



COCO
travel

Media Kit

2025

HOSPITALITY

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.

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.



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More than just "a Blog"

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 ➤

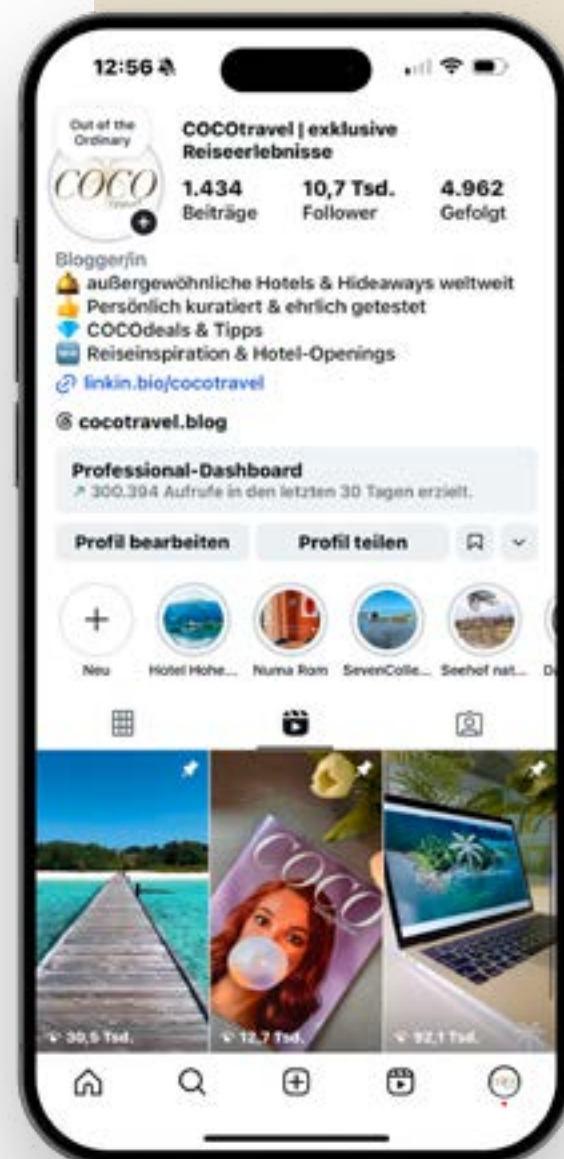
Together with our COCOtravellers, we have expanded our reach to an additional 200,000 users, and the quality of the professional content we generate is noteworthy.

Discover the world of COCOtravel *and reach your audience.*



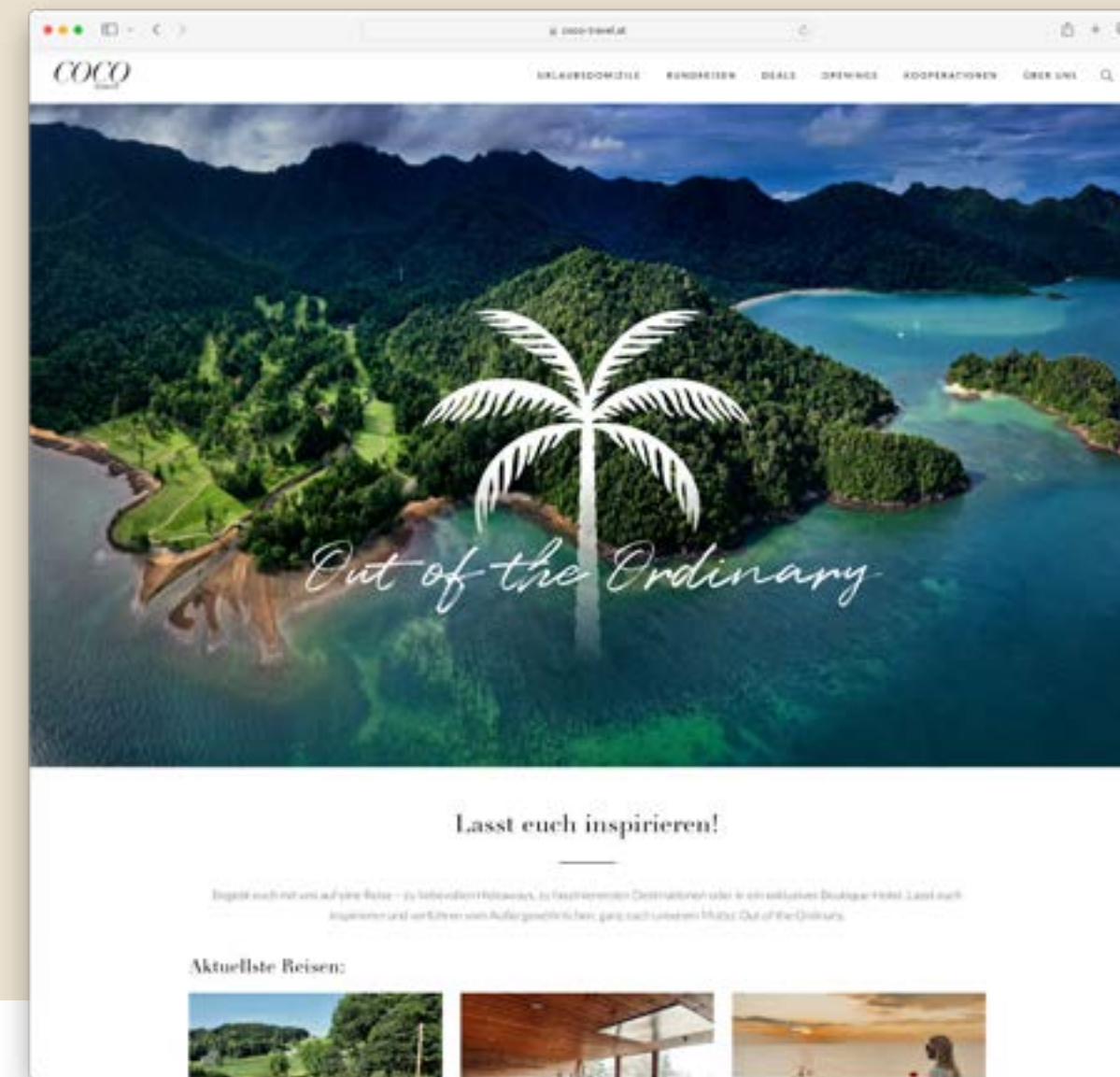
Magazine:

