

COCO
travel

Media Kit

2025



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.

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 hotel and offers in the spotlight with customized campaigns.

MANUELA FRIEDL

CO-FOUNDER COCOtravel

+43 676 7732119

M.FRIEDL@COCO-MAGAZIN.AT

BEATRIX VOGGENBERGER

CO-FOUNDER COCOtravel

+43 676 7289281

B.VOGGENBERGER@COCO-MAGAZIN.AT

More than just "a Blog"

COCO
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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.

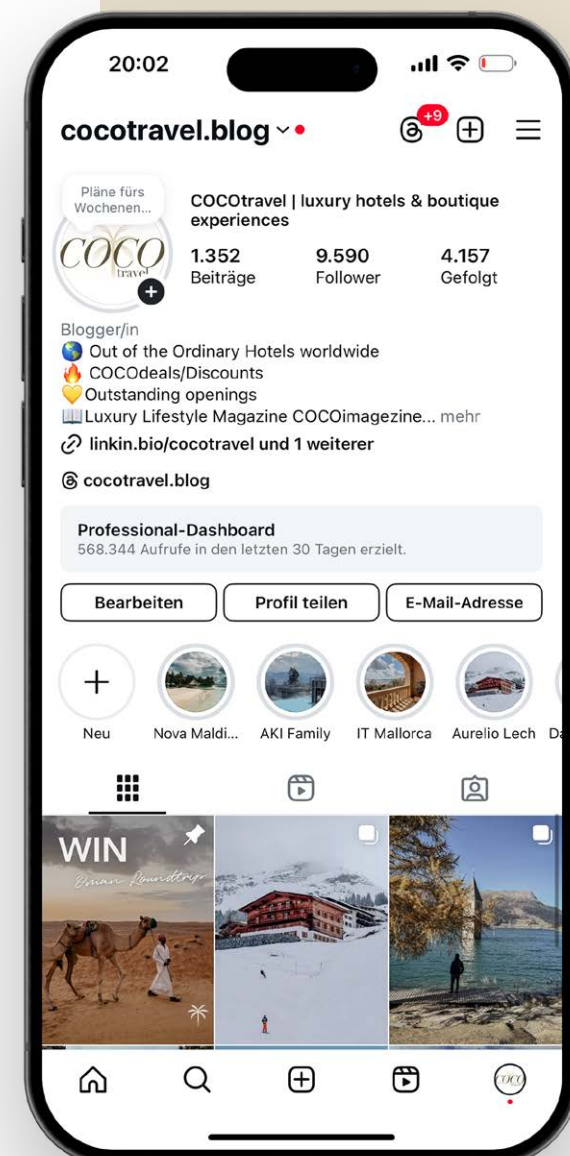
Discover the world of COCOtravel

and reach
your audience.



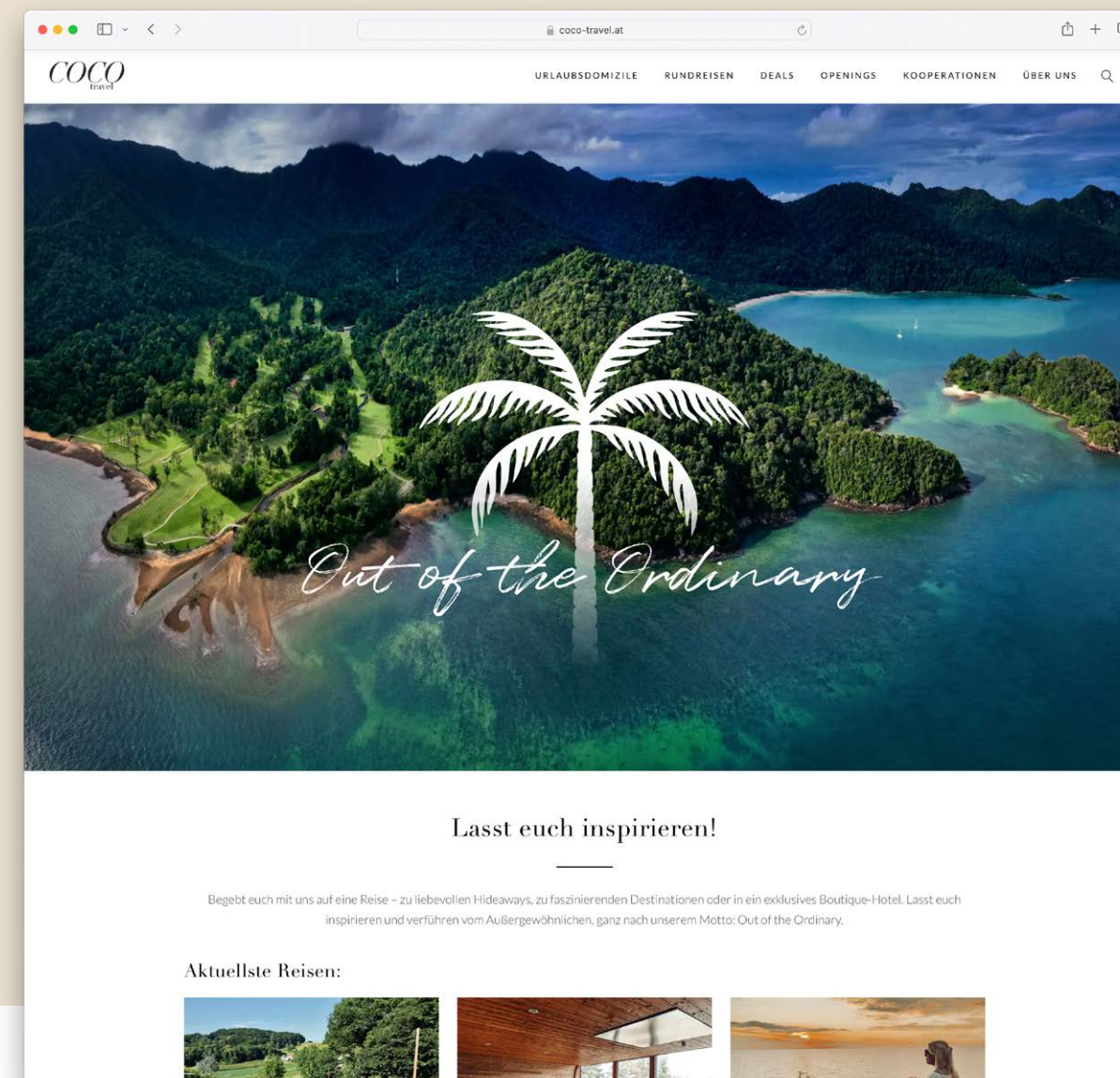
Magazine:

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



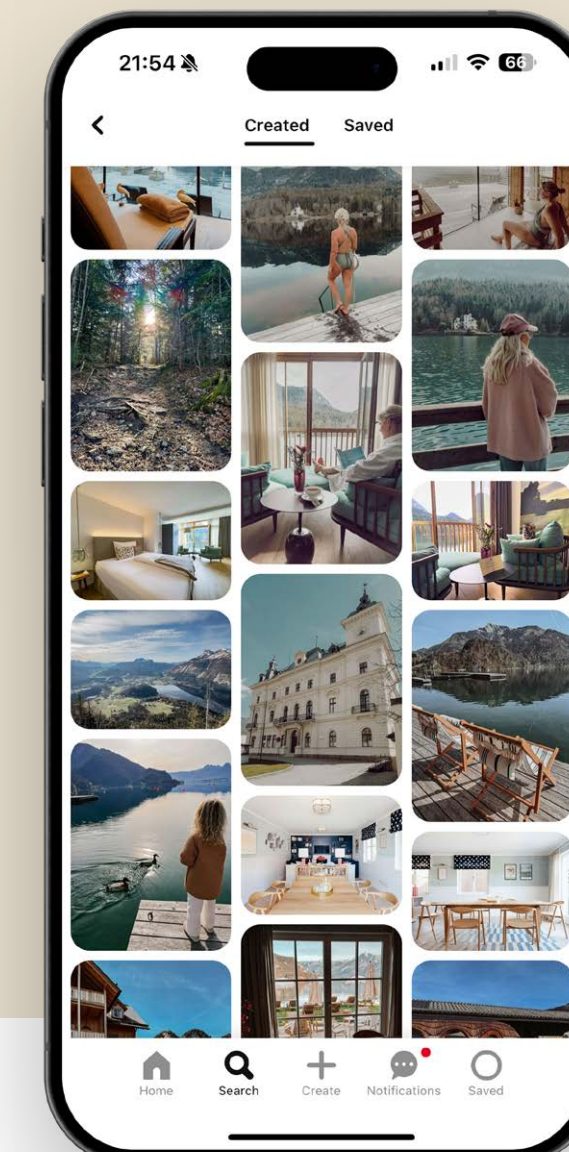
Instagram, Facebook, TikTok:

- Stories
- Posts
- Reels



Webblog:

- authentic
travelogue



Pinterest:

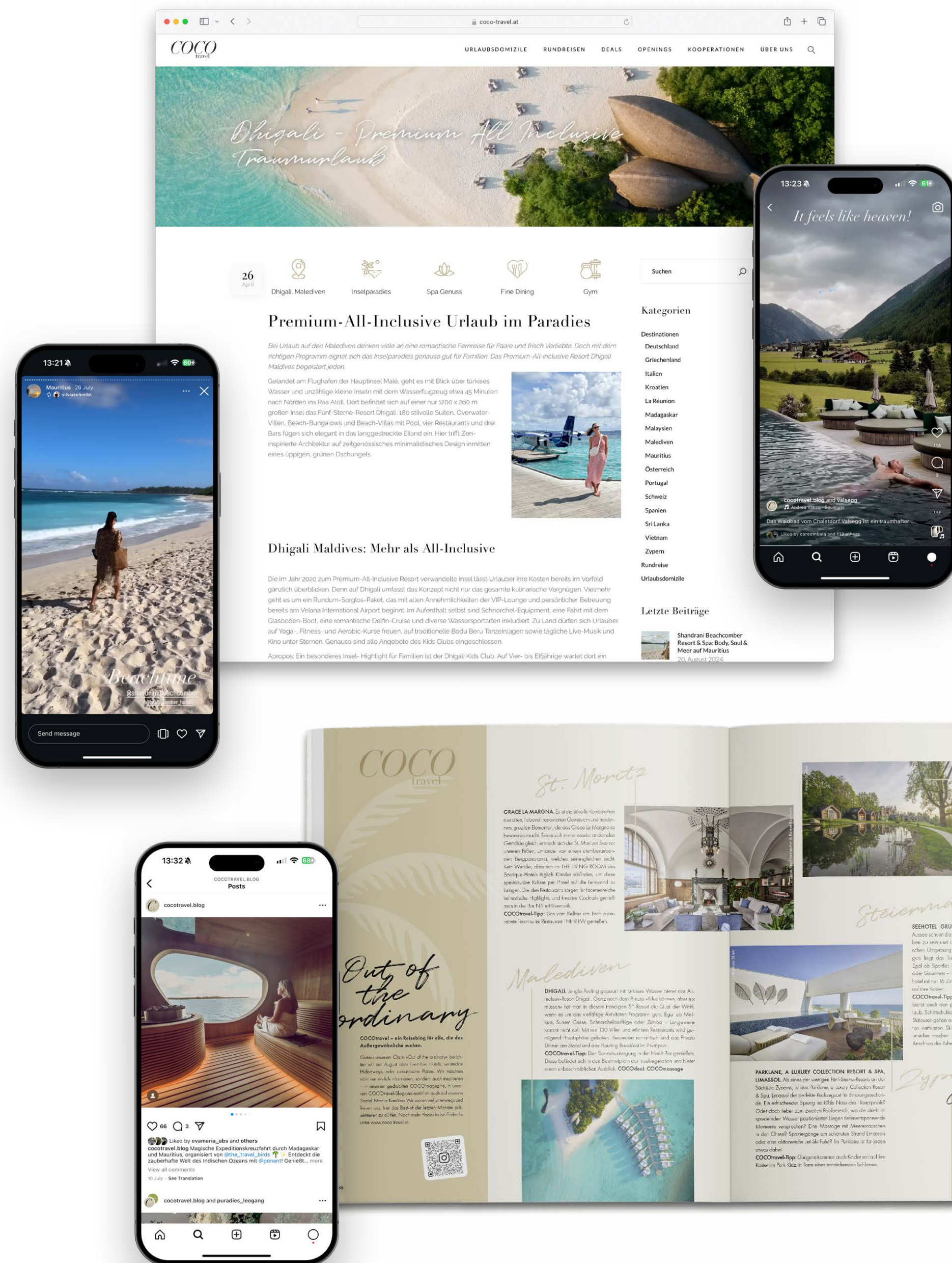
- travel inspiration
- interior design

ONLINE REPORTING

with a research stay

We present your hotel to a audience with the financial means to afford everything, thereby creating perfect added value for you and our community through our online content. This represents a strong and mutually beneficial symbiosis for your visibility.

