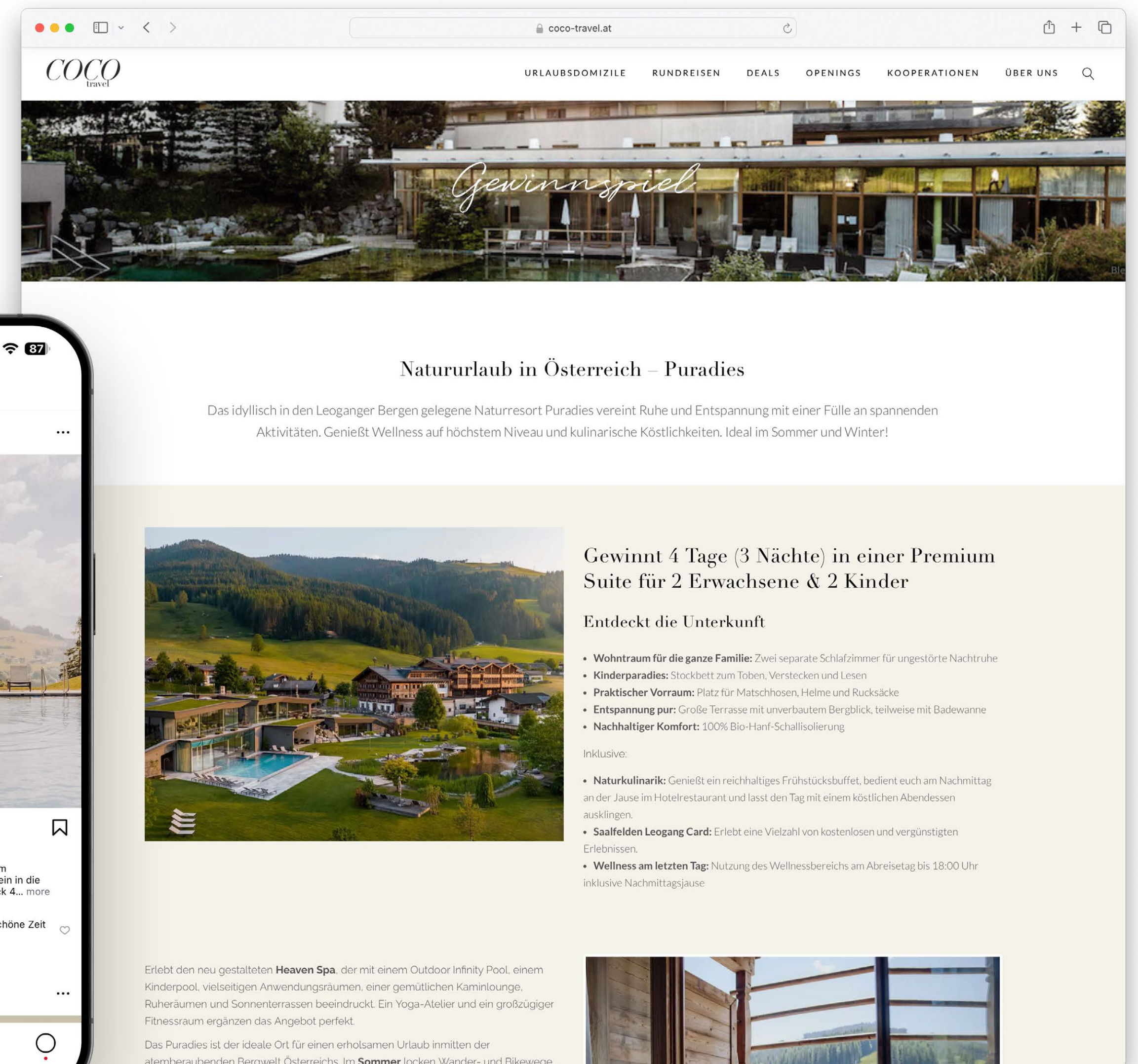
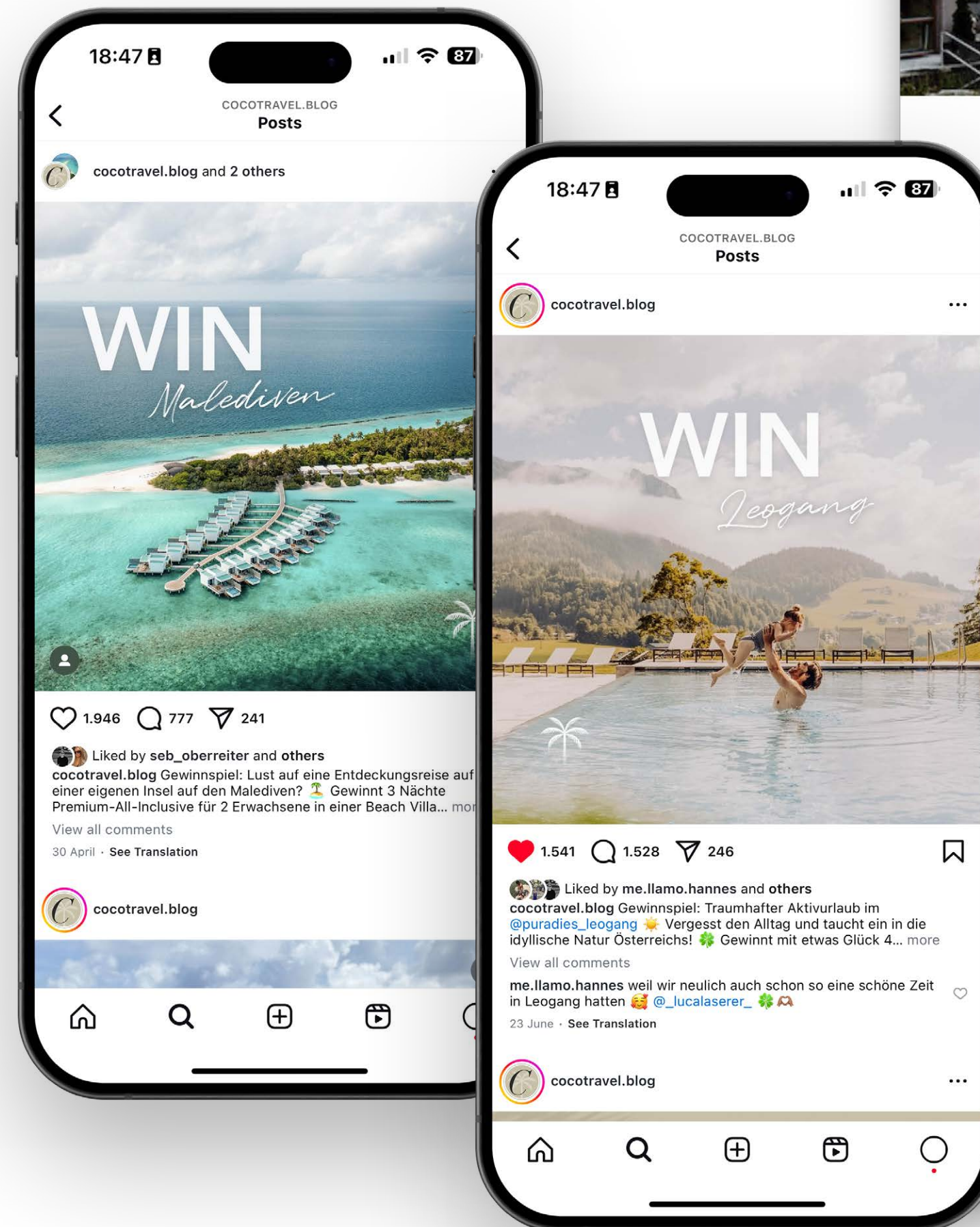
- travel inspiration
- interior design

