



Media Kit

2025 BUSINESS PARTNER

CONFIDENTIAL PRICE LIST. USE AND DISCLOSURE ONLY WITHIN THE FRAMEWORK OF COMPLIANCE GUIDELINES.



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, 2,8 mio unique users have benefited from our content pillars on social media channels with an average engagement rate of 7,6 % 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 200,000 users, and the quality of the professional content we generate is noteworthy.

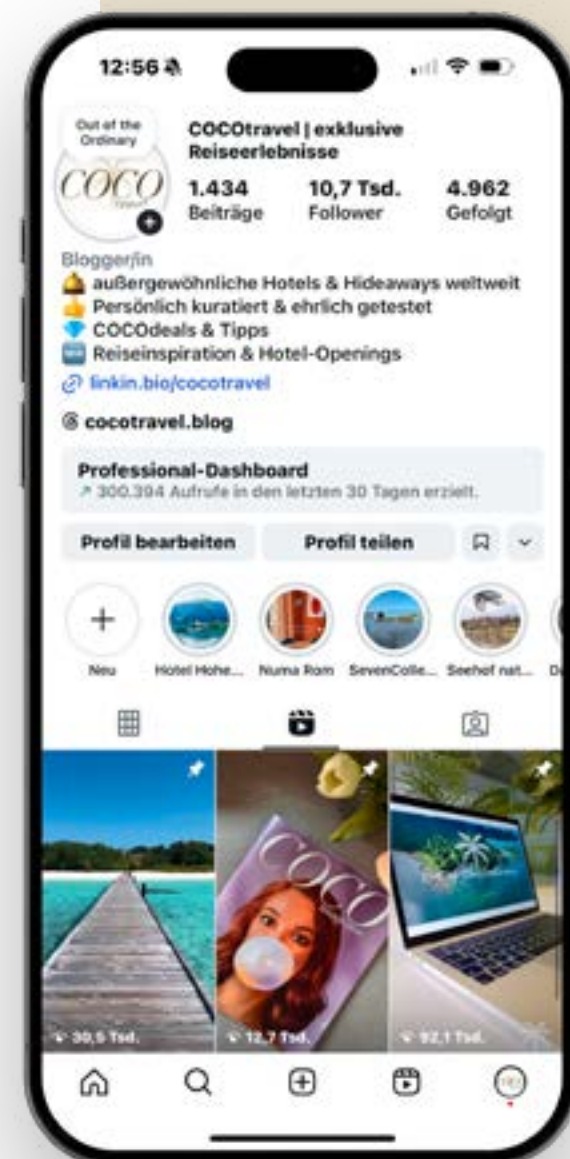
Discover the world of COCOtravel

and reach your target groups.



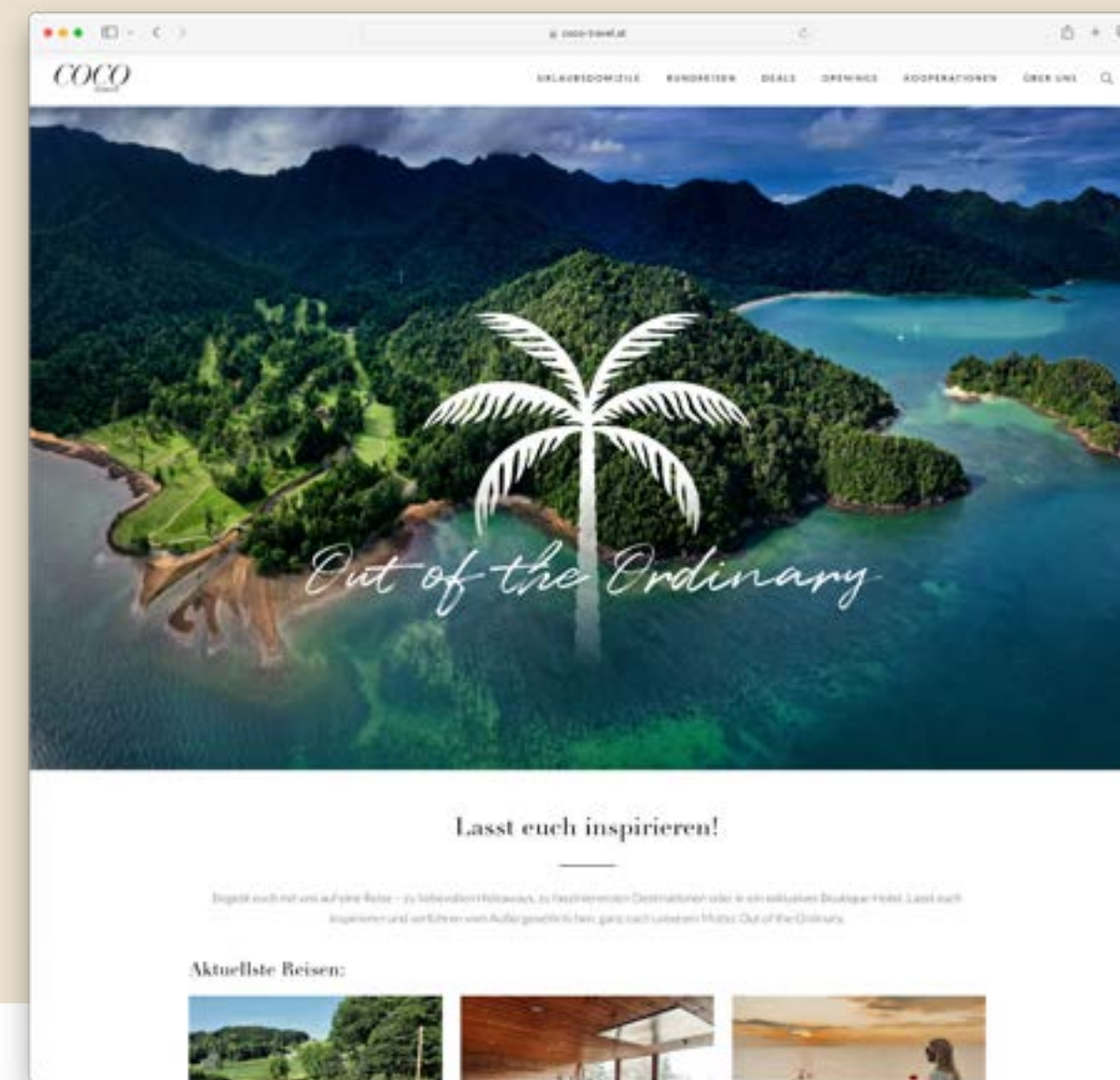
Magazine:

- magazine for Austria and Germany
- 2 x per year
- magazine circulation 15,000
- direct-mailing list
- high-profile audience