- At least **5 daily story slides** per research trip in the highly sophisticated COCOtravel look and feel (storage in highlights on [Instagram](#) ↗)
- ‘Go live’ story of the detailed, individual **blog post**
- 1 **carousel post** with a link to the [blog post](#) ↗
- 1 **reel** about the stay with a link to the blog post
- Opportunity of being **named** among the **top 5 hotels** of the last period in the [print magazine COCOimagezine](#) (approx. 1/3 page)



COCOdeals *free of charge*

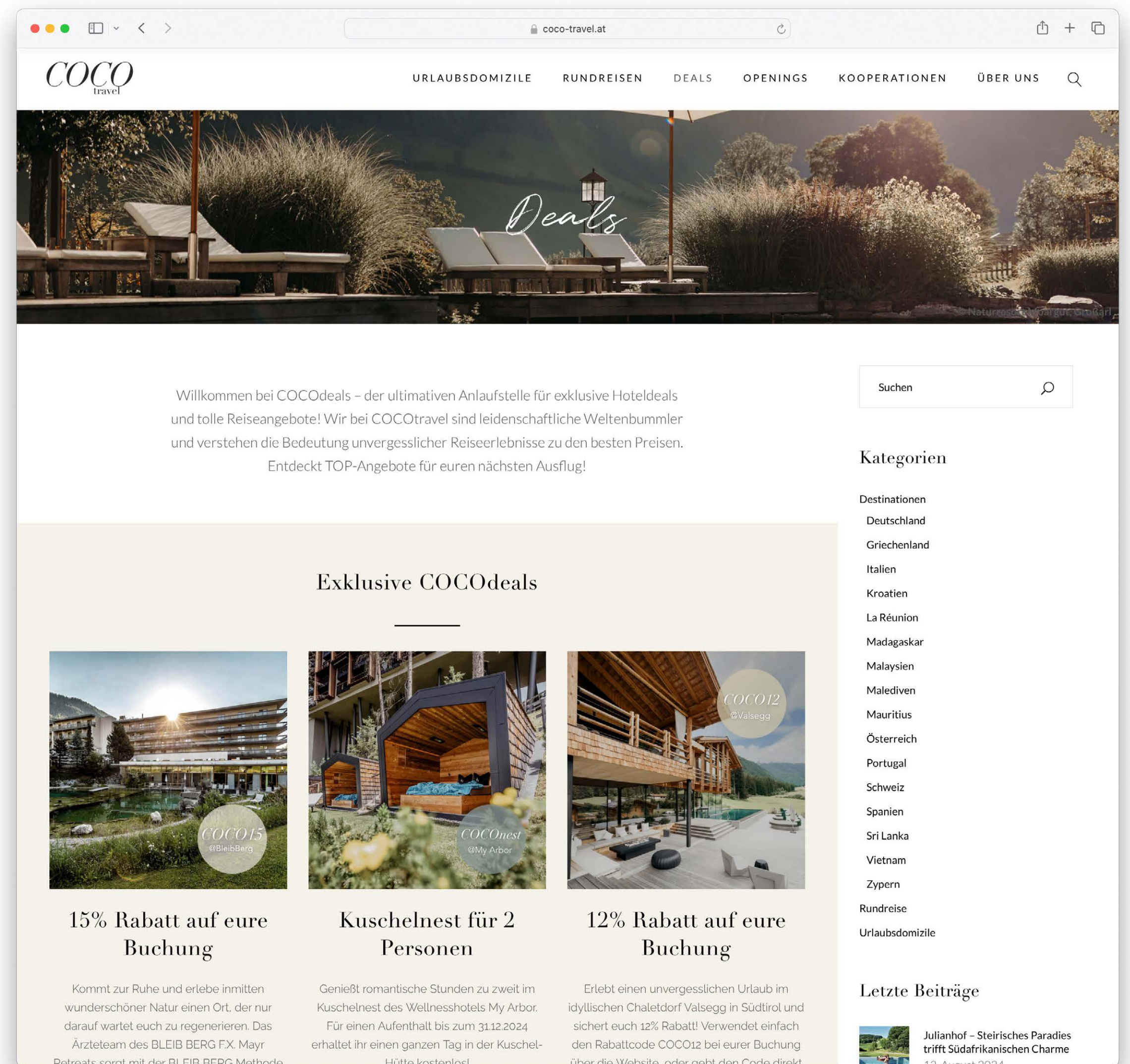
Even a audience with the financial means to purchase any product or service is pleased to receive an offer. Our younger demographic in particular, often referred to as HENRYs, demonstrates a high response to our deals.

Maximise reach, number of clicks and bookings through:

- Offering a personalised deal for our community in the form of a discount or added value such as an upgrade subject to availability, massage, extra night, etc.
- Promotion of the deals on social media
- Link from the deal directly to your booking platform as well as to the blog post and vice versa

*The perfect customer
journey for your guests.*

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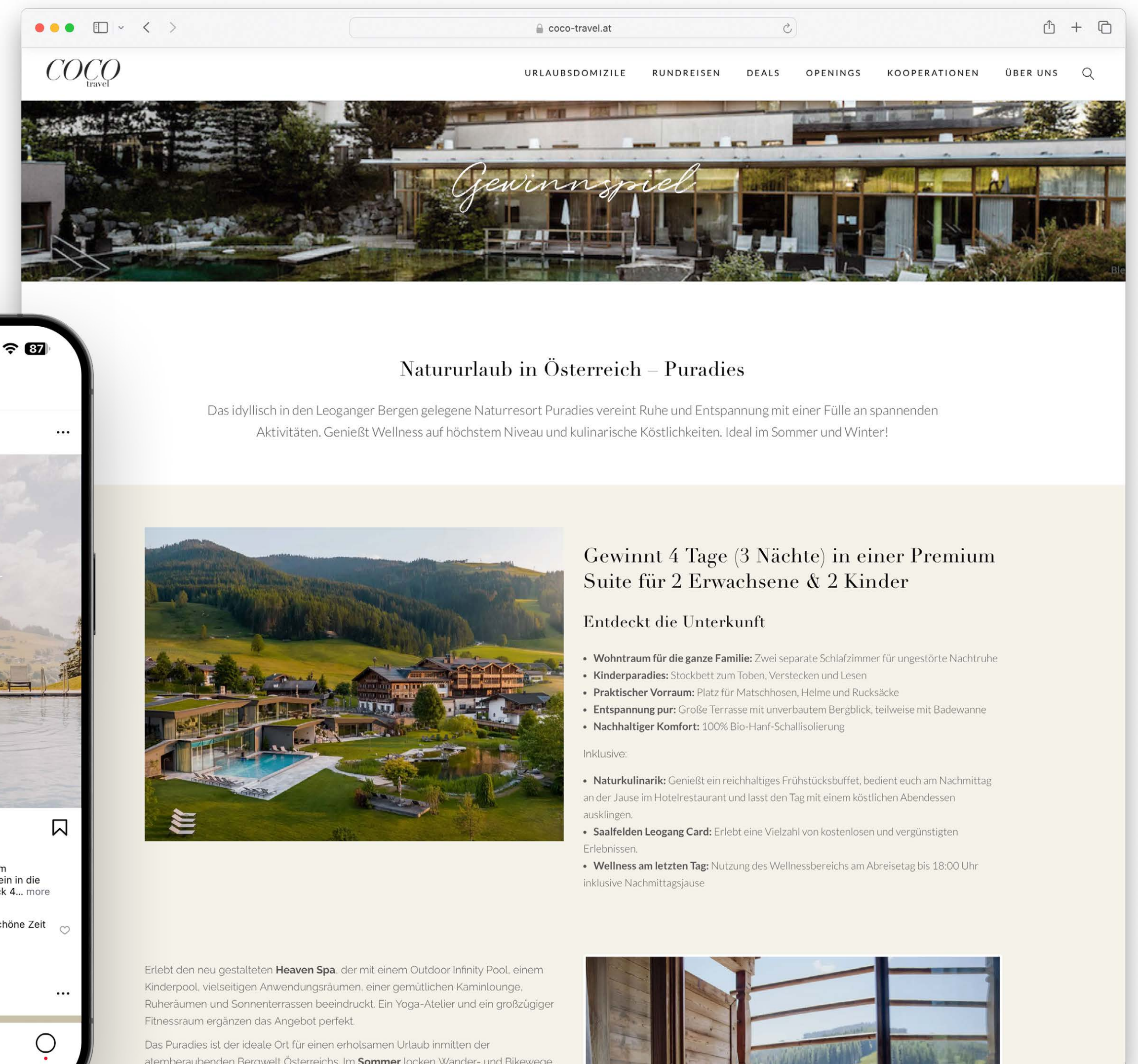
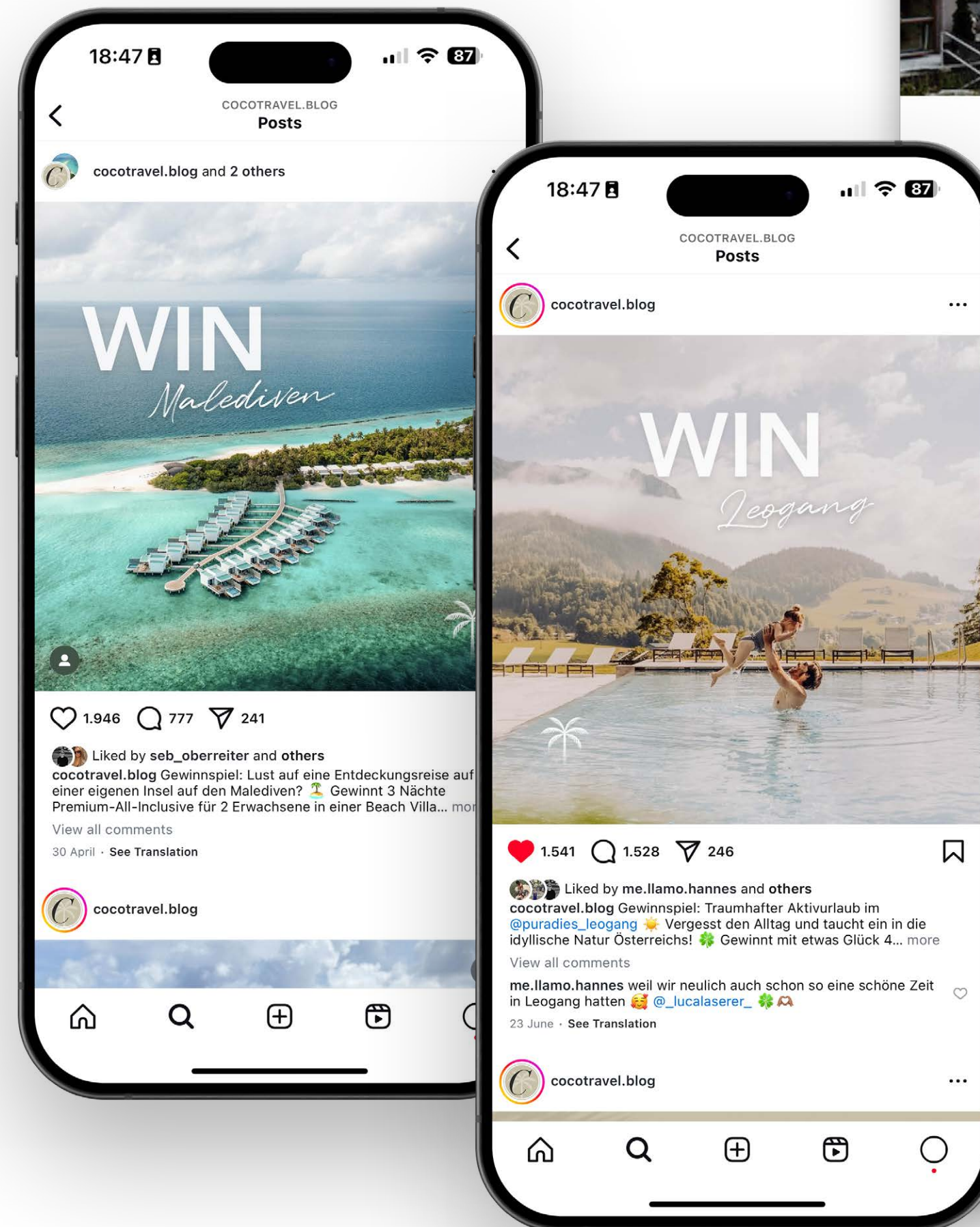