COMPETITION

free of charge

Are you looking to expand your social media following? Our advertised competitions can help you gain more followers, extend your reach and enhance your brand profile.

Please note that we reserve the right to decline any competition submissions that do not align with our content guidelines.



ADVERTISEMENT SPACE BLOG: HIGHLIGHT CONTENT TEASER

For a period of one month, your company
will be the focus of our attention.

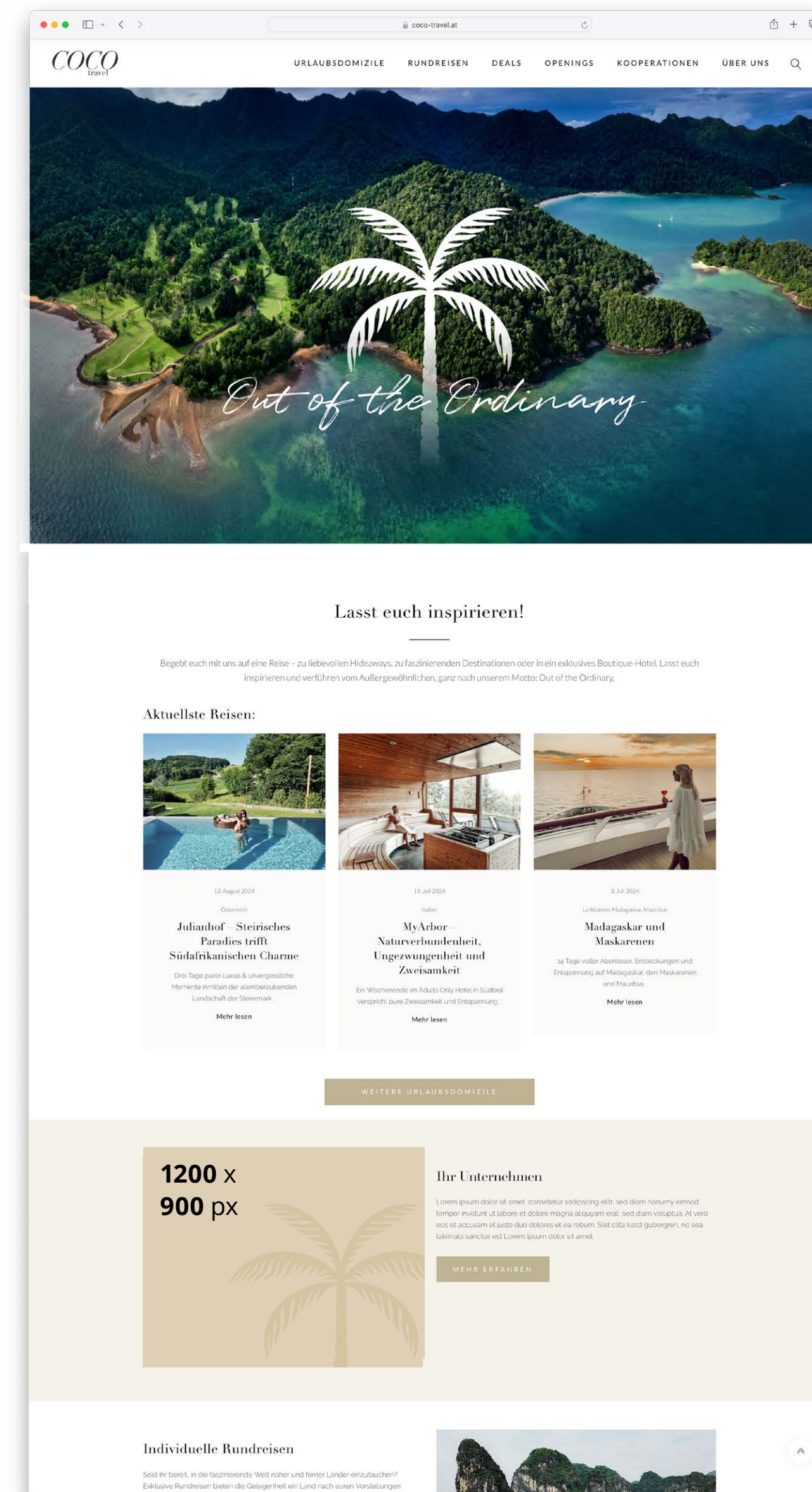
Secure your top advertising space in our rotating
content teaser with a direct link to your homepage.

- as content teaser on the homepage
- as content teaser on the “things to do in...” page

Price:

€ 250,- net, 1 month minimum term

5% DISCOUNT FOR A BOOKING OF 6 MONTHS,
10% DISCOUNT FOR A BOOKING OF 12 MONTHS



ADVERTISEMENT SPACE BANNER ADVERTISEMENT

You have an offer that seems ideal for our community, but you do not require content creation – we can accommodate your needs. With our range of banner options, you can promote your offer to our users more effectively. Furthermore, our GDPR-compliant tracking allows you to monitor the performance of your banner in detail.