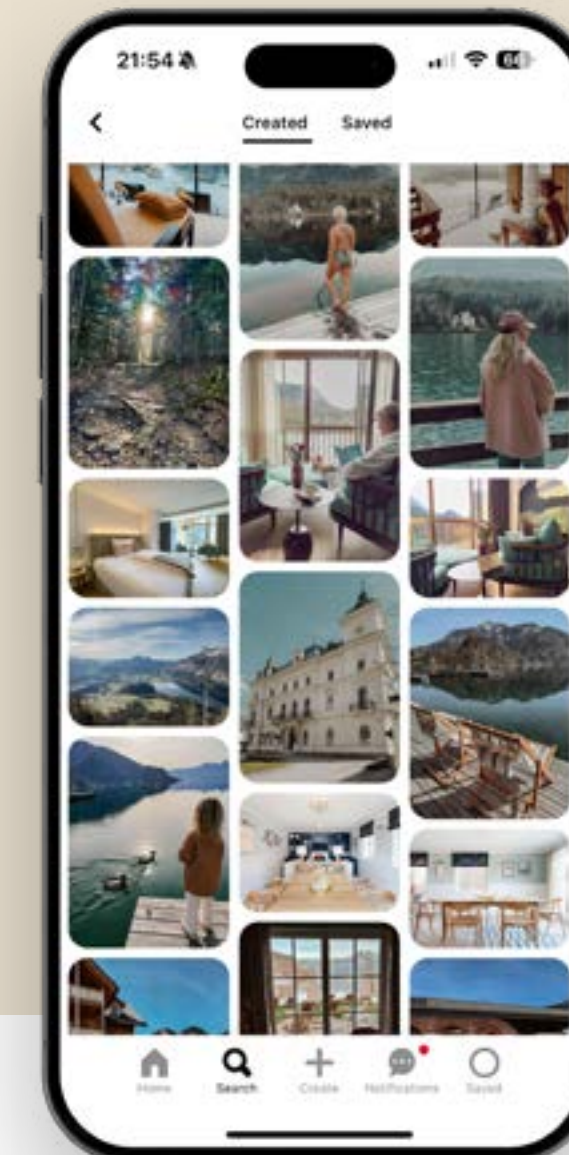
Instagram, Facebook:

- Stories
- Posts
- Reels



Webblog:

authentic travelogue



Pinterest:

- travel inspiration
- interior design

Contents

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4. Our community in numbers

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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

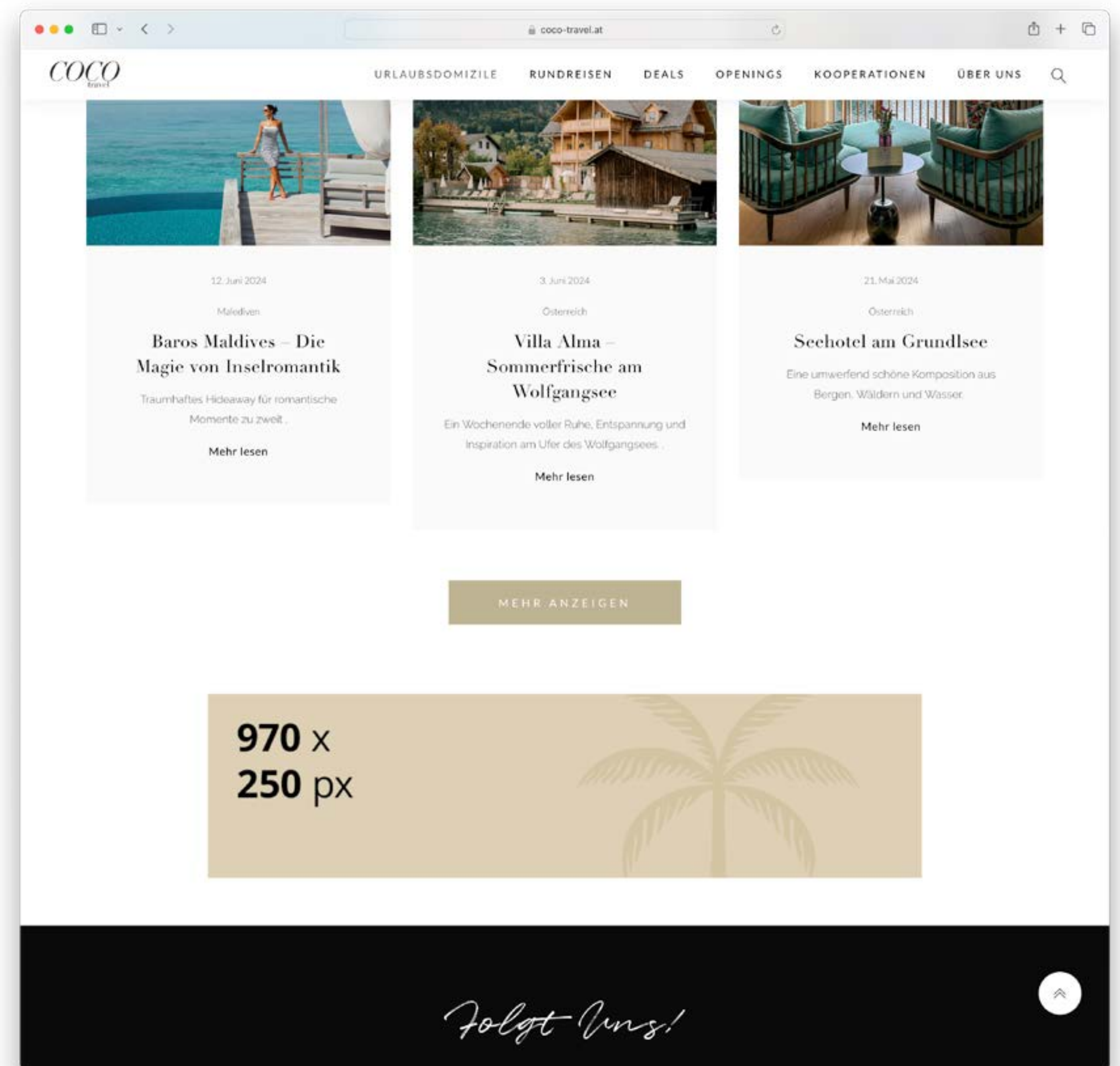
Placement on homepage, travel
reports, journal, openings, deals,
or cooperations:
via Footer

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

COCO
travel

Placement between the content:

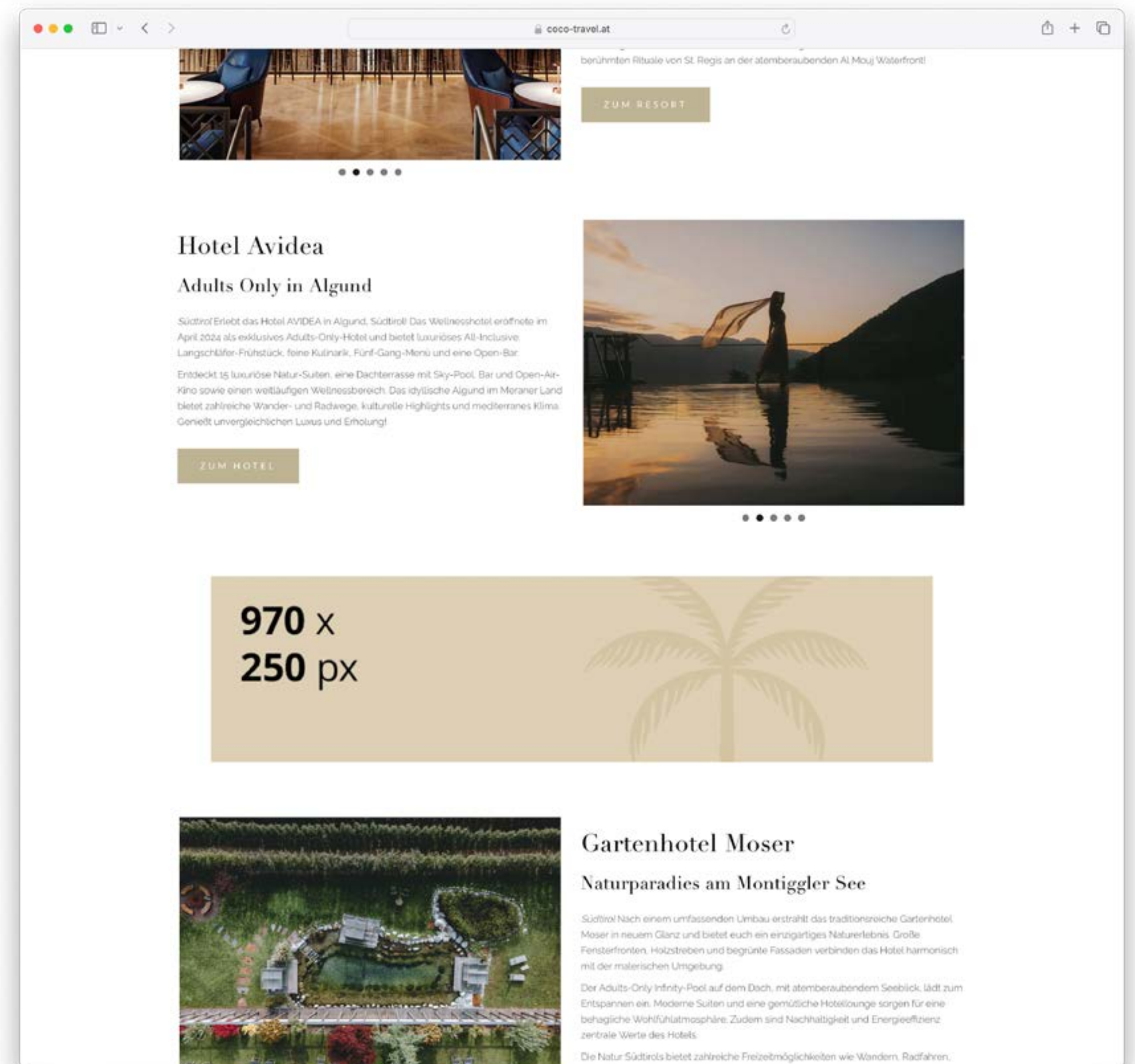
- Deal page: below the button “more deals”
- Opening page: below the latest hotel opening

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



ADVERTISEMENT SPACE BANNER ADVERTISEMENT

COCO
travel

Placement deal page:

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

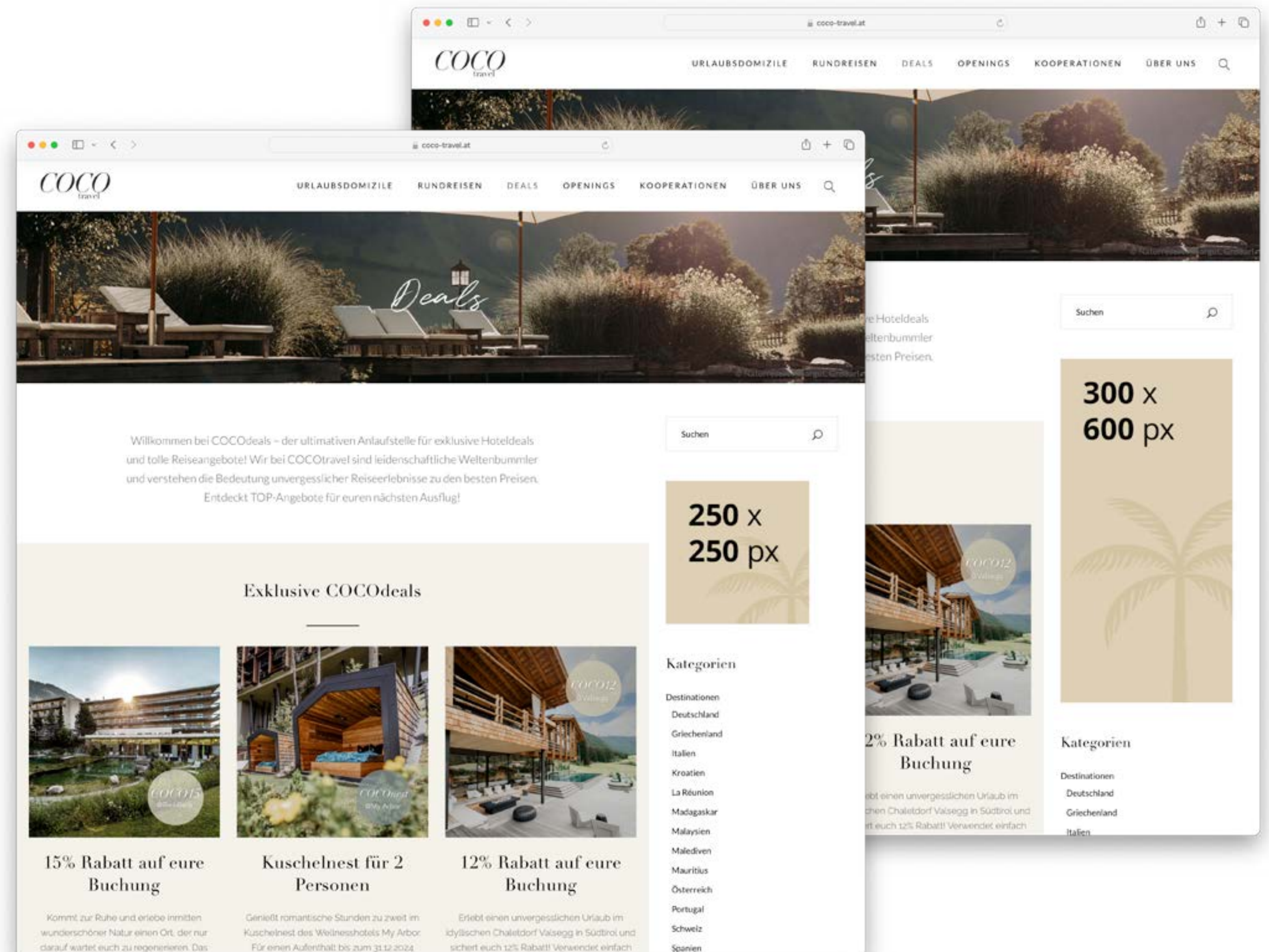
— 250 x 250 px

— 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

COCO
travel

Placement blog post pages:

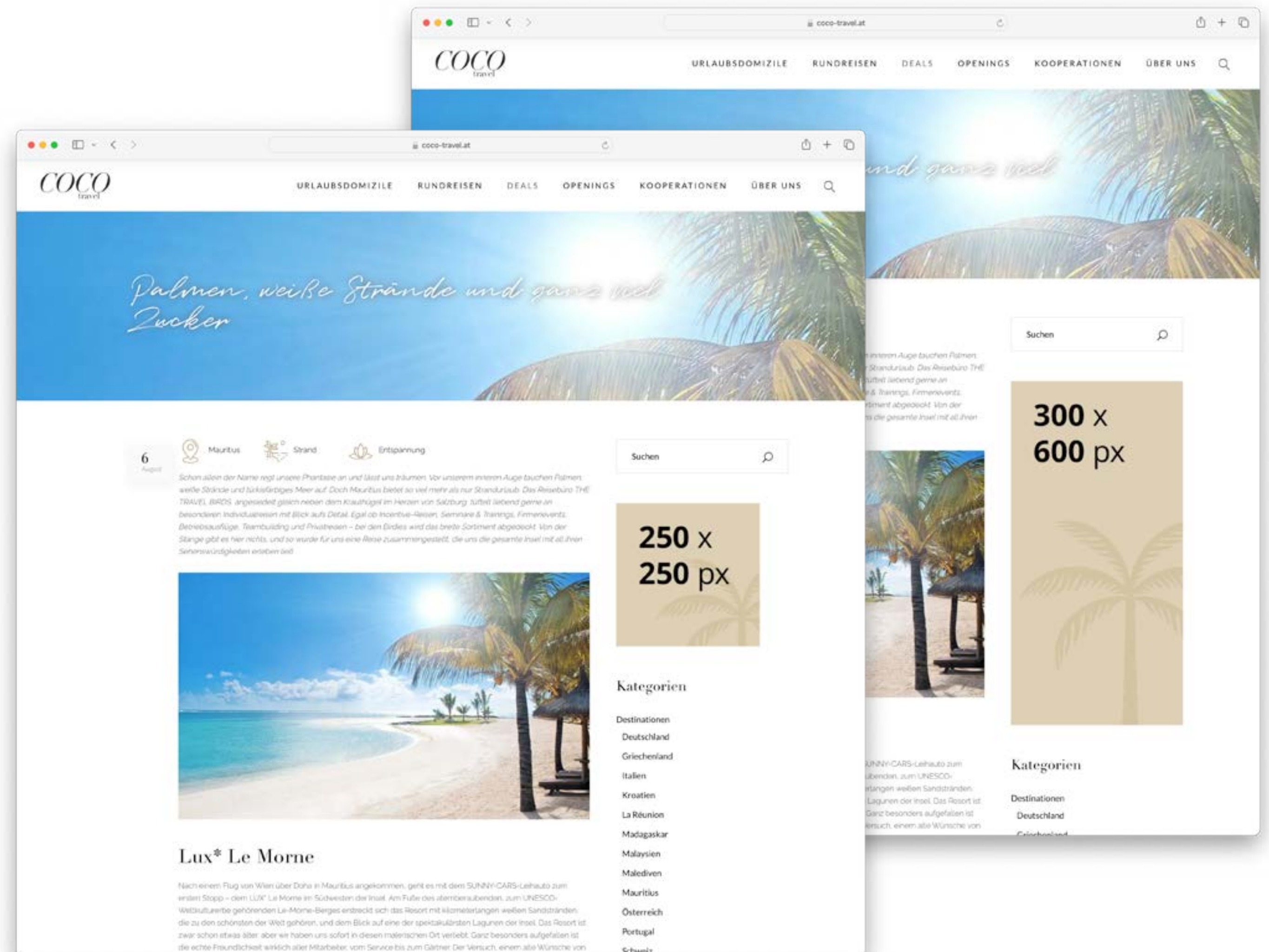
Sidebar with square or portrait
banner (mobile display at
the bottom of the page)

- 250 x 250 px
- 300 x 600 px

Price:

€ 250,- net, 1 month minimum term

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



ADVERTISEMENT SPACE BLOG HIGHLIGHT CONTENT TEASER

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

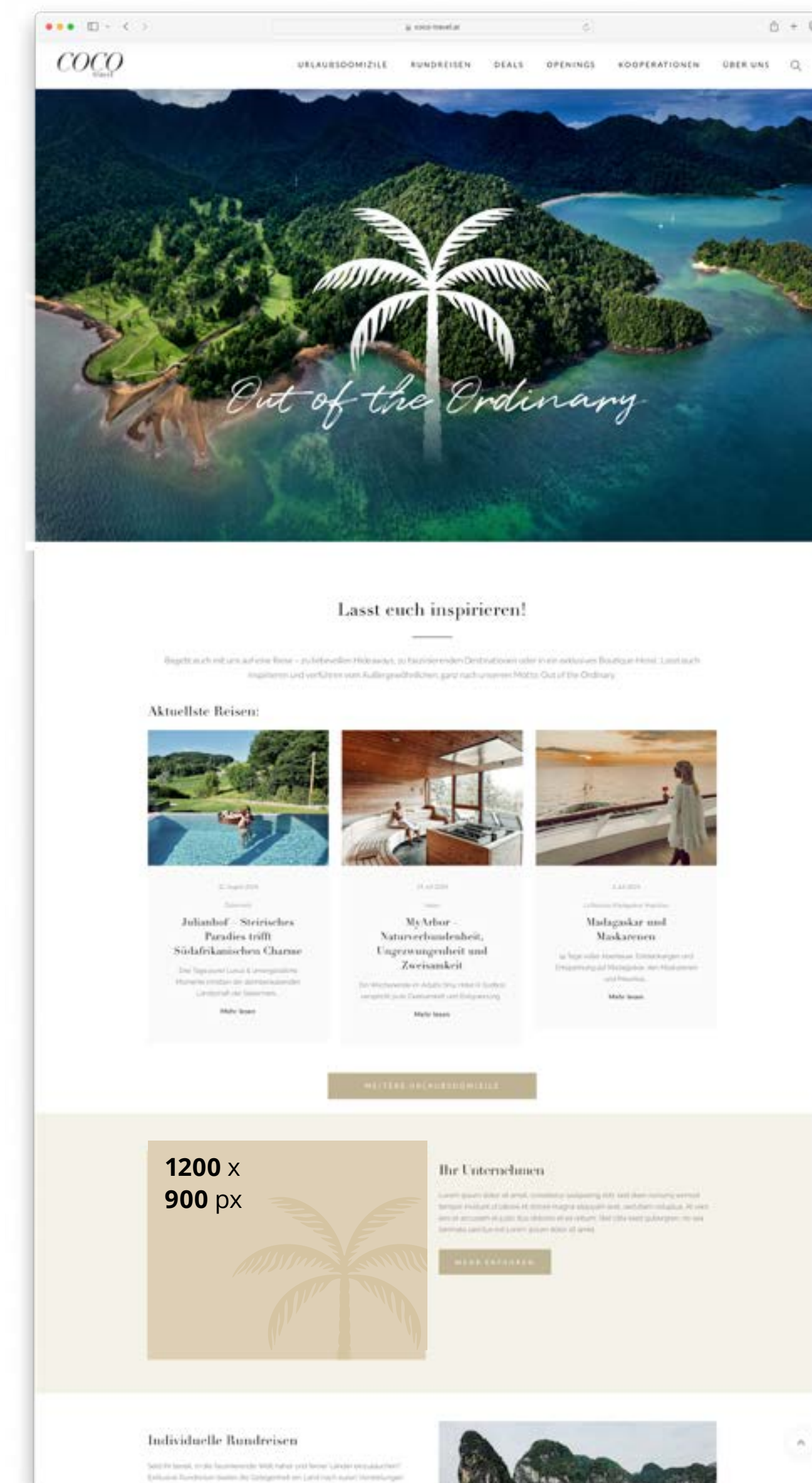
Secure your top advertising space in our rotating
content teaser with a direct link to your homepage.