COMPETITION

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.

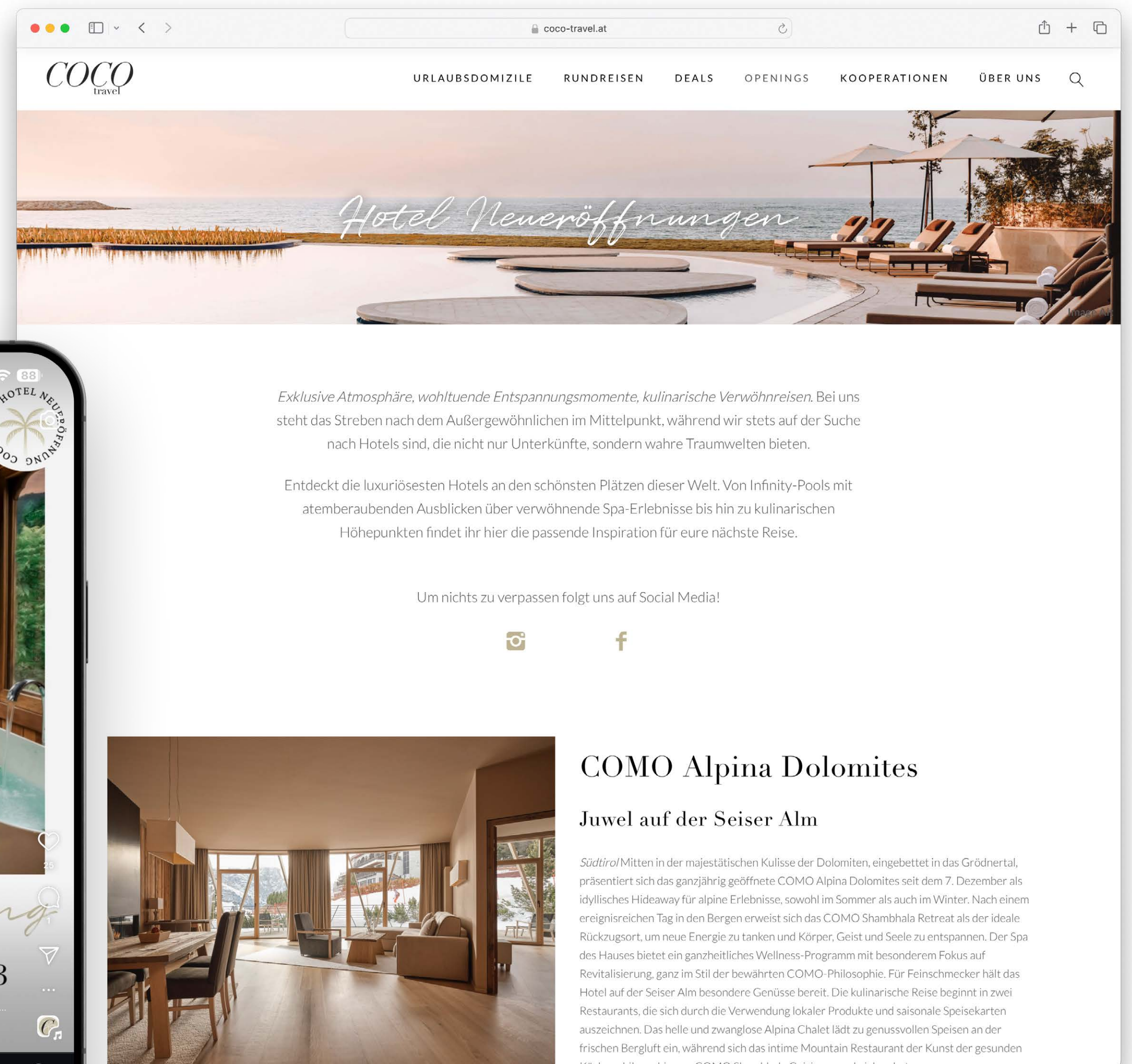
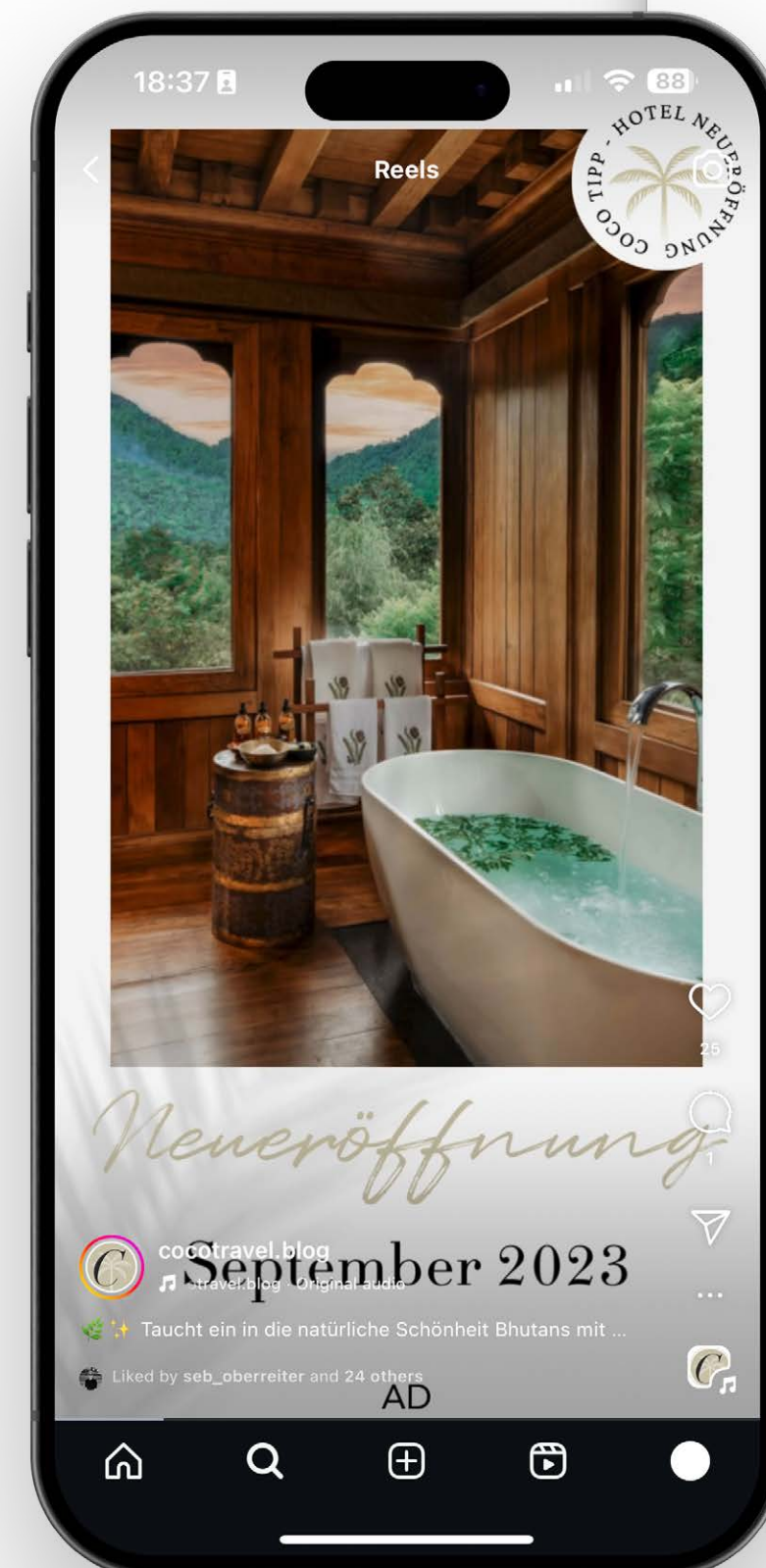
Please note that we reserve the right to decline any competition submissions that do not align with our content guidelines.



HOTEL OPENING

free of charge

Since its launch in 2024, our hotel openings category has quickly become one of our most popular on both the [blog](#) and [social media](#). We present your hotel's opening with its architectural and cultural highlights in a manner that evokes a sense of enchantment and aspiration.



Add ons: PRINT MAGAZINE COCOimagezine

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Quality over quantity – the exclusivity of COCOimagezine

With a circulation of 15,000, COCOimagezine is a carefully curated luxury experience that reaches an exclusive readership twice a year.

- Targeted distribution: direct mailing to valued customers of featured premium brands such as Porsche, Breitling & Co
- 24 pages of fashion, jewellery, home tips, culinary delights, lifestyle topics and, of course, travel tips.
- High-quality presentation of each brand on an exclusive double-page spread in a special eye-catching format that emphasises elegance and quality.
- Placement in selected luxury hotels throughout the German-speaking market. Reaching an affluent, travel-savvy audience where they are looking for inspiration.

The result? Maximum impact, no wastage. Your brand is presented in an environment that is synonymous with excellence and exclusivity.