**250 x
250 px**



**300 x
600 px**



**970 x
250 px**



*to the
placement
possibilities ↓*

ADVERTISEMENT SPACE BANNER ADVERTISEMENT

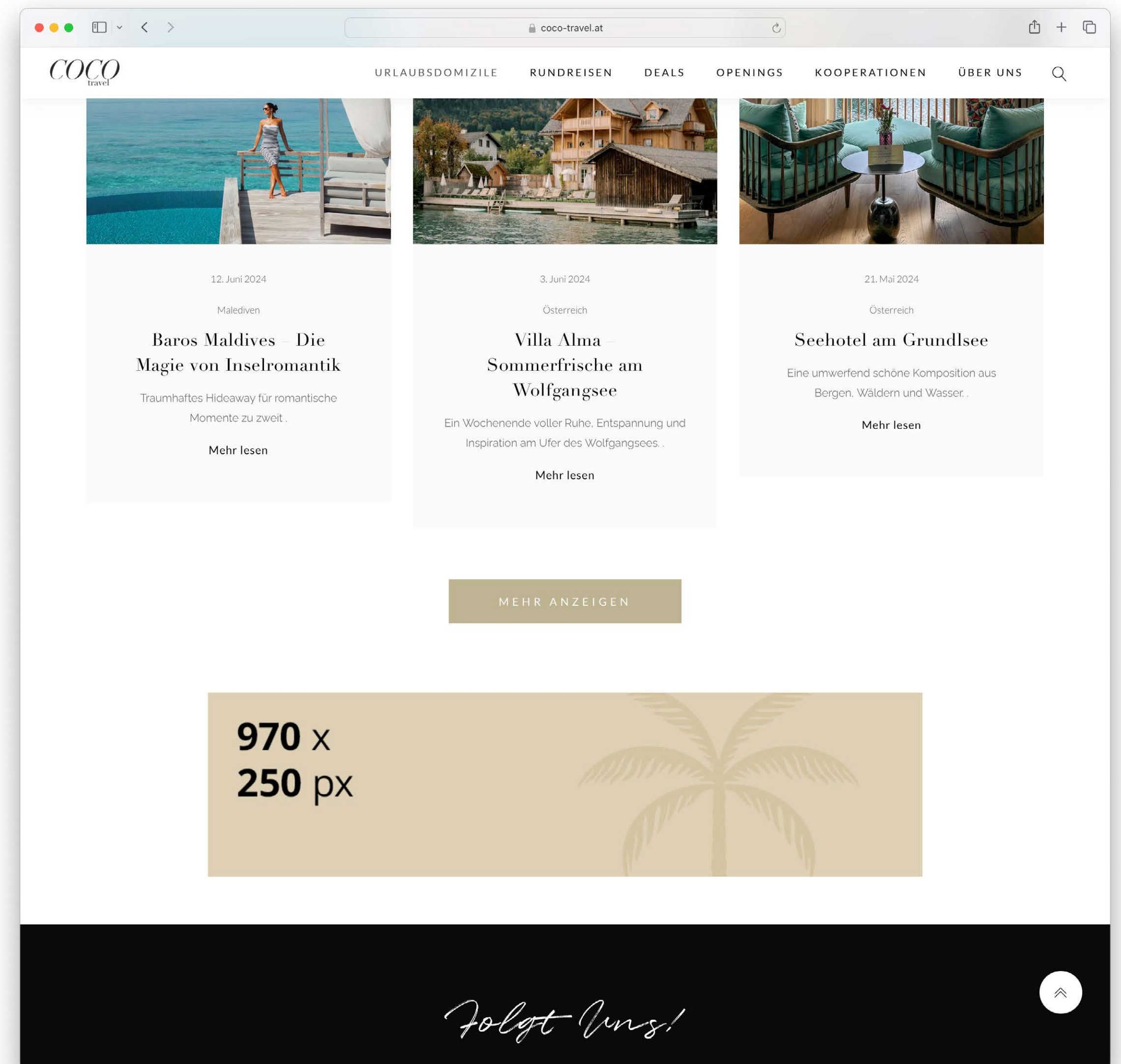
Placement on homepage, holiday destinations, round trips, openings, deals, “things to do in” or cooperations:
via Footer

970 x 250 px

Price:

€ 250,- net, 1 month minimum term

5% DISCOUNT FOR A BOOKING OF 6 MONTHS,
10% DISCOUNT FOR A BOOKING OF 12 MONTHS



ADVERTISEMENT SPACE BANNER ADVERTISEMENT

Placement between the content:

- Deal page: below the button “more deals”
- Opening page: below the latest hotel opening