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



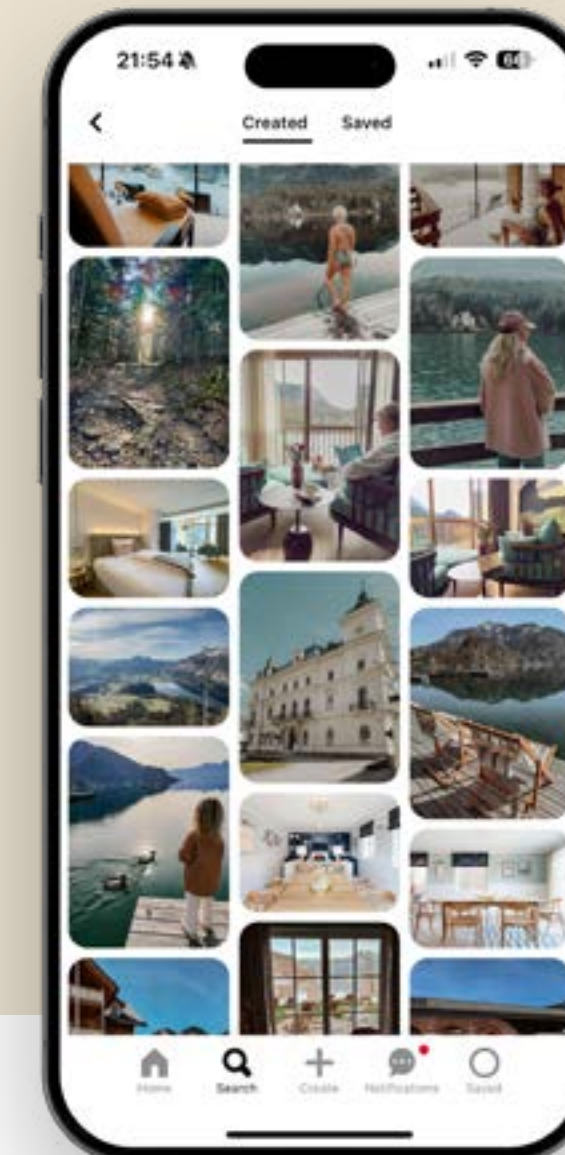
Instagram, Facebook:

- Stories
- Posts
- Reels



Webblog:

- authentic
travelogue



Pinterest:

- travel inspiration
- interior design

Contents

1. Our services within the Online PR Premium Package

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ONLINE REPORTING

with a research stay

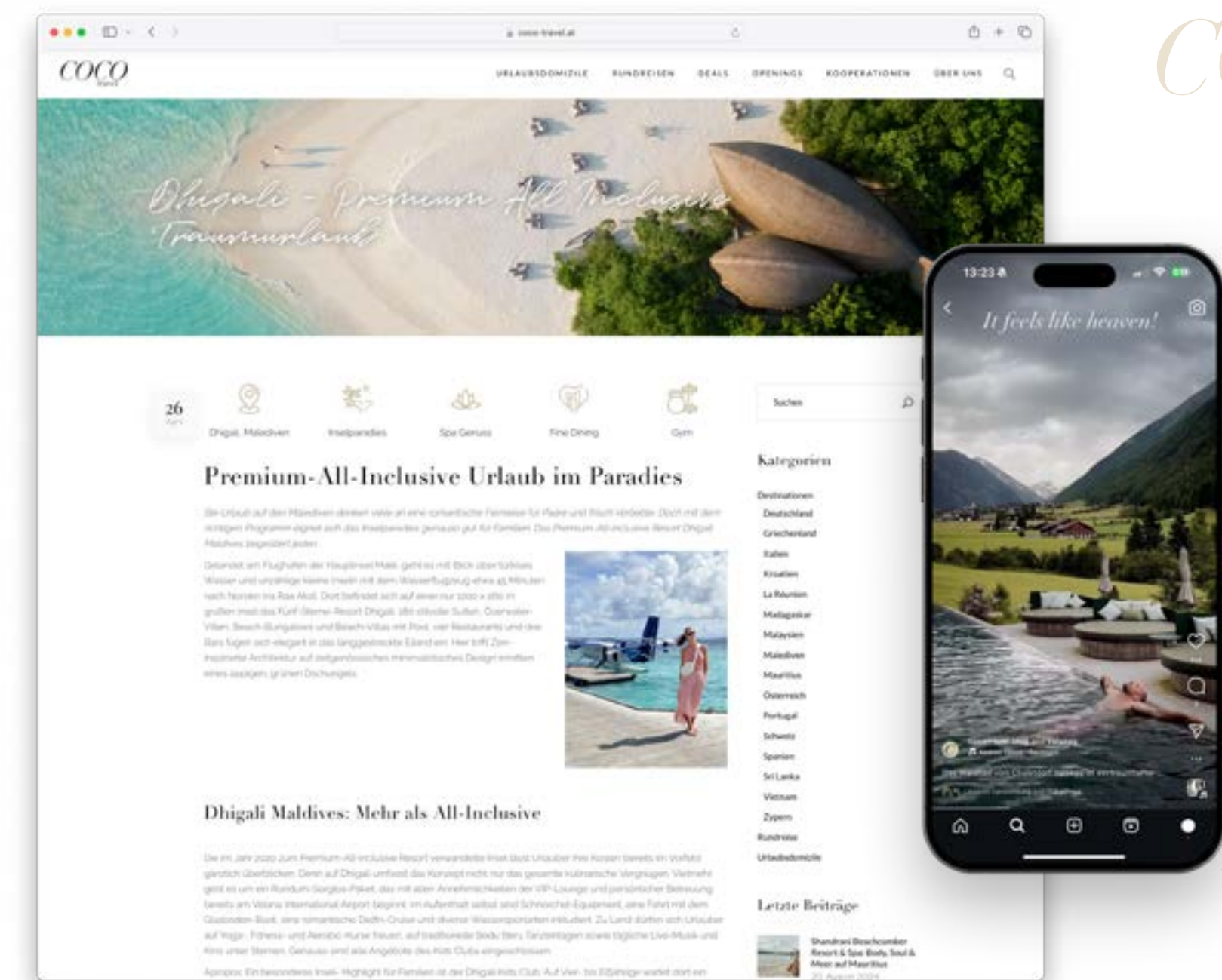
COCOtraveller research stays combine authentic experiences with targeted communication. Depending on the positioning of your hotel, we select the most suitable COCOtraveller – whether a family, a couple, or a lifestyle-oriented guest. The result is coverage that resonates with future guests and inspires them sustainably.

Give:

- Suite / accommodation
- Food & beverages (soft drinks, coffee/tea, house wine with meals)
- Special treatments or activities, if they are to be promoted

Get:

- Minimum of **5 story slides** per night of the research stay, curated in the distinctive COCOtravel look & feel (saved in [Instagram highlights](#) ↗)
- Comprehensive blog article
- 1 **carousel post** & 1 **reel** about the stay, including a link to the [blog article](#) ↗
- Opportunity to be **featured** among the **“Top 5 Hotels”** of the last period in the [print magazine COCOimagezine](#) (approx. 1/3 page)
- Optional: COCOdeal (added value or discount – see p. 7)
- Optional: Giveaway (follower growth and email addresses for newsletter sign-up – see p. 8)