Double page advertorial € 2.950,- net

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

COCO
TRAVEL
CUSTOMERS
–20%
DISCOUNT



Add ons: IMAGES THAT INSPIRE

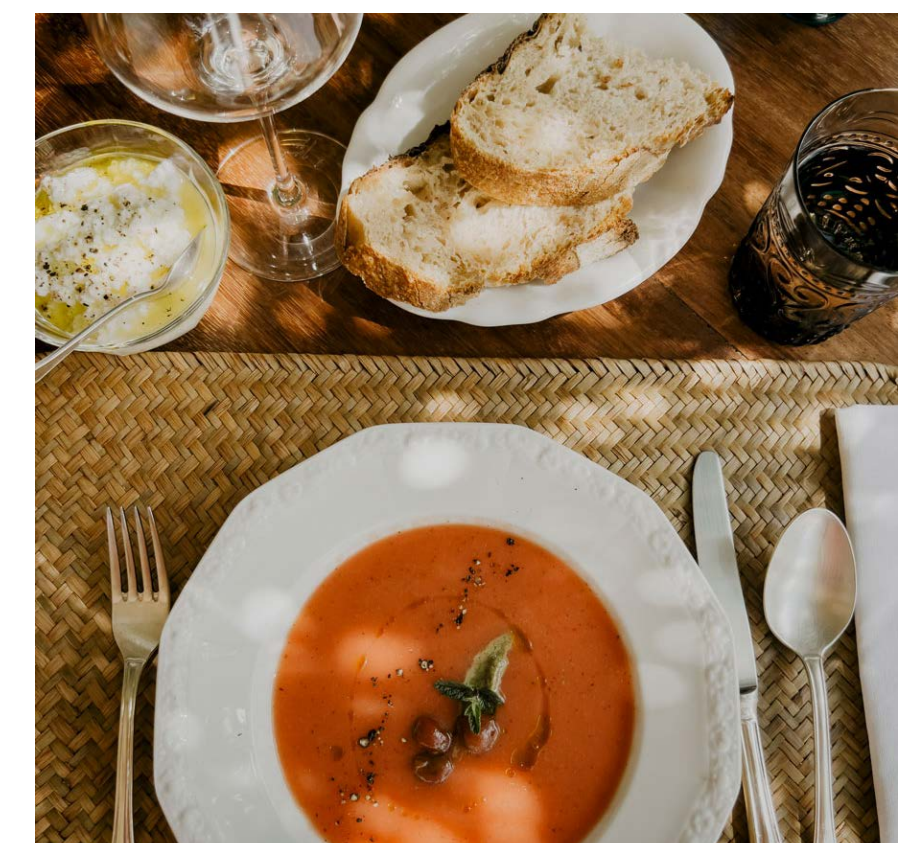
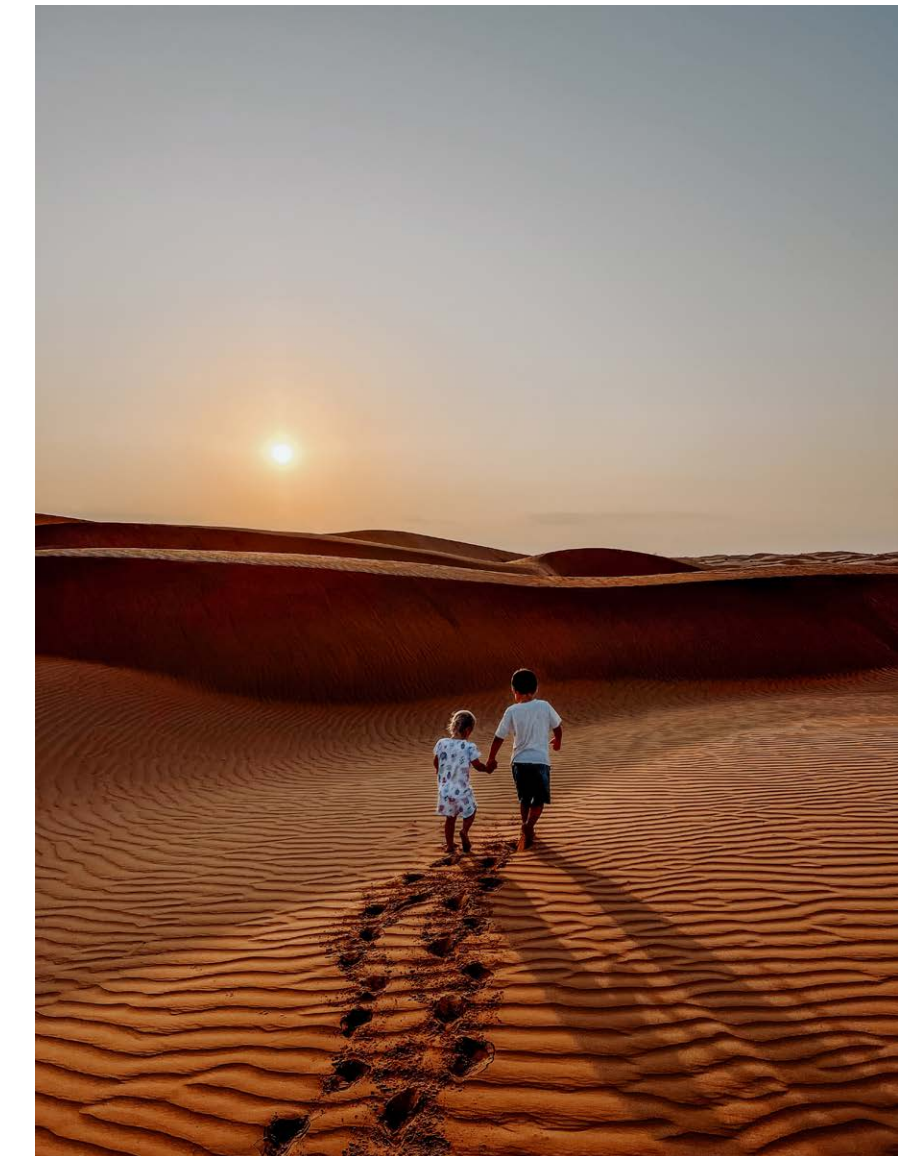
**Are you excited about our content
and want to use it yourself?**

We are happy to provide you with the edited
images for web, print and social media and would
be delighted to be tagged on your posts.

Price:

- Package Small approx. 50 images € 400,- net
- Package Medium approx. 100 images € 500,- net
- Package Large approx. 150 images € 600,- net

ALL PHOTOS ARE TAKEN WITH MOBILE PHONES



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Add ons: ADVERTISEMENT SPACE BLOG: HEADER SLIDER & HIGHLIGHT CONTENT-TEASER

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

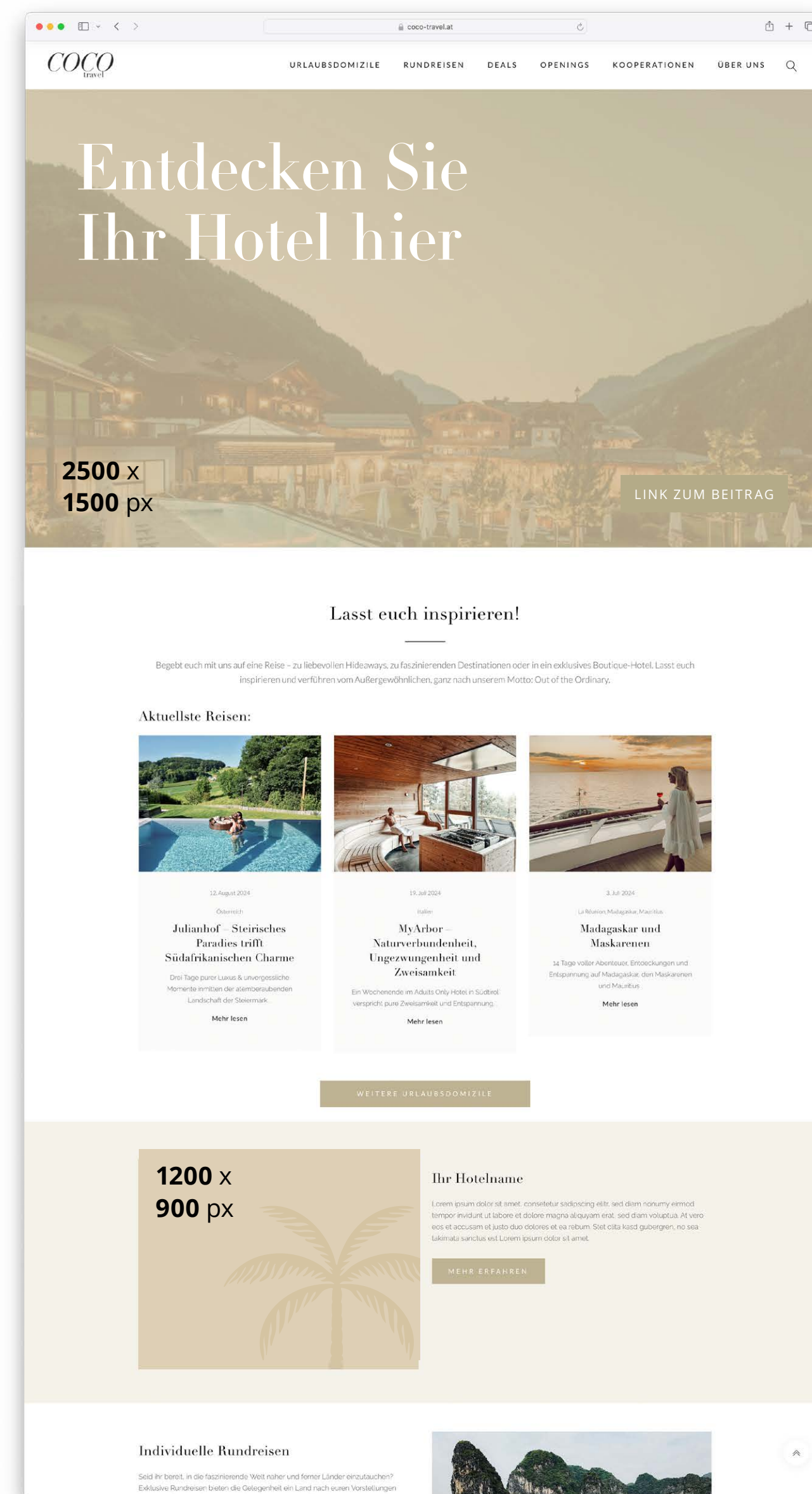
Secure your top advertising space with a direct link to your blog post in our
rotating header slider or the highlight content teaser with the opportunity:

- homepage
- things to do in...

Price:

- Headerslider € 350,- net, 1 month minimum term
- Content-Teaser € 250,- net, 1 month minimum term