- 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



COCO
travel

SUBTLE PRODUCT PLACEMENT

On our blog

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.

On our blog:

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



Clarins – mehr als Sonnenschutz

Sommer, Sonne, Leichtigkeit – genau das schenken euch die Clarins Suncare Essentials. Wir schwören auf das pflegende Lip Oil, das euren Lippen nicht nur Schutz, sondern auch einen zarten Glow verleiht. Und der unsichtbare Sonnenschutz-Stick? Ein echtes Must-have, weil er sich super easy direkt über euer Makeup auftragen lässt – perfekt für unterwegs, ganz ohne Kompromisse beim Look. So seid ihr rundum geschützt, ohne auf euren Style verzichten zu müssen. Ideal für Strandtage, Citytrips oder lange Sommerabende unter freiem Himmel.

MEHR ERFAHREN



Weareflowergirls – Der wohl schönste Badeanzug

Stellt euch vor, ihr packt für euren nächsten Sommertrip nur EINEN Badeanzug ein – und habt trotzdem über 100 Styles im Gepäck. Der nachhaltige Badeanzug von We are Flowergirls, handgefertigt in einer ungarischen Coutureschneiderei aus Econyl (das sind recycelte Nylonstoffe) verwandelt sich ganz nach Lust und Laune. Ob am Pool, am Strand oder kombiniert als cooles Top – er lässt euch in jeder Variante selbstbewusst und sexy fühlen, ganz egal welche Figur ihr habt. Er trocknet schnell, sitzt perfekt und schenkt euch unendliche Möglichkeiten. COCOTipp: Mit dem Code COCOsummer gibts die golden Tubes gratis dazu.

JETZT KAUFEN



Titan Suitcase

Social Media

*more visibility
for your brand*

COCO
travel



SOCIAL ADS

EVEN MORE VISIBILITY & REACH – WITH A GUARANTEED TRAFFIC BOOST



Whether reach, traffic or video views – through paid performance, your content doesn’t appear as self-promotion, but as an independent recommendation from COCOtravel to an audience that values exclusive, carefully curated suggestions.

	TARGET	KPI GUARANTEED	PRICE
Reel (dark post or feed post)	Reach	min. 200,000 AIs	€ 500,- net
	Traffic	400 clicks to client website	€ 500,- net
	Video Views	min. 100,000 views	€ 500,- net
Carousel (dark post or feed post)	Reach	min. 200,000 AIs	€ 400,- net
	Traffic	400 clicks to client website	€ 400,- net
Story (sponsored ad)	Traffic	400 clicks	€ 300,- net

WE RESERVE THE RIGHT TO REVIEW IMAGE OR VIDEO MATERIAL PROVIDED BY COOPERATION PARTNERS BEFORE PUBLICATION. WE ARE ENTITLED TO EDIT, ADAPT, OR ADJUST SUCH MATERIAL AS NECESSARY TO ENSURE STYLISTIC AND QUALITATIVE ALIGNMENT WITH OUR EDITORIAL ENVIRONMENT. IN PARTICULAR, COCOTRAVEL RESERVES THE RIGHT TO REJECT MATERIAL THAT DEVIATES TOO STRONGLY FROM OUR STYLE IN CONTENT OR FORM, OR THAT CONVEYS THE CHARACTER OF MERE ADVERTISING WITHOUT EDITORIAL VALUE.

SUBTLE PRODUCT PLACEMENT

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.

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 € 150,- net



Ucon Acrobatics



Bang & Olufsen

USER-GENERATED CONTENT (UGC) – LICENSE-FREE CONTENT FOR YOUR CHANNELS

Real people, authentic content at
the world’s most beautiful places.

SERVICE	DESCRIPTION	PRICE
Image/Video Package	5 photos or video sequences, approx. 15 seconds each	€ 250,- net
Video ready to use	Storyboard, production, editing	€ 350,- net
Enterprise Package		on request

ALL PHOTOS/VIDEOS ARE TAKEN WITH MOBILE PHONES.

THE PRICES INCLUDE UNRESTRICTED DIGITAL USAGE – FOR WEBSITES,
SOCIAL MEDIA INCLUDING ADS, NEWSLETTERS, AND ONLINE ADVERTISEMENTS.
FOR TRADITIONAL CHANNELS SUCH AS PRINT, TV, OR OUT-OF-HOME, WE WILL
PROVIDE YOU WITH A TAILORED OFFER UPON REQUEST.”