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COCOdeals

free of charge

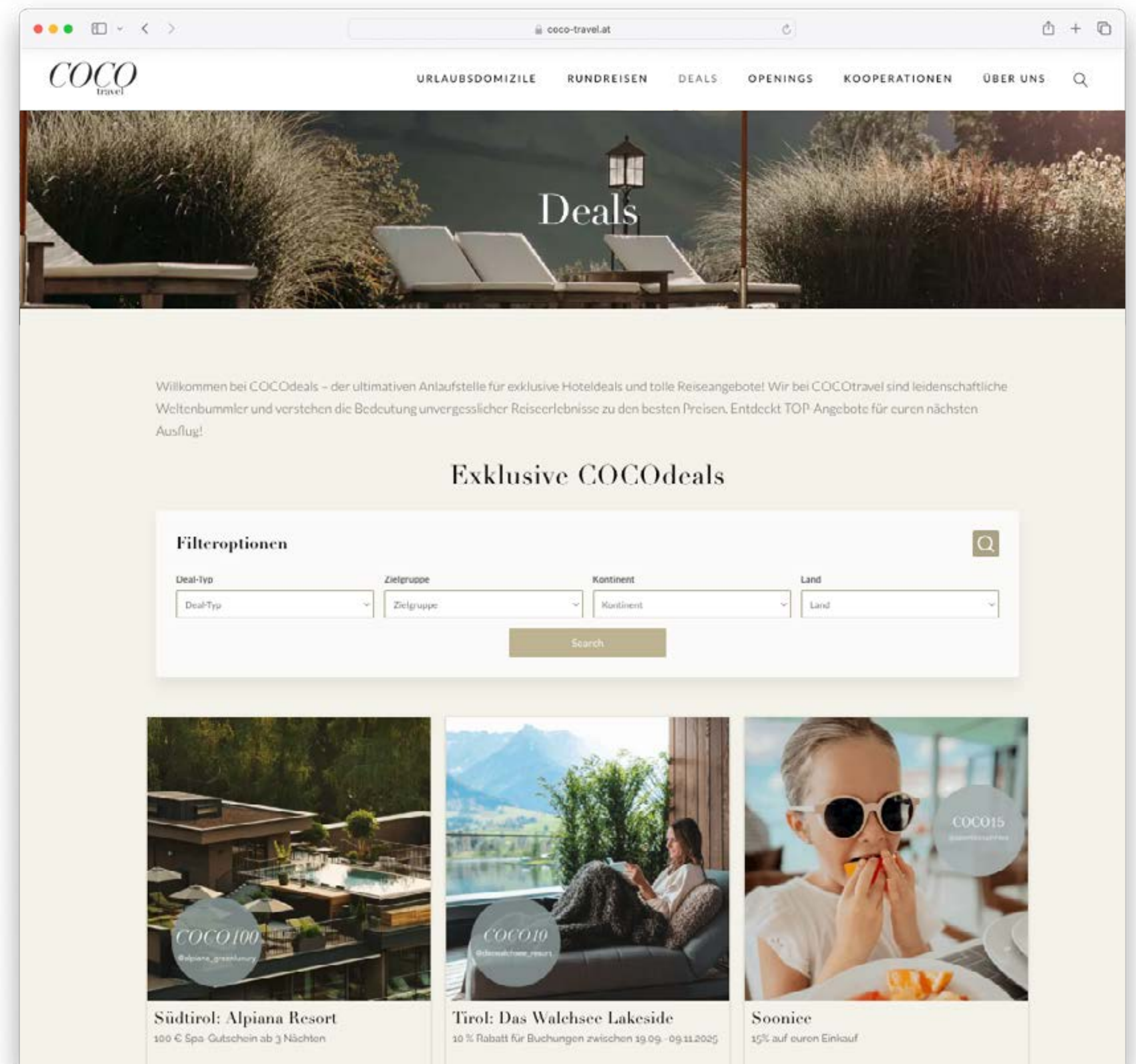
Even an audience with the financial means to purchase any product or service is pleased to receive an offer. Our younger demographic in particular, often referred to as HENRYs, demonstrates a high response to our deals.