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



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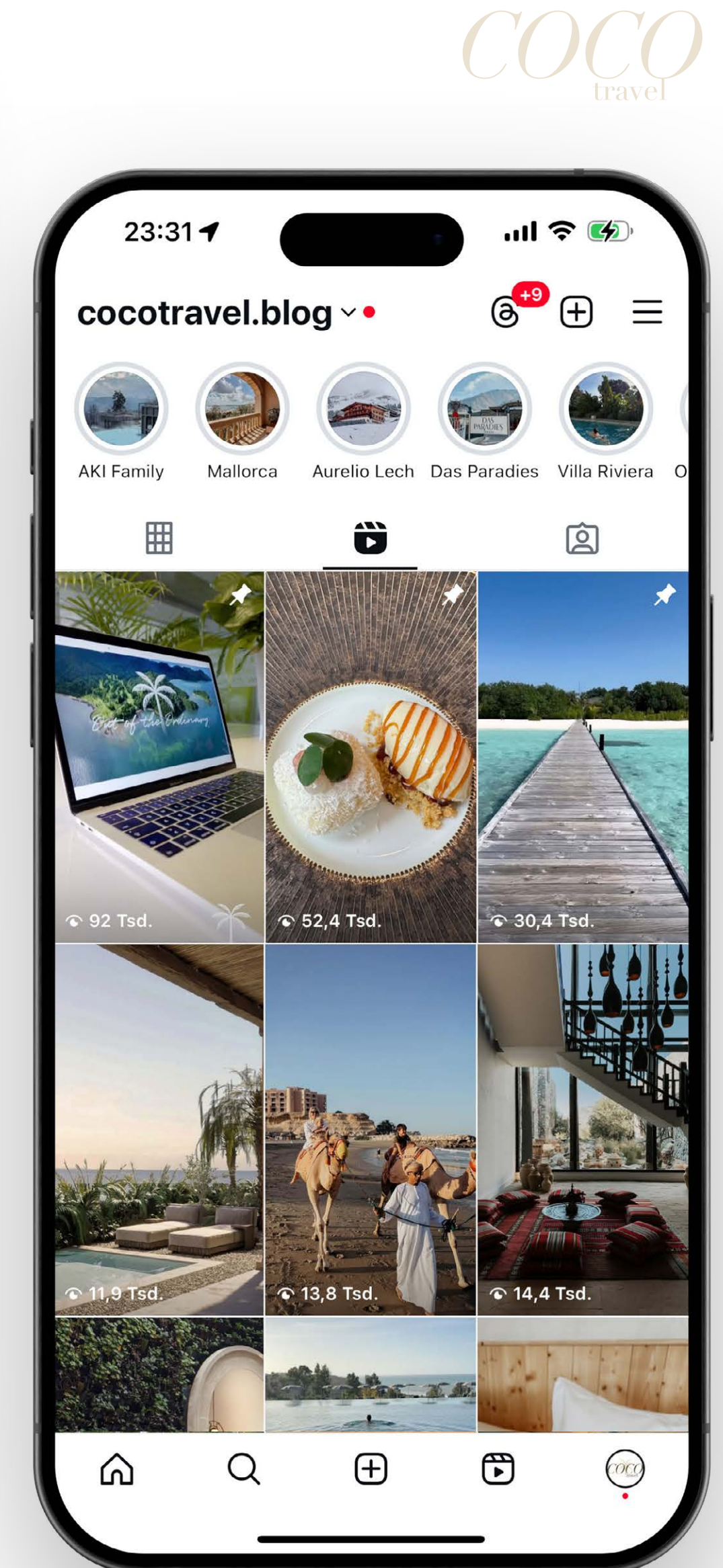
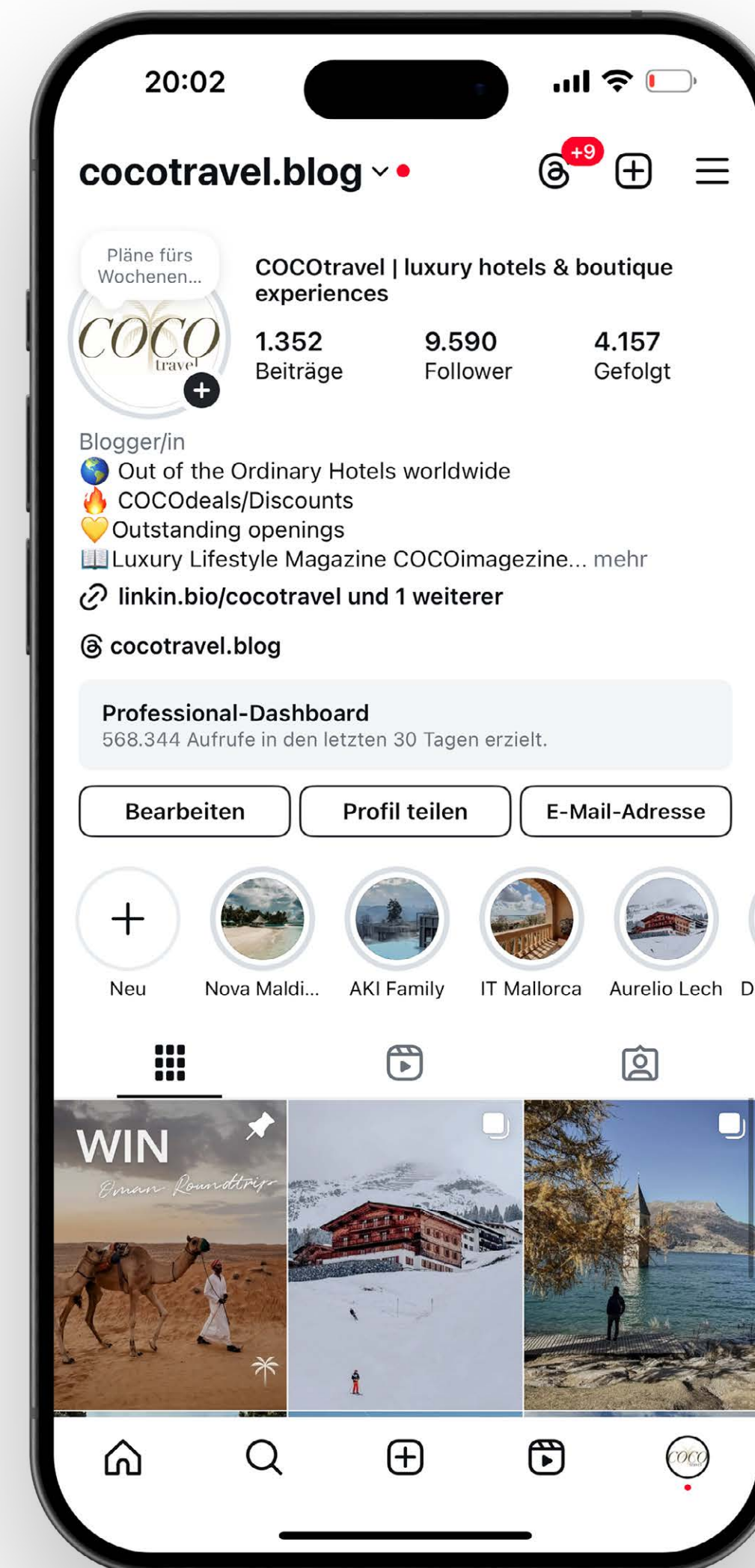
Add ons: SOCIAL MEDIA

Want more content on our social media channels Instagram and Facebook?

Do you want to promote a particular period or theme? We are happy to create additional content pillars with the photos and videos we take during the research trip.

Prices:

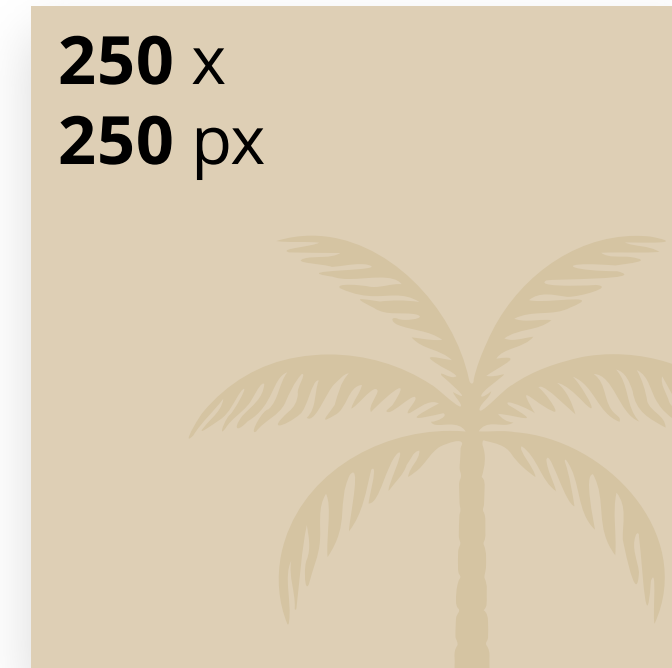
- Reel € 500,- net
- Posting € 350,- net
- Storyslide € 150,- net,
(e.g. re-promotion of a deal or offer)



Add ons: 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 ↓*

Add ons: ADVERTISEMENT SPACE BANNER ADVERTISEMENT

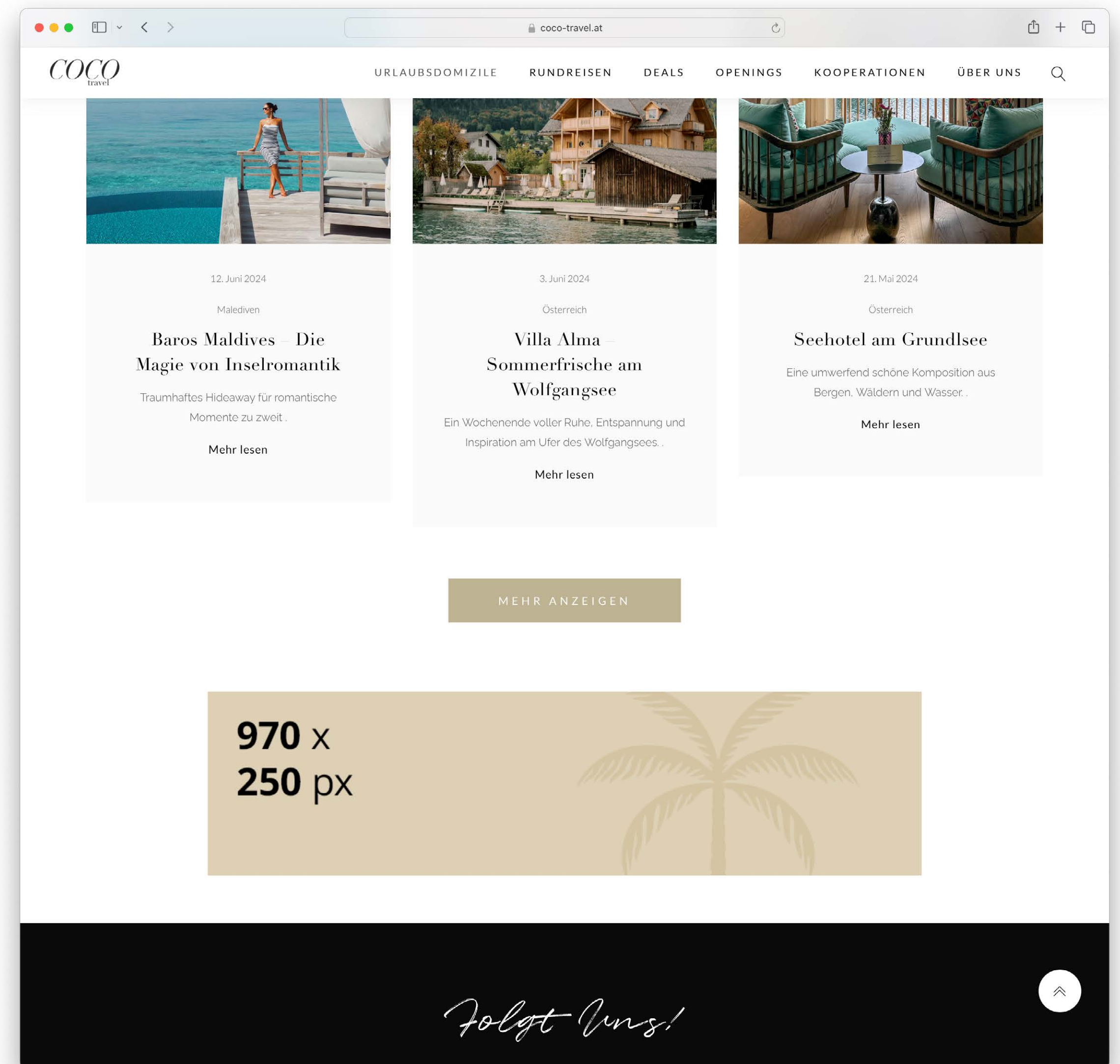
Placement on homepage, holiday destinations, round trips, openings, deals, “things to do in” or cooperations: via Footer

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



Add ons: ADVERTISEMENT SPACE BANNER ADVERTISEMENT

Placement between the content:

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

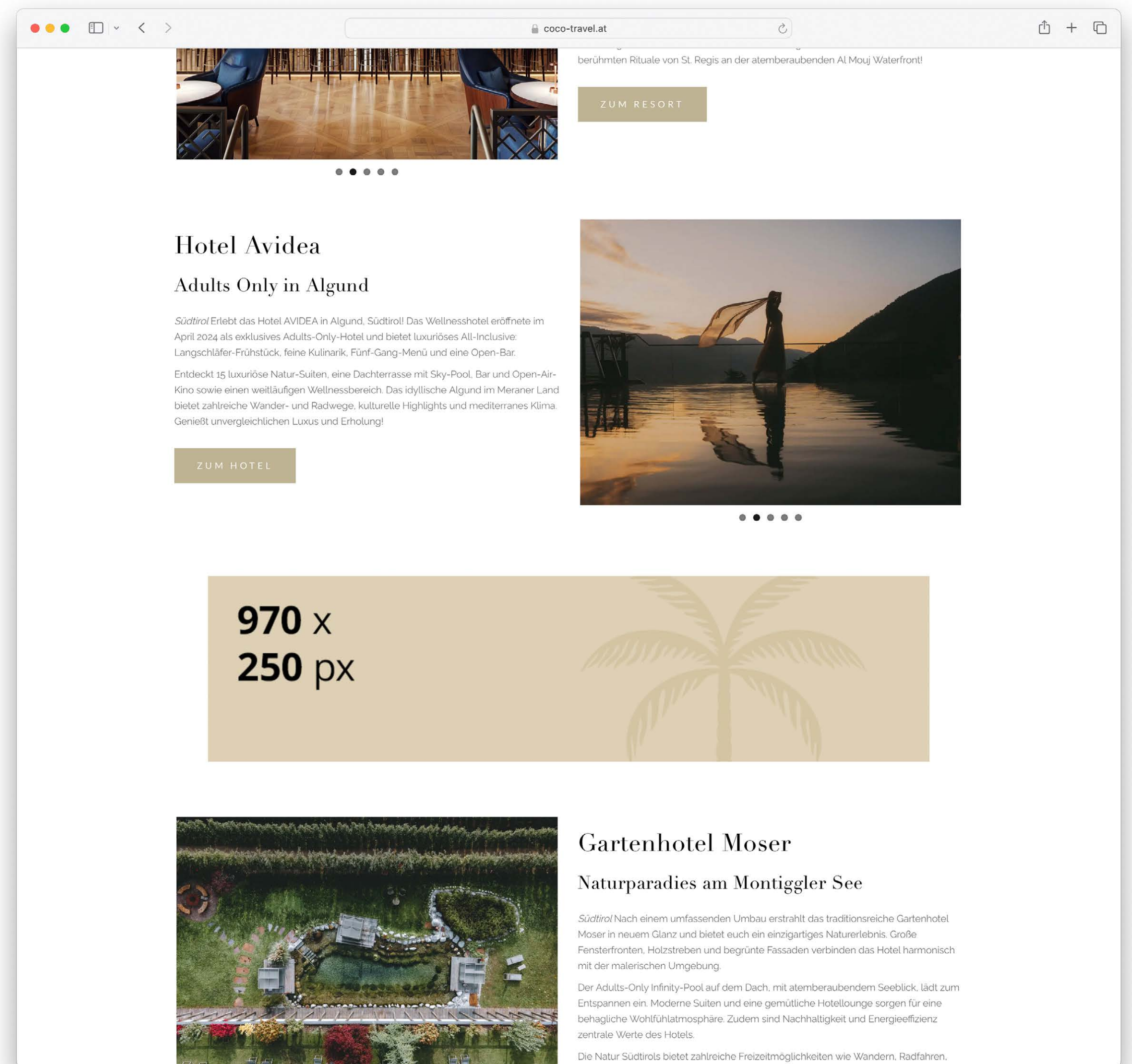
970 x 250 px

Price:

€ 350,- net, 1 month minimum term

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

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Add ons: ADVERTISEMENT SPACE BANNER ADVERTISEMENT

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Placement deal page:

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

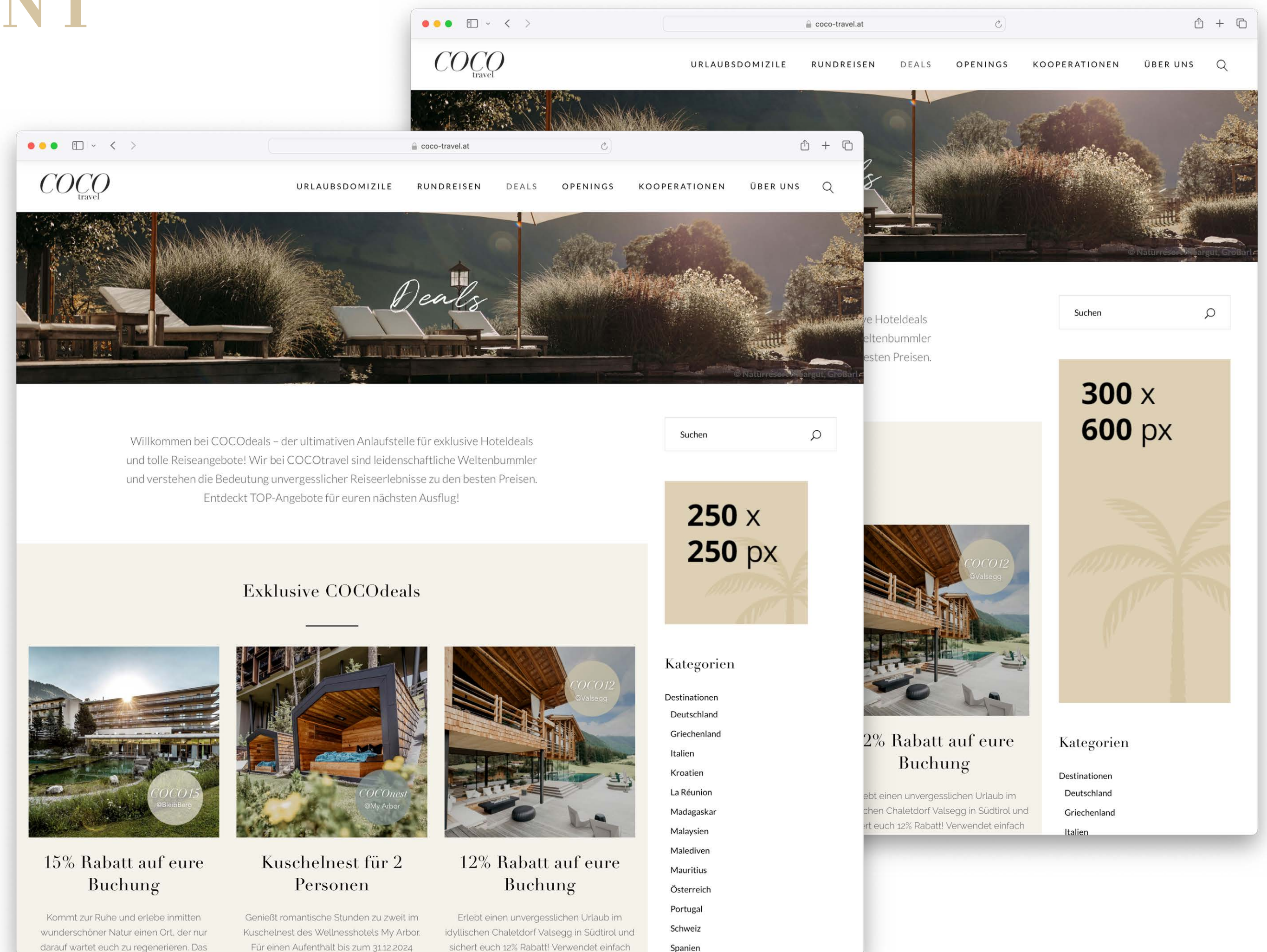
— 250 x 250 px

— 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



Add ons: COCOretreat

We will work with you to create your unique ,out of the ordinary' retreat!

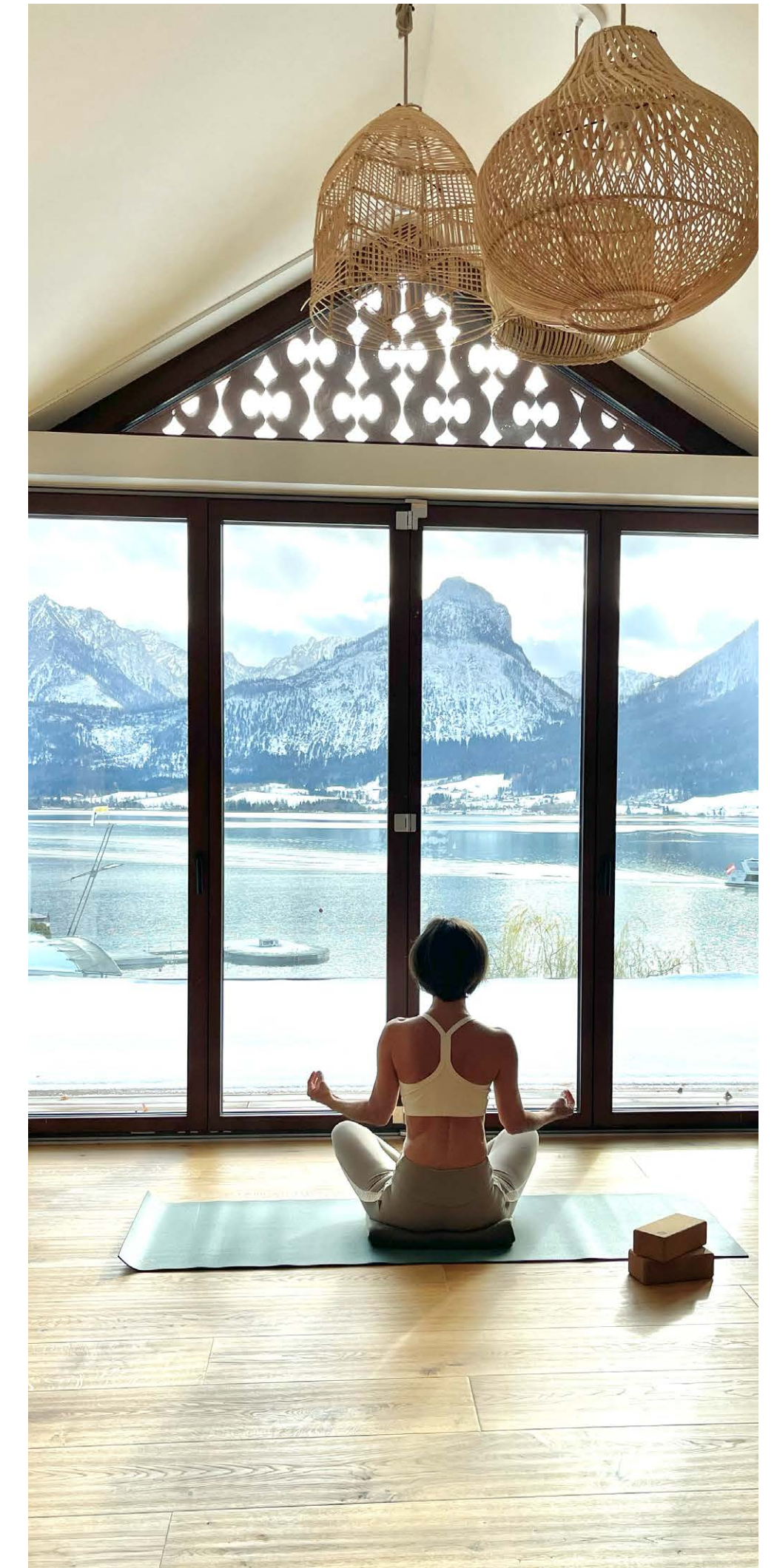
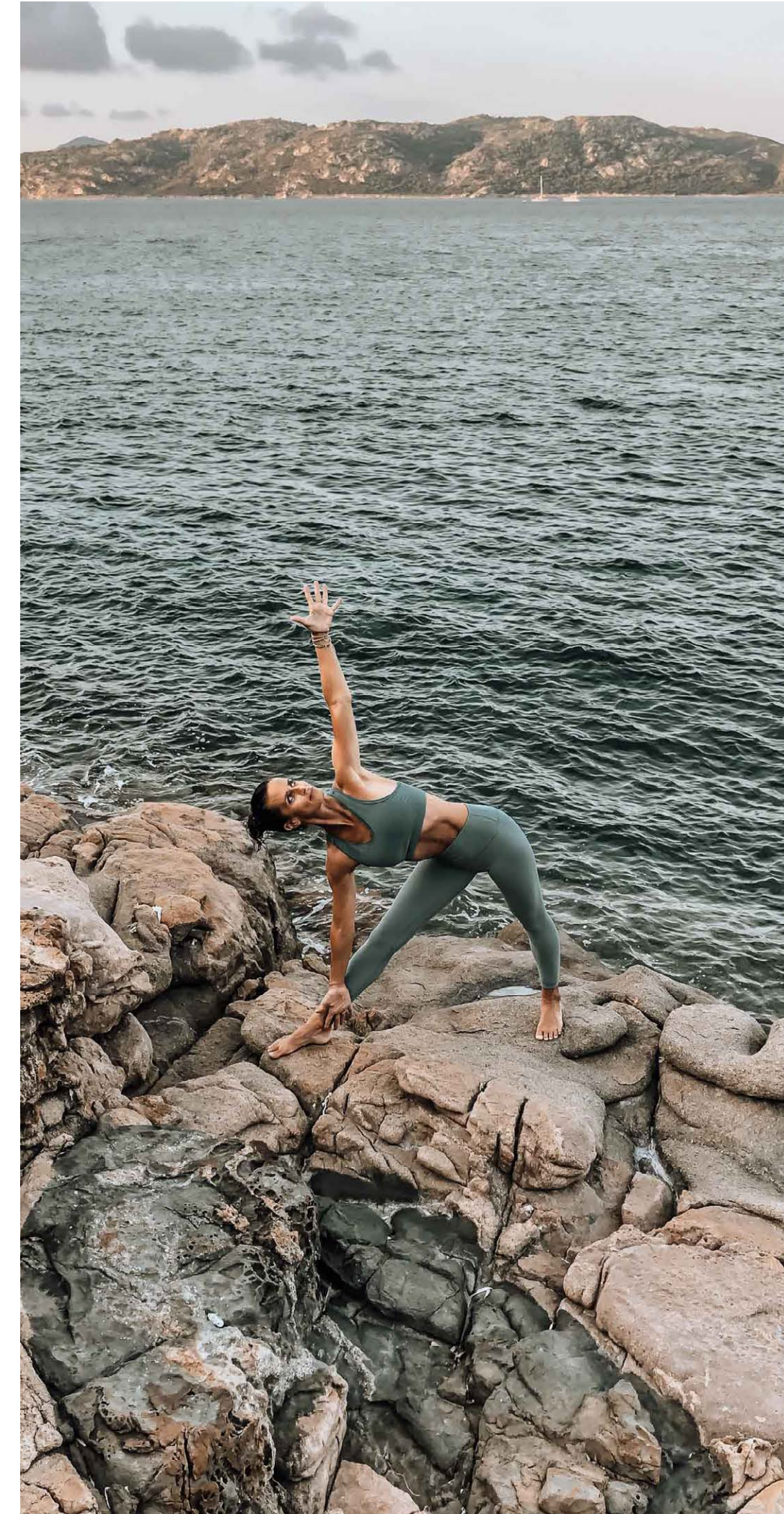
You bring the extraordinary location – we take care of the rest.