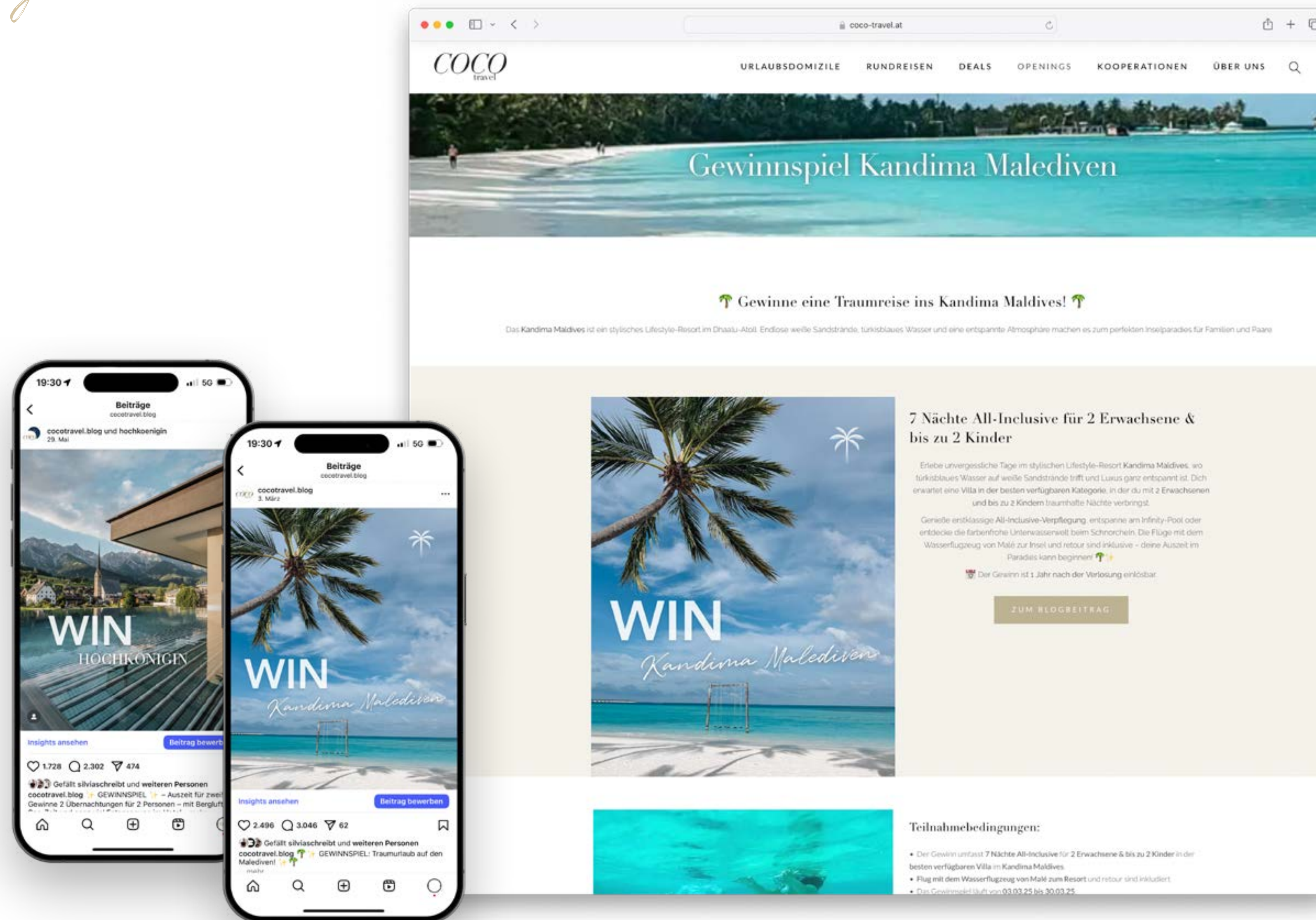
COMPETITION

free of charge

COCO
travel

Want more followers? With our promoted giveaways, we help you gain **more followers**, expand your reach, and collect **email addresses** – including double opt-in – for your newsletter.

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



Your brand in the perfect environment

digital, curated, luxurious



ADVERTORIAL IN THE COCOtravel ONLINE JOURNAL

Inspire rather than advertise.

In the new **COCOtravel Journal**, we publish editorial articles with real added value – from travel planning tips and packing lists to curated recommendations such as *“These essentials you need for a family vacation”*

Here we integrate **advertorials** – stylishly embedded in thematic articles, credible, high-quality, and perfectly aligned with our community.

How it works: You provide us with a press release, information, or bullet points – we create a professionally crafted editorial article according to COCOtravel standards, including images, a link to your website (duration: 1 year), and an Instagram story for social media amplification.

1. Exclusive editorial feature

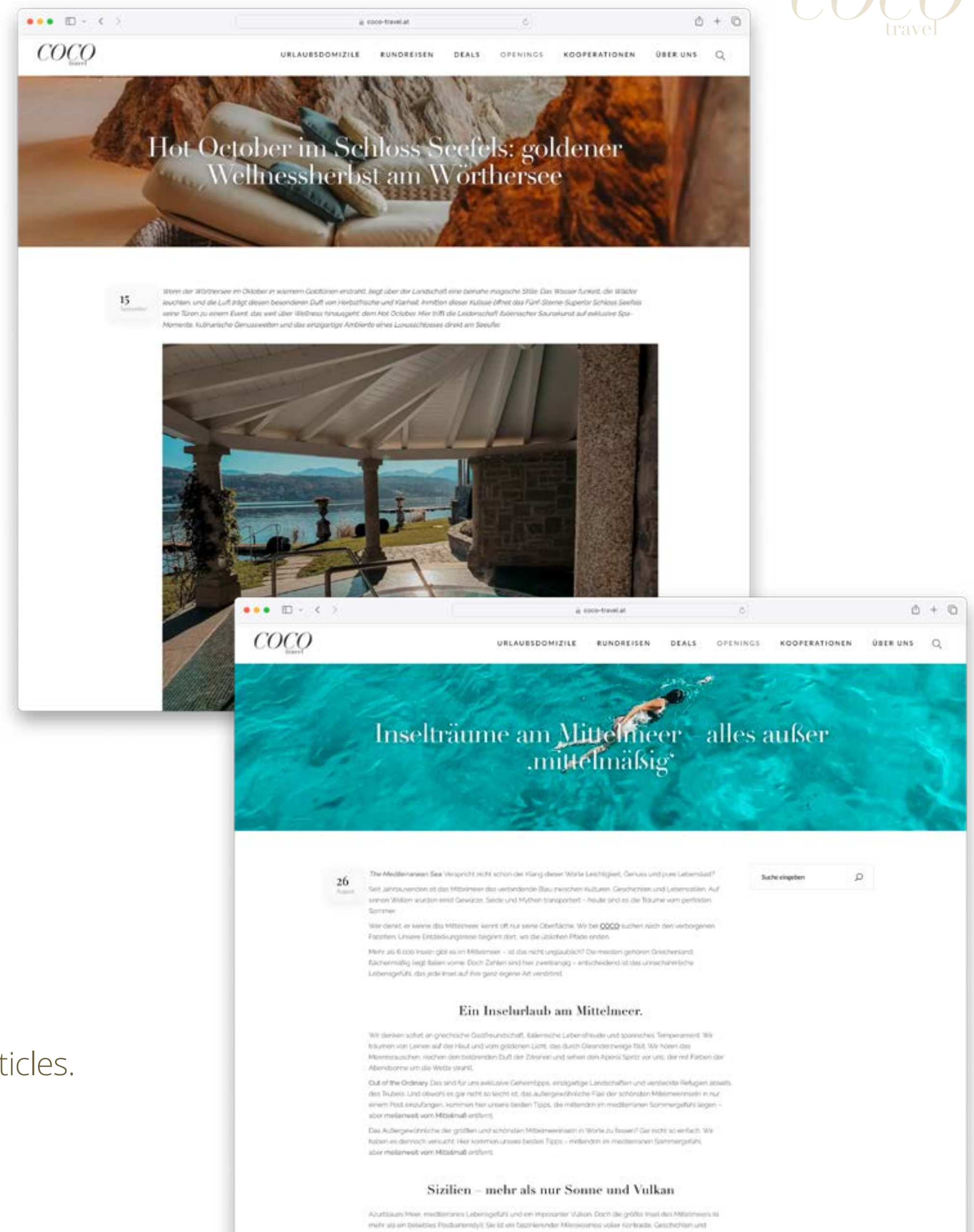
— Dedicated article about your property, approx. 800 words **Price:** € 500,- net