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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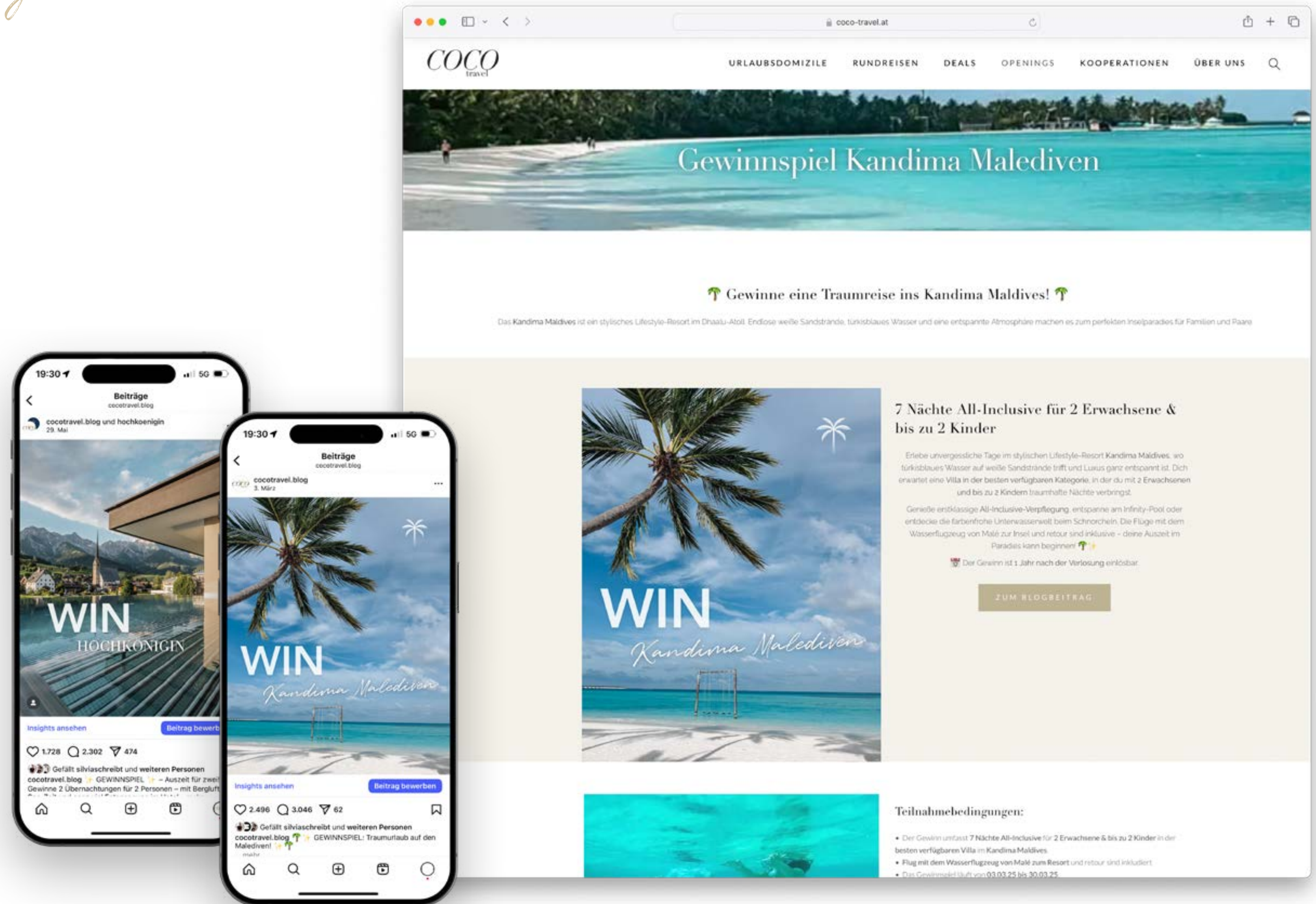
COMPETITION

free of charge

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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.