We use our expertise to organise retreats on topics such as

- Body and mind
- Traditional Chinese Medicine (TCM)
- Yoga
- visceral techniques
- gut health
- Systemic Coaching and much more

Together we create the perfect retreat for your target group. Thanks to our expertise and strong network, we can ensure optimal utilisation and an unforgettable experience.

Let's create something extraordinary together!



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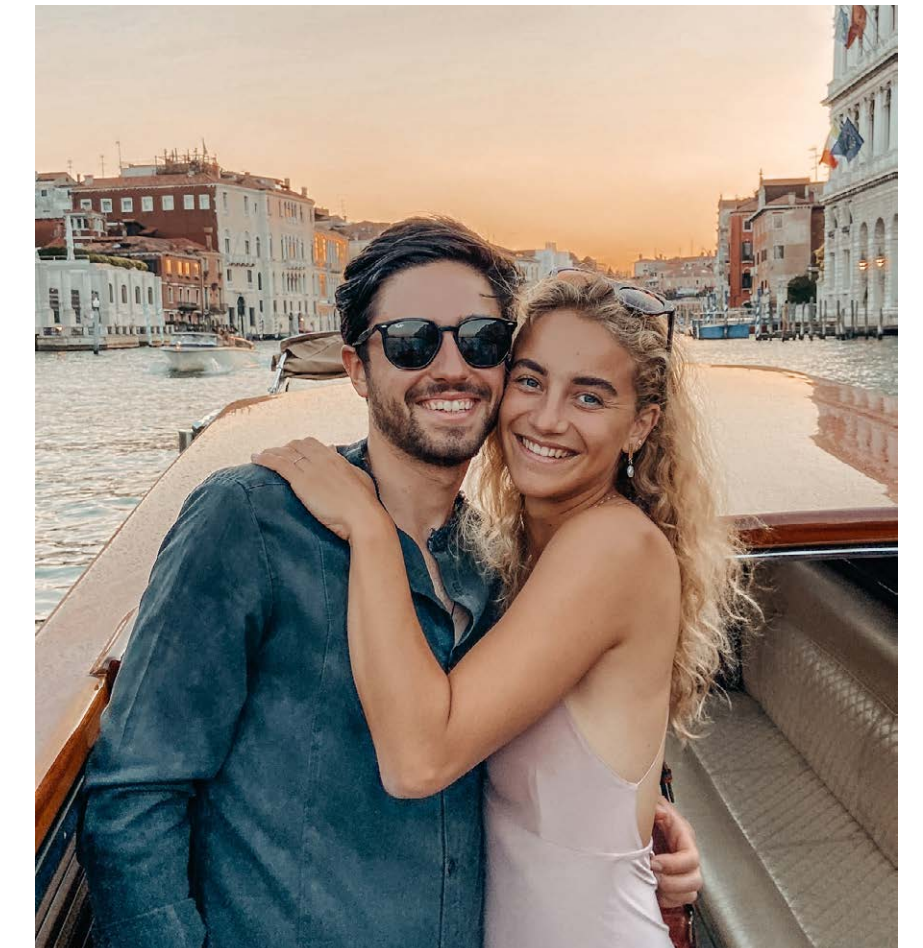
Add ons: COCOtraveller AS MODELS

Still looking for authentic guests for your photo shoot?

Then the COCOtravellers are just right for you! Our models are the ideal choice for your customers, as they can easily identify with them. And the best thing about them?

You can book them individually and some as couples or families. Our double packs are the ultimate choice to create honest and emotional images with a happy couple that will trigger the 'I want to go there' effect.

to the
Models ↓



Add ons:
COCOtraveller
PROFESSIONAL MODELS
SILVIA & ANDREAS

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Price for Silvia:

- 1 day shoot (8-10 h) € 1.100,- net
- ½ day shoot (4-5 h) € 700,- net

Price for Andreas:

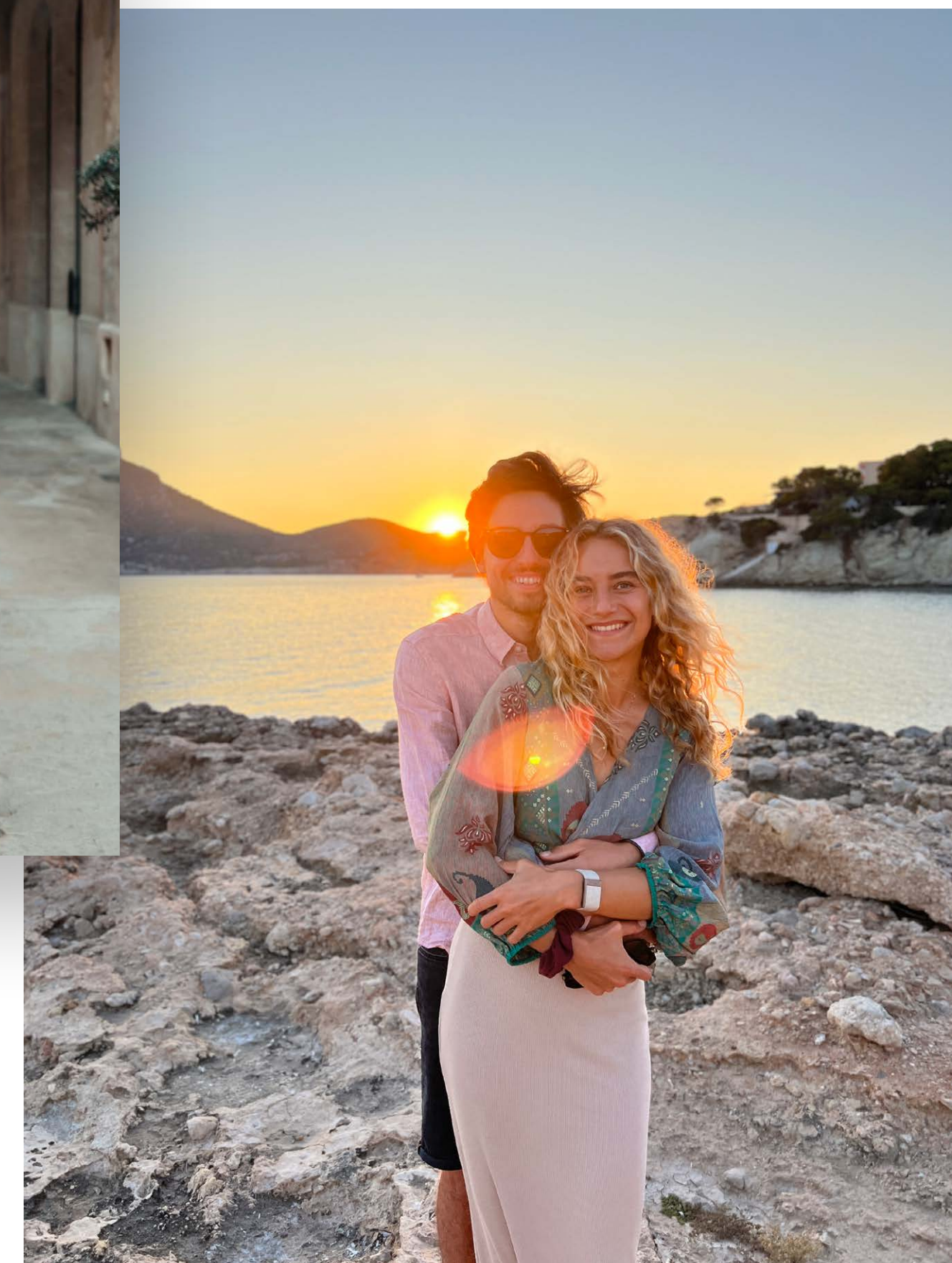
- 1 day shoot (8-10 h) € 1.100,- net
- ½ day shoot (4-5 h) € 850,- net

*Additional price
information on page 19*



Add ons:
COCOtraveller
PROFESSIONAL MODELS
MARIE & MAXIMILIAN

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Price per Model:

- 1 day shoot (8-10 h) € 1.100,- net
- ½ day shoot (4-5 h) € 700,- net

*Additional price
information on page 19*

Add ons:
COCOtraveller
PROFESSIONAL MODELS
ALEXANDRA

COCO
travel



Price per Model:

- 1 day shoot (8-10 h) € 1.100,- net
- ½ day shoot (4-5 h) € 700,- net

*Additional price
information on page 19*

Add ons: COCOtraveller AS MODELS

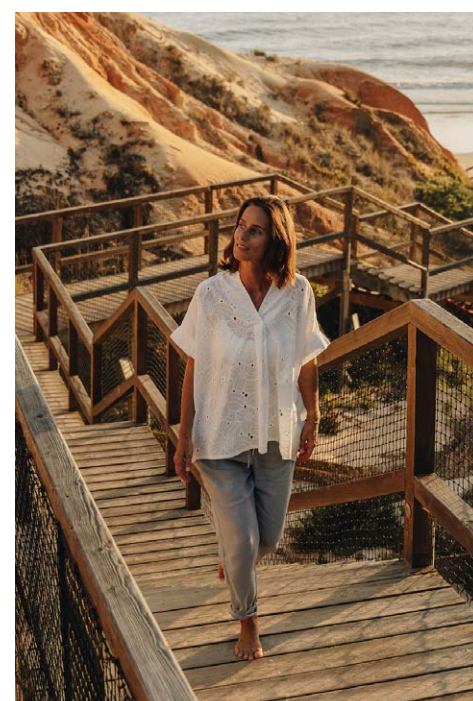
We can also arrange bookings
for all other COCO traveller.