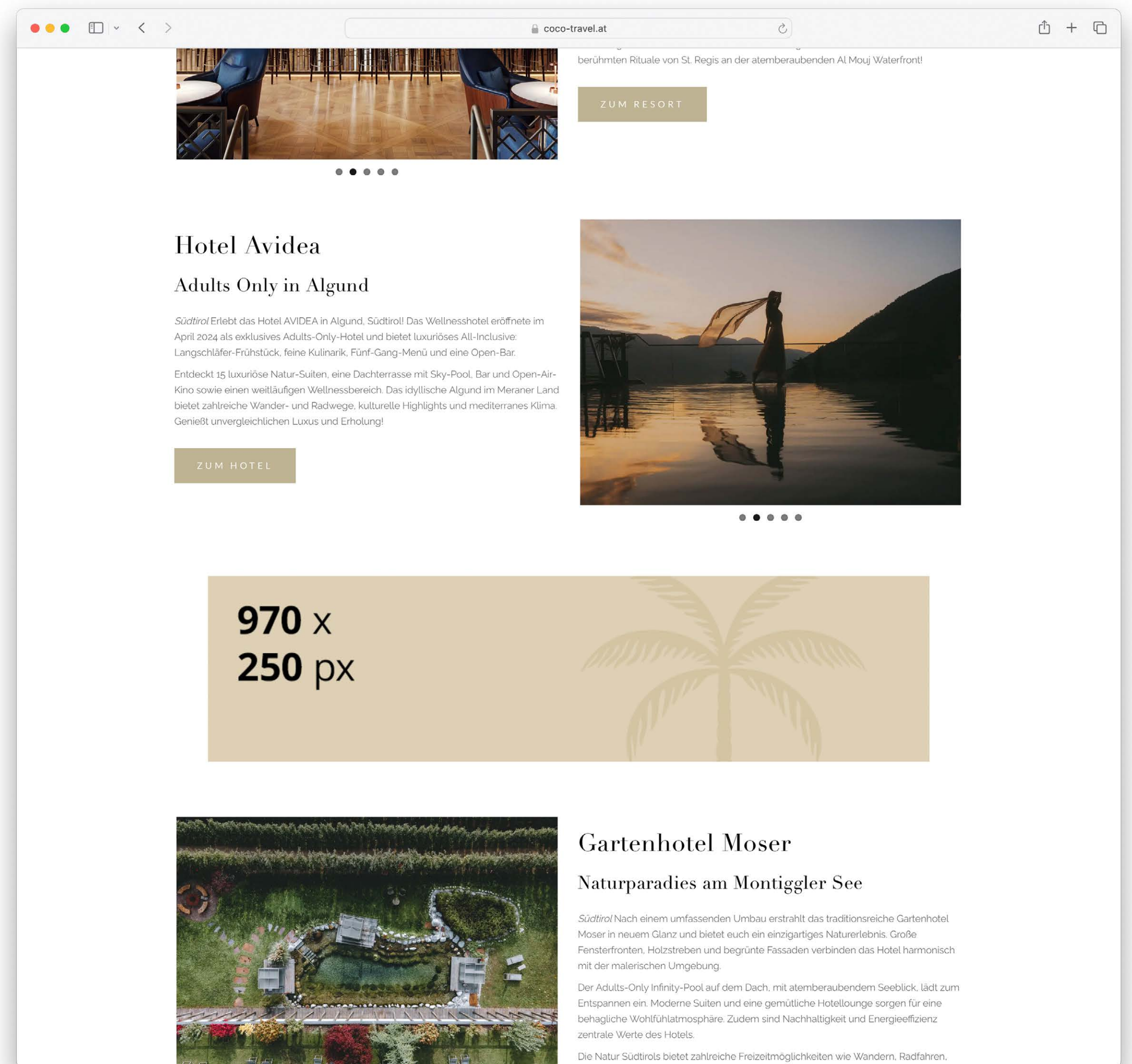
970 x 250 px

Price:

€ 350,- net, 1 month minimum term

5% DISCOUNT FOR A BOOKING OF 6 MONTHS,
10% DISCOUNT FOR A BOOKING OF 12 MONTHS

COCO
travel



ADVERTISEMENT SPACE BANNER ADVERTISEMENT

COCO
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Placement deal page:

Sidebar with square or portrait
banner (mobile display at
the bottom of the page)