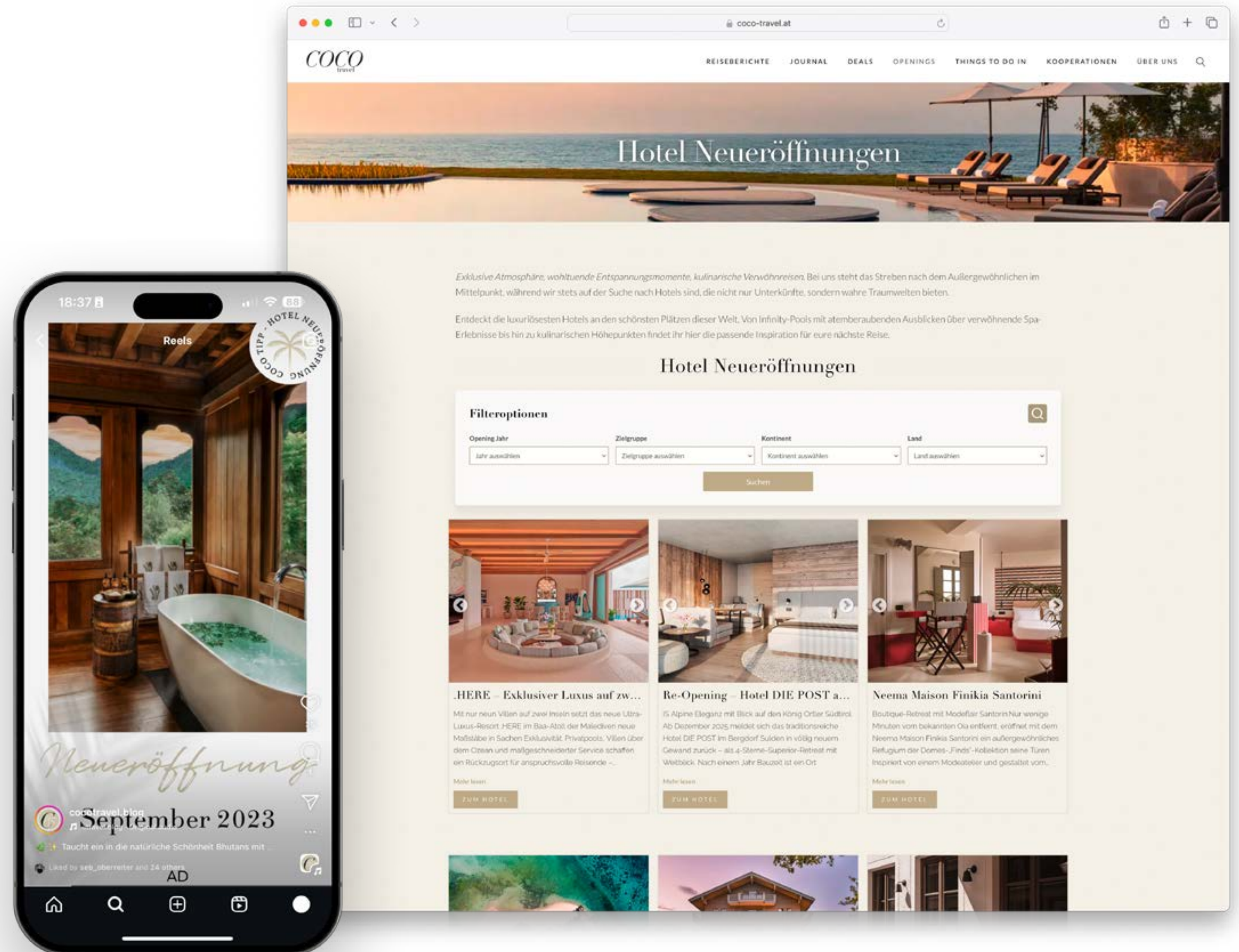


HOTEL OPENING

free of charge

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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
- 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



Add ons: 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.

Add ons: 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 *“The best places to escape the autumn chill.”*

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 hotel (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 13)

2. Part of an editorial feature

— Placement within a broader editorial article featuring several hotels

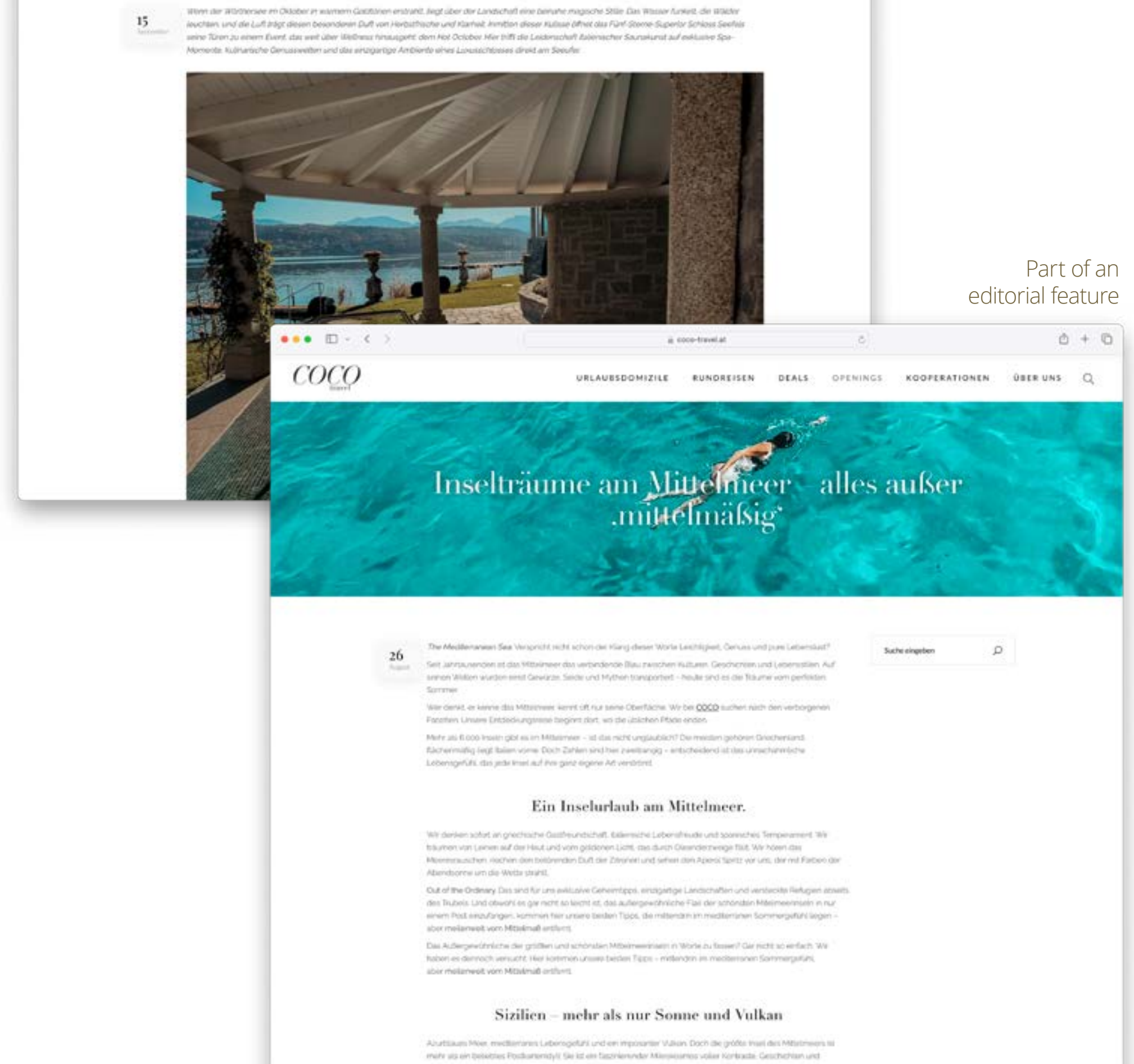
Example: *The best lakeside hotels* **Price:** € 350,- net