Optional: Placement of the online advertorial in the COCOtravel Newsletter (see page 20)

2. Part of an editorial feature

— In the context of an editorial feature with multiple brands or embedded within hotel articles.

Example: *What has to be on your packing list for an African safari* **Price:** € 350,- net



COCO
travel

COCOtravel NEWSLETTER – YOUR BRAND DIRECTLY IN THE INBOX OF YOUR TARGET CUSTOMERS

With a placement in the COCOtravel Newsletter, you present your brand in a premium environment and reach an exclusive, travel-affine audience actively seeking inspiration for their next journey. You have three options:

1. COCOsecrets – your exclusive deal

- An offer available only to our newsletter subscribers

Price: € 150,– net

2. Newsletter teaser to the editorial article on the COCOtravel website

Price: € 250,– net

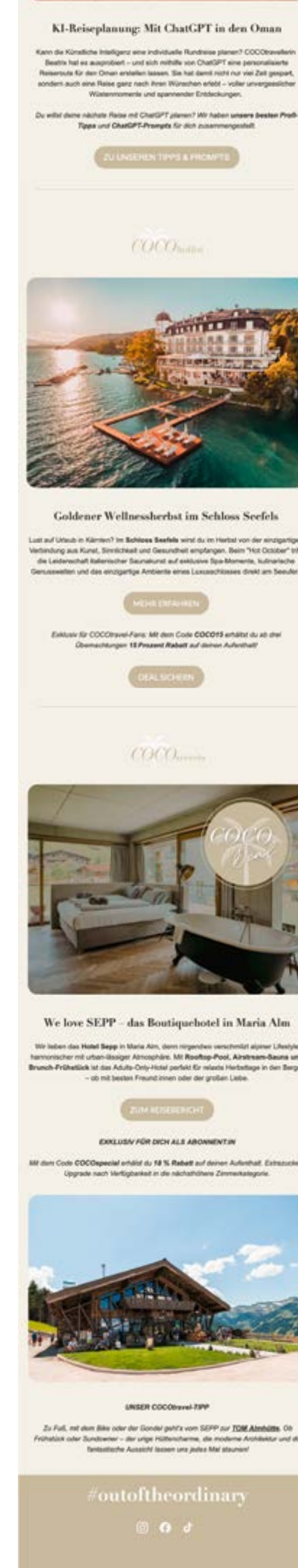
3. Newsletter teaser with direct link to your website

Price: € 350,– net

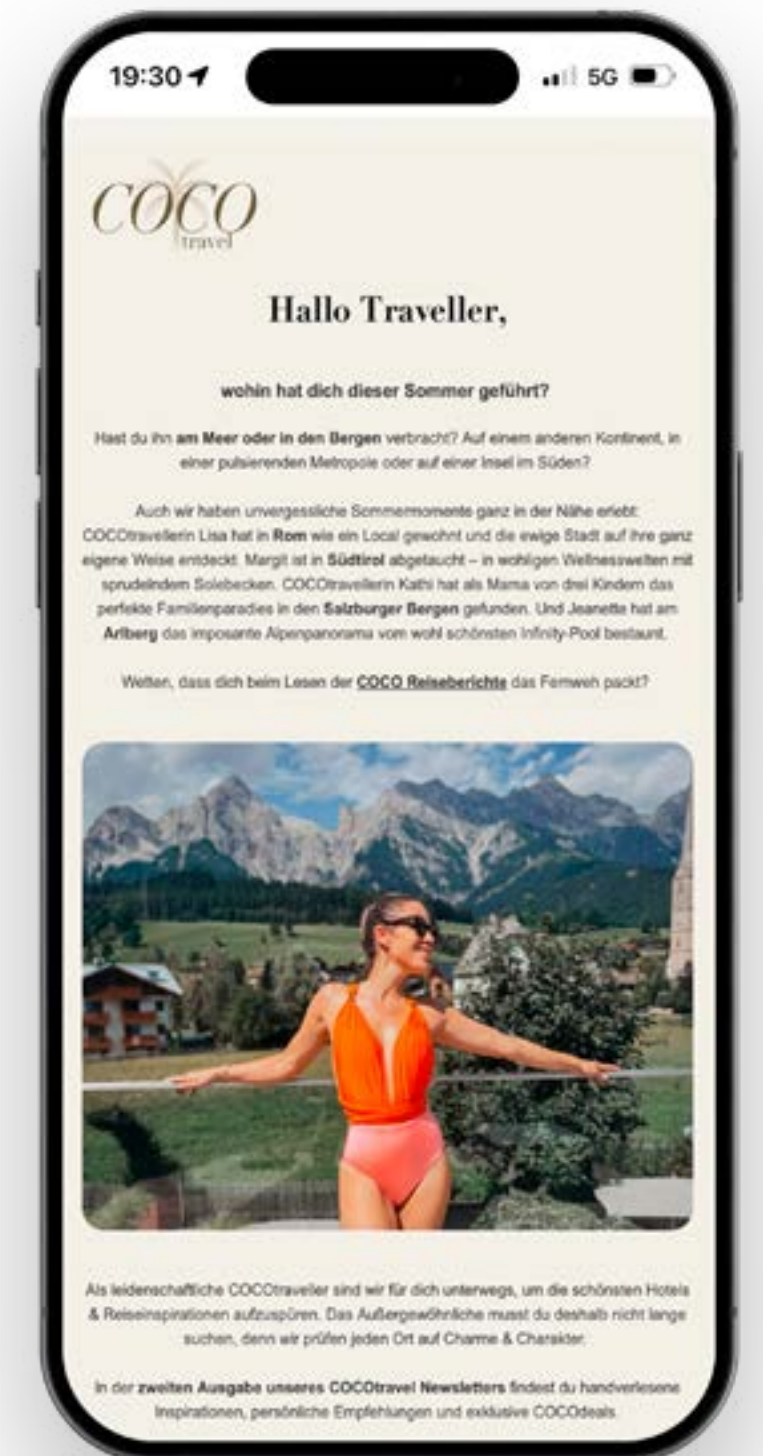
Reach: **2,300 subscribers**, Open rate: **42 %**, Click rate: **6 %**

Position your brand right where purchasing decisions are made – directly in the inbox of a community driven by inspiration, exclusivity, and a passion for travel.