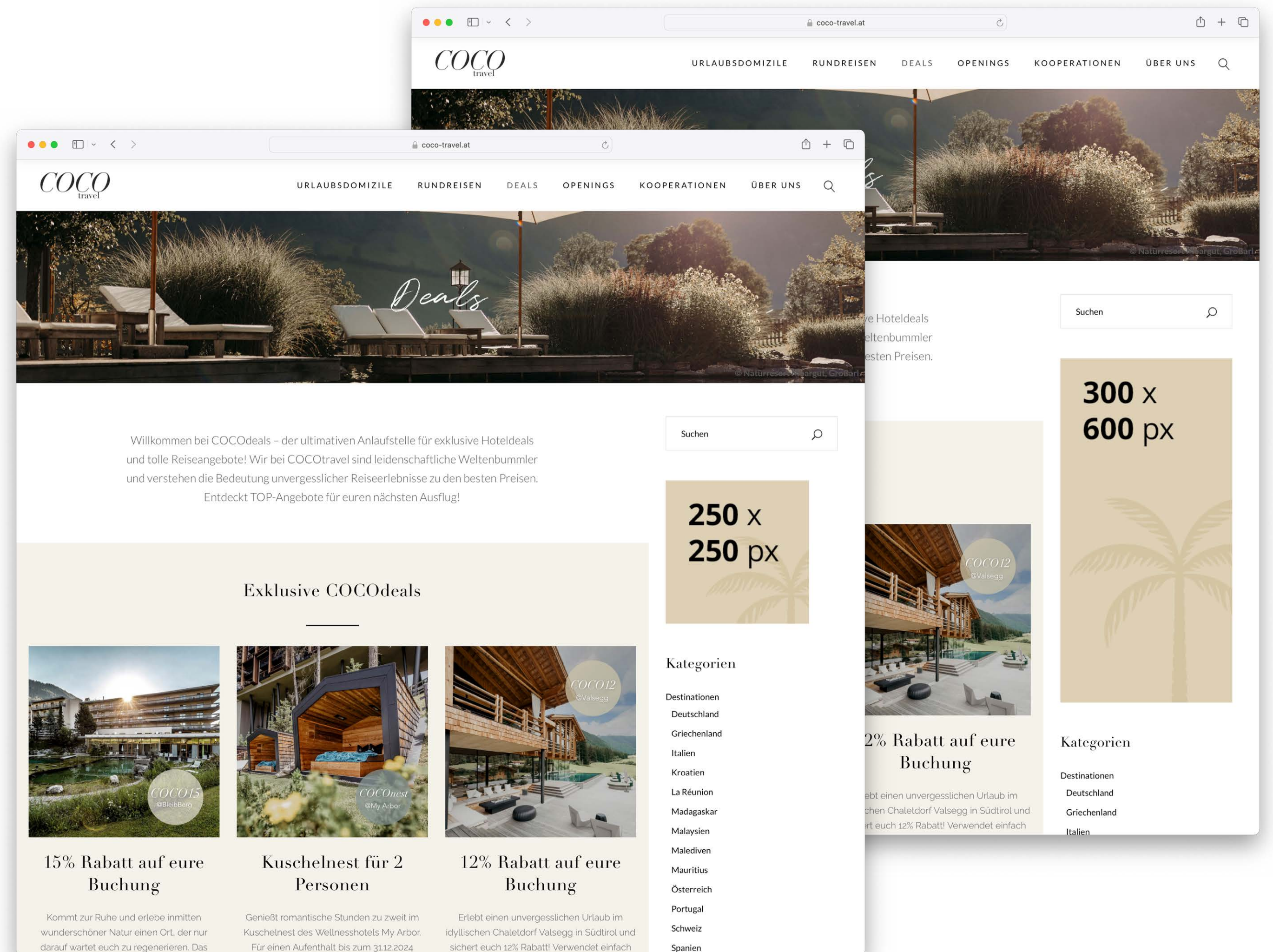
— 250 x 250 px

— 300 x 600 px

Price:

€ 350,- net, 1 month minimum term

5% DISCOUNT FOR A BOOKING OF 6 MONTHS,
10% DISCOUNT FOR A BOOKING OF 12 MONTHS



ADVERTISEMENT SPACE BANNER ADVERTISEMENT

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Placement blog post pages:

Sidebar with square or portrait
banner (mobile display at