Exclusive editorial feature



COCO
travel

Part of an
editorial feature



Add ons: COCOtravel NEWSLETTER – YOUR HOTEL DIRECTLY IN THE INBOX OF YOUR TARGET GUESTS

With a placement in the COCOtravel Newsletter, you present your property 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

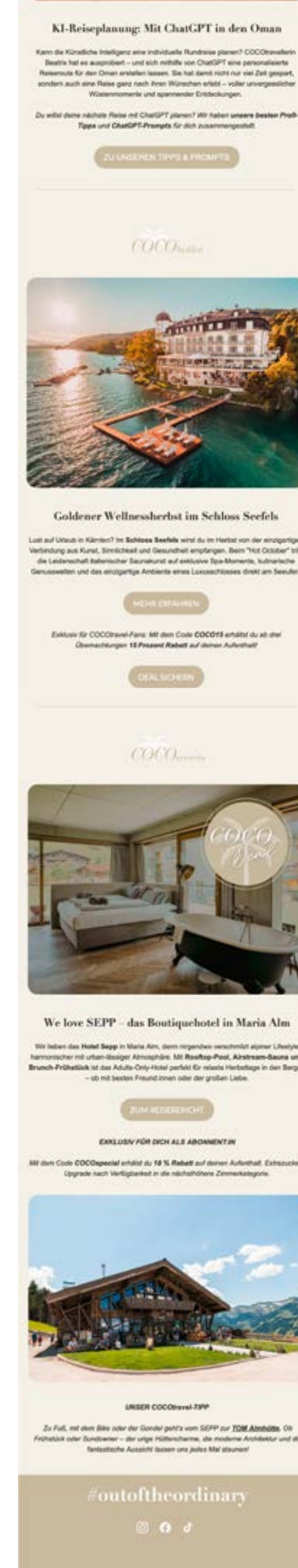
3. Newsletter teaser with direct link to your website