Find out more about our team at
www.coco-travel.at/ueber-uns/

Additional price information:

- Overtime € 120,-/h net
- Kilometre allowance / travel expenses
- For long journeys additional food and accommodation
- Including all temporally and spatially unrestricted copyrights, except Out of Home

*Photographer
needed?*
↓



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Add ons: PERFECT PICTURES THAT ENCHANT YOUR GUESTS!

Your hotel deserves the wow effect!

In a world where first impressions count, high-quality hotel photography ensures that your hotel stands out. Our photography team is passionate about capturing the best aspects of your hotel in stunning images.

With a trained eye for detail and years of experience in hotel photography, we show off your rooms, architecture and atmosphere to their best advantage and make your guests dream even before they arrive.

Price:

- 1 day shoot (8-10 h) € 1.950,- net
incl. editing and retouching of 200 pictures
- ½ day shoot (4-5 h) € 850,- net
incl. editing and retouching of 100 pictures
- Overtime € 120,-/h net

Additional price information:

- Editing and retouching of further images
according to expenditure per hour € 90,- net
- Kilometre allowance / travel expenses
- For long journeys additional food and accommodation
- Including all temporally and spatially unrestricted copyrights, except Out of Home



Add ons: EMOTIONAL GOOSEBUMPS-TEXTS FOR YOUR HOTEL

The story package contains coherently prepared texts (core story + key stories) that serve as an informative and creative building block for all communication activities:

- Press releases and materials
- blog, newsletter, social media
- (job) adverts
- website content
- brochures, folders, postcards, menu cards
- emails, guest correspondence
- ...

The individual text modules support the hotel team (back office, marketing, reception, restaurant) in processing enquiries quickly and easily, writing texts for print products and formulating job adverts, among other things. They introduce (new) employees to the values and vision of the hotel, inspire future guests and existing regular guests.



Add ons: EMOTIONAL GOOSEBUMPS-TEXTS FOR YOUR HOTEL

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The story package ...

... creates a harmonised presence on all communication channels.

... tells authentic and emotionally charged stories that people like to share.

... connects, touches and enriches people.

Send us a request for a customised offer.

*" Good texts are like
good stories; they are
both well-being and
tranquillity in a
fast-paced world.*

*A quiet anchor for the
eye and the mind.*

*Something that - like
all beautiful things
in life - deserves
appreciation."*

Jeanette, COCOtravellerin

Add ons:

YOUR HOTEL IN THE SOCIAL MEDIA SPOTLIGHT!

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We are social media experts specialising in customised social media strategies. We will take your hotel brand to the next level on Instagram, Facebook, TikTok and more!

We will set up and manage your channels for you, from creating engaging content to running targeted engagement and advertising campaigns. We know how to inspire guests and boost your bookings. Increase your reach, attract more guests and let your hotel brand shine!

Send us a request for a customised offer.



Our Community

Your future guests

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

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COCOtravel IN FIGURES
SOCIALMEDIA COMMUNITY f @



1,532,642

Unique Users

153,150

Clicks and Engagement

2.159.414

Video Views

ADDITIONAL RANGE WITH
OUR COCOTRAVELLERS
WITH MORE THAN

267,000

Follower



ca. 18 %

Follower Growth
Rate per Month

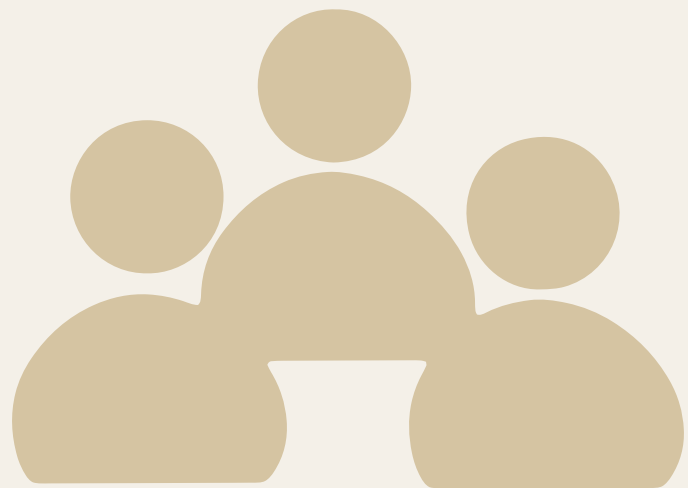


9.4 %

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 🌐



49,375

Page Views



02:20

Average Session
Duration

18,708

Website Users

82

Hotel Reviews

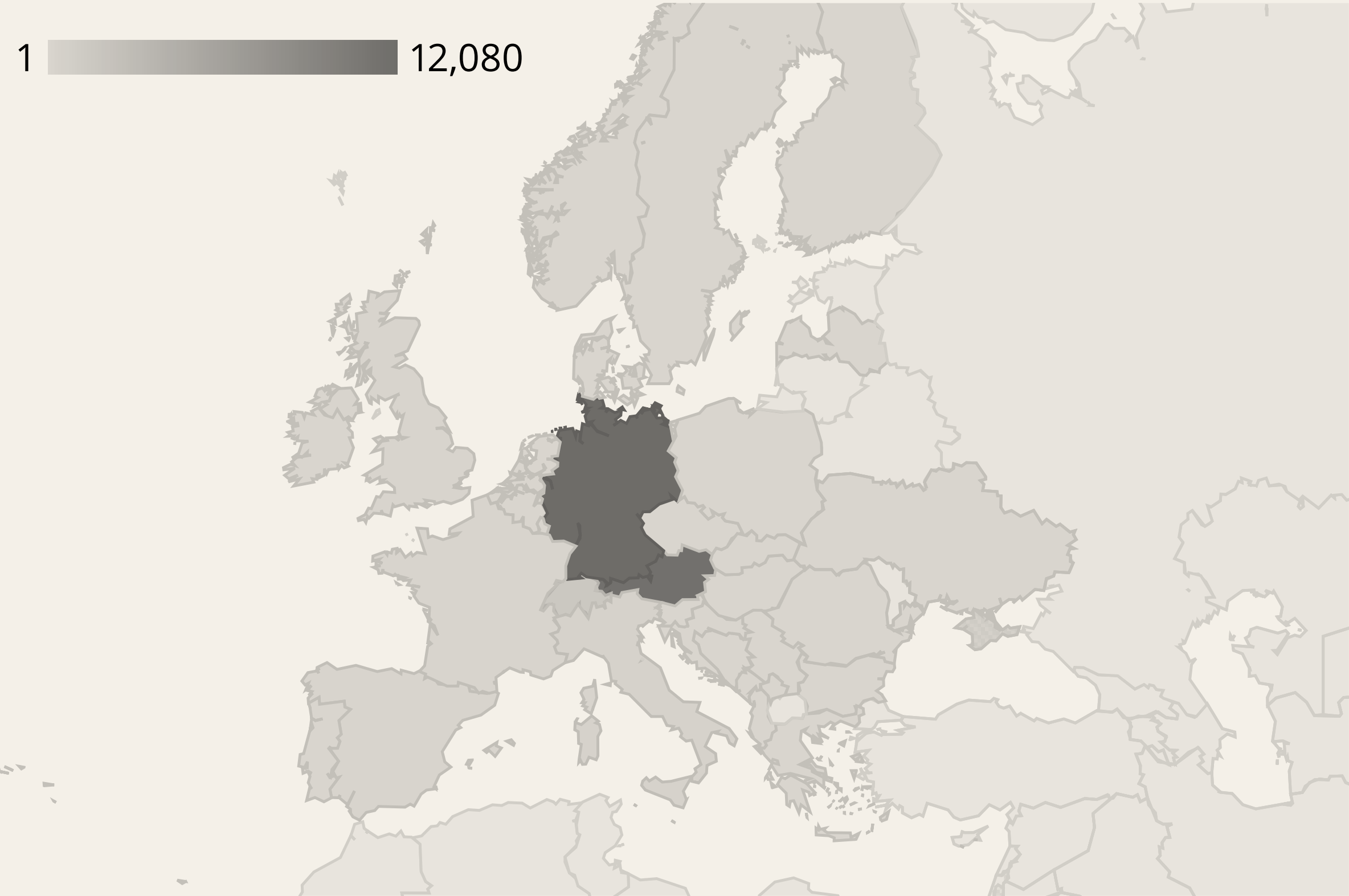


COCOtravel IN FIGURES

BLOG DEMOGRAPHICS



COUNTRY DISTRIBUTION



COUNTRY	SESSIONS	PAGE VIEWS
Austria	12,080	30,065
Germany	11,755	16,069
Switzerland	1,619	2,115

QUOTES FROM SATISFIED PARTNERS



We greatly value our collaboration with COCOtravel, as they provide us with a wonderful platform to introduce Moar Gut to a broader audience and significantly increase our visibility. Especially valuable was the personal research trip by Beatrix and her family, which enabled them to create an authentic and individual feature. This personal touch not only makes the article unique but also conveys the atmosphere and flair of Moar Gut to our guests and readers in a very special way.

Nora Lipp

Moar Gut



We have collaborated with the COCOtravel team on several hotel projects – and every time, it has been seamless and enriching: wonderful stories and inspiring features that spark a desire to travel.

Lina Stürmer

Crystal Communications



COCOtravel is the perfect combination for our tourism PR clients – offering an exclusive magazine, a cool website for deals and more, and very active social media channels.

Annette Zierer

ziererCOMMUNICATIONS

QUOTES FROM SATISFIED PARTNERS



COCOtravel is an ideal partner and a perfect amplifier for TAUROA and our „places that lift the spirit“. The publications (posts and reels) are not only professional and highly stylish, but also perfectly placed and harmoniously aligned with our brand philosophy. Thank you for the great collaboration!

Kevin J. Abramowicz

Geschäftsführer TAUROA



The collaboration with COCOtravel has always been pleasant, professional, and marked by great flexibility as well as a fine sense for our brand.

Sofia Rabanser

*Marketing ADLER Spa
Resorts & Lodges*



Working with the COCOtravel team is always on a very personal level, a lot of fun, and entirely straightforward. There is always a wide range of options, and COCOtravel – especially Manu in our case – takes a lot of time to find the perfect fit for each client. The results are visually and editorially convincing and of superb quality. We look forward to many more projects together.

Biss PR

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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BEATRIX VOGGENBERGER

CO-FOUNDER COCOtravel

+43 676 7289281

b.voggenberger@coco-magazin.at

MANUELA FRIEDL

CO-FOUNDER COCOtravel

+43 676 7732119

m.friedl@coco-magazin.at

AS OF:
APRIL 2025

ALL PRICES LISTED ARE
NET PRICES IN EUROS.

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