the bottom of the page)

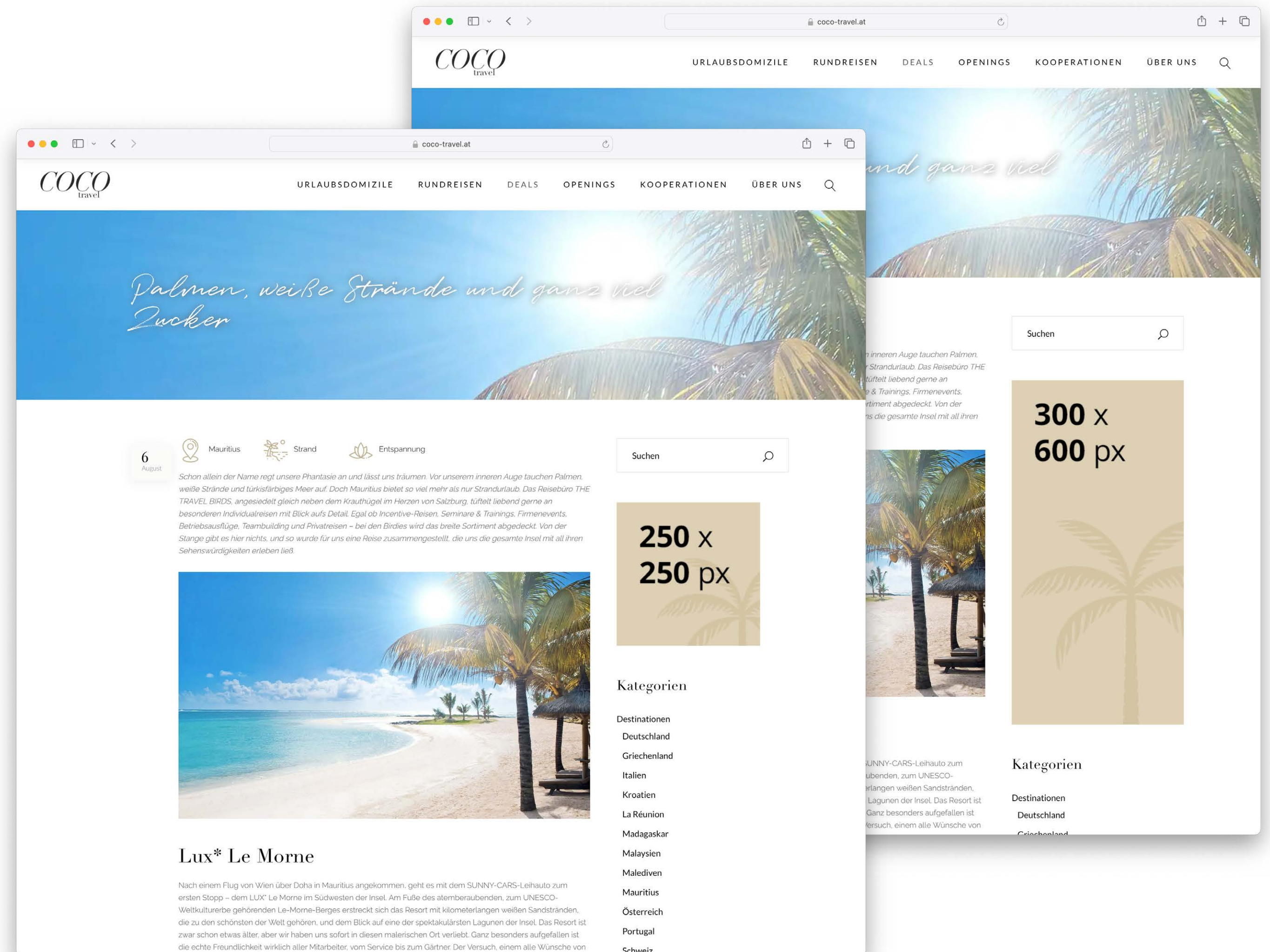
— 250 x 250 px

— 300 x 600 px

Price:

€ 250,- net, 1 month minimum term

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Add ons: PRINT MAGAZIN COCOimagezine

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Luxury lifestyle magazine:

Customer loyalty in an eye-catching special format.