Newsletter
teaser to
COCOtravel
Journal feature



COCOsecrets –
your exclusive deal



Newsletter teaser
with direct link to
your website

PRINT MAGAZINE COCOimagezine

COCO
travel

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
- 124 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 -20 % discount

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



Our Community

Your future customers

Our community isn't interested in the ordinary – they expect exclusive products that inspire, excite, and reflect their individuality.



COCOtravel IN FIGURES
SOCIALMEDIA COMMUNITY f @



2,884,408
Unique Users

221,332
Clicks and Engagement

2,589,633
Video Views

ADDITIONAL RANGE WITH
OUR COCOTRAVELLERS
WITH MORE THAN
263,000
Follower



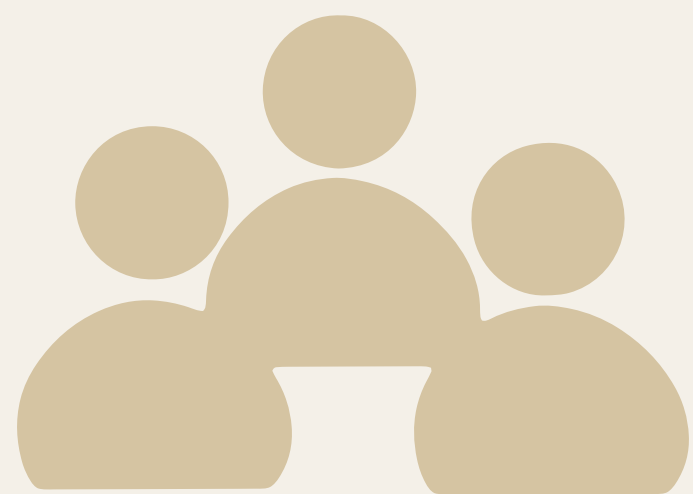
ca. 16%
Follower Growth
Rate per Month



6,9%
Engagement Rate

COCOtravel IN FIGURES

SOCIALMEDIA DEMOGRAPHICS f i



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 🌐



72,402

Page Views



02:01

Average Session
Duration

31,034

Website Users



101

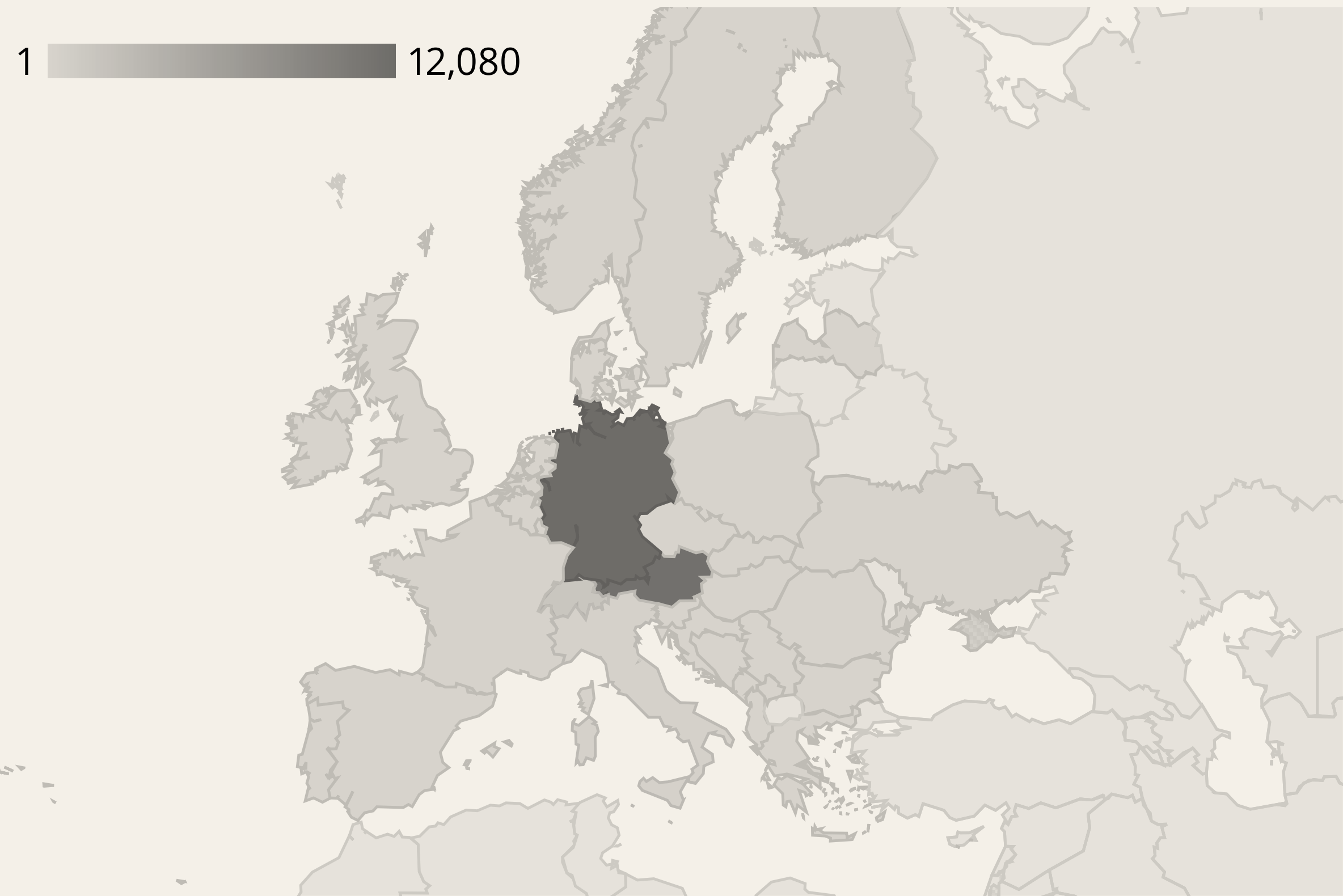
Hotel Reviews

COCOtravel IN FIGURES

BLOG DEMOGRAPHICS 🌐



COUNTRY DISTRIBUTION



COUNTRY	SESSIONS	PAGE VIEWS
Austria	17,402	38,565
Germany	18,376	24,526
Switzerland	2,771	3,497

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.

Hannah Klabunde
Biss PR & Communications

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:
AUGUST 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.