Published twice a year, the 300 best customers of all advertorial partners represented in the magazine are inspired by stylish writing and aesthetic images and encouraged to dream, or in your case, to make a booking.

- 124 pages filled with fashion, living tips, culinary delights, jewellery and travel tips
- precise target group mailing in the DACH region with virtually no wastage
- available in selected 4*S and 5* hotels

double page advertorial € 2.950,- net

plus 5% advertising tax incl. free dispatch in Austria and Germany to your top 300 customers



THINGS TO DO IN ...

With this category, we want to present unique locations, cafés, stores and excursion destinations and thus offer real added value for our community. Are you ‘out of the ordinary’ and want to present yourself here? If you have something ,out of the ordinary’ to offer, this is the ideal place to present yourself. While a picture is worth a thousand words, we believe that a combination of images and text can be equally effective in telling your story.

- 4 months of blog presence with a link to your website.
- One change within the 4 months is included.
- General promotion of the ,Things to do in’ category on social media, including paid budget.

Price: € 350,- net

Add ons:

- **Instagram story** with 3 slides about your company with link to the blog post € 180,- net
- **Carousel post** with link to blog post € 300,- net



SUBTLE PRODUCT PLACEMENT AFFILIATE MARKETING

We aim to provide real added value to our target group, rather than engaging in a mere advertising battle. If your products are well-suited to travel enthusiasts, we would be delighted to discuss the specifics of a collaboration to promote your products on our blog and social media channels.



SUBTLE PRODUCT PLACEMENT AFFILIATE MARKETING

Opportunities

On our blog:

Travel essentials: at the end of each blog post about a hotel, we present our top travel essentials for this trip with a picture, text and a link to your homepage.

Duration of the blog post at least 1 year

Price € 500,- net

Instagram:

- Story slide during the travel report with link to your Instagram profile

Price € 150,- net

- Image within the travel carousel post with link to your Instagram profile

Price € 150,- net

- Image/video within the reel of the trip

Price € 350,- net

COCO
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Our Community

Your future guests

Our customers are not looking for simple holidays – they expect extraordinary, luxurious experiences which reflect their own uniqueness.

COCO
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COCOtravel IN FIGURES
SOCIALMEDIA COMMUNITY f @



1,150,000

Unique Users

100,000

Clicks and Engagement

725,000

Video Views

ADDITIONAL RANGE WITH
OUR COCOTRAVELLERS
WITH MORE THAN

200,000

Follower



ca. 20 %

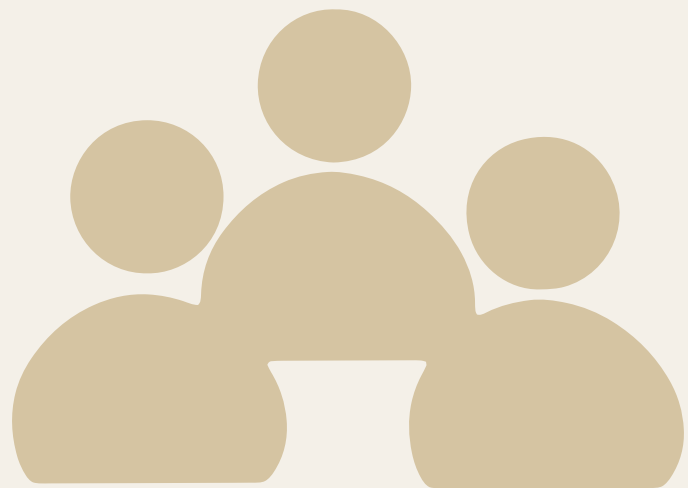
Follower Growth
Rate per Month



7.8 %

Engagement Rate

COCOtravel IN FIGURES
SOCIALMEDIA DEMOGRAPHICS f @



25–54

Age in Years

Instagram

Female	75%
Male	25%

Facebook

Female	70%
Male	30%



AT+DE

Top Countries

Instagram

Austria	57%
Germany	30.9%

Facebook

Austria	65.8%
Germany	31.4%

Instagram

25–34 y	31.1%
35–44 y	34.5%
45–54 y	17.4%

Facebook

25–34 y	24.5%
35–44 y	34%
45–54 y	20.5%

COCOtravel IN FIGURES
BLOG COMMUNITY 🌐



35,000
Page Views



02:15
Average Session
Duration

13,000
Website Users



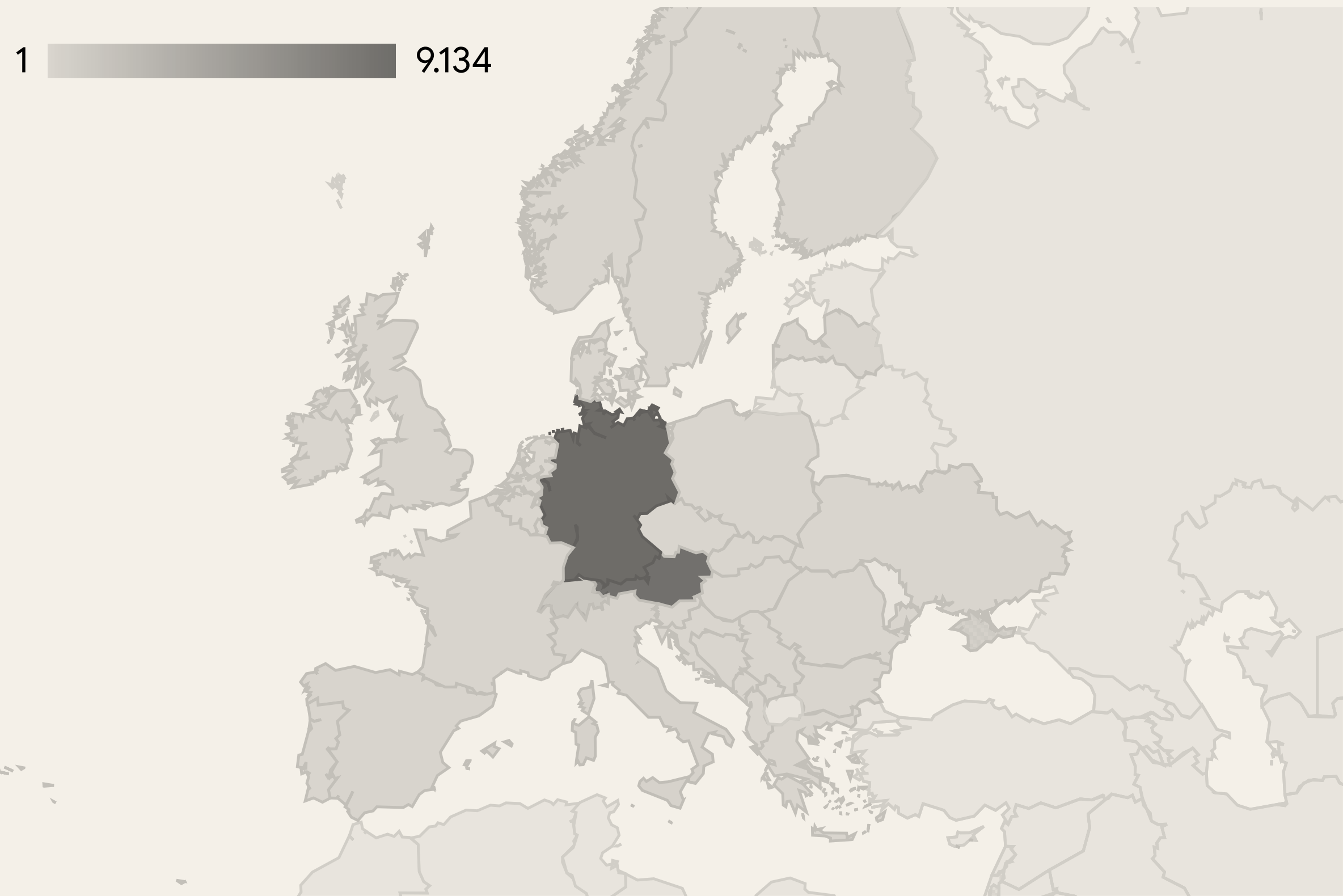
80
Hotel Reviews

COCOtravel IN FIGURES

BLOG DEMOGRAPHICS 🌐



COUNTRY DISTRIBUTION



	Land	Sitzungen ▾	Seitenaufrufe
1.	Germany	9.134	12.231 
2.	Austria	8.697	22.035 
3.	Switzerland	1.177	1.594 

The true value
of a journey is
not determined
by the number
of kilometres
travelled,

*but by the number
of unforgettable
moments experienced.*





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AS OF:
JANUARY 2025

ALL PRICES LISTED ARE
NET PRICES IN EUROS.

THE TERMS AND CONDITIONS OF COCOMMUNICATION.AT/ALLGEMEINE-GESCHAEFTSBEDINGUNGEN/ APPLY.
MEDIA OWNER COCO COMMUNCATION, ALPENSTRASSE 99, 5020 SALZBURG. MISPRINTS AND ERRORS EXCEPTED.