Price: € 350,- net

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

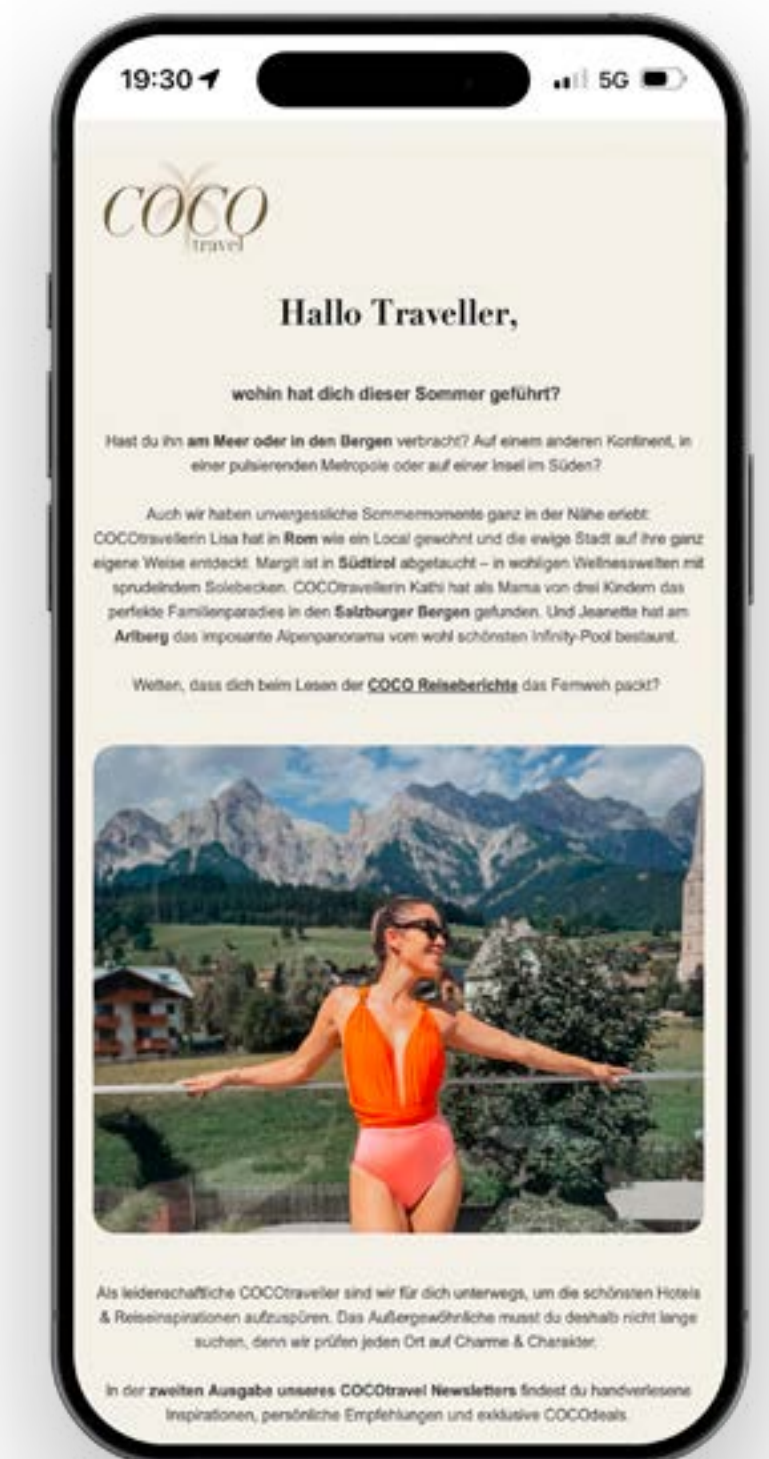
This is how you position your property exactly where booking decisions are made – directly in the inbox of a community driven by inspiration, exclusivity, and a passion for travel.

Newsletter
teaser to
COCOtravel
Journal feature



COCOsecrets –
your exclusive deal

Newsletter teaser
with direct link to
your website



Add ons: CONTENT FOR YOUR OWN CHANNELS (UGC)

Would you like high-quality, authentic content that presents your hotel credibly – for your own social media channels, your website, or ads?

Our COCOtravellers create **User Generated Content (UGC)** in the form of videos, photos, and ready-to-use reels – emotional, personal, and relatable.

Pricing:

- **Package Small**
approx. 50 photos/video clips – **€ 400,- net**
- **Package Medium**
approx. 100 photos/video clips – **€ 500,- net**
- **Package Large**
approx. 150 photos/video clips – **€ 600,- net**

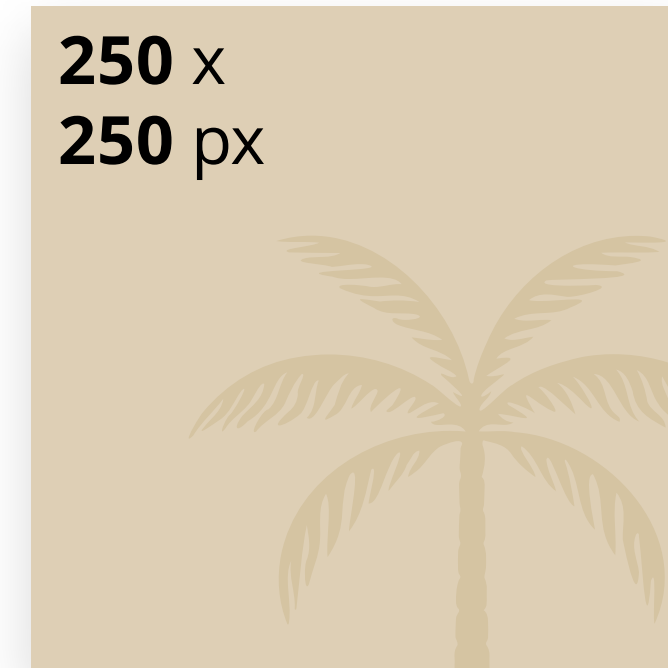
ALL PHOTOS ARE TAKEN WITH MOBILE PHONES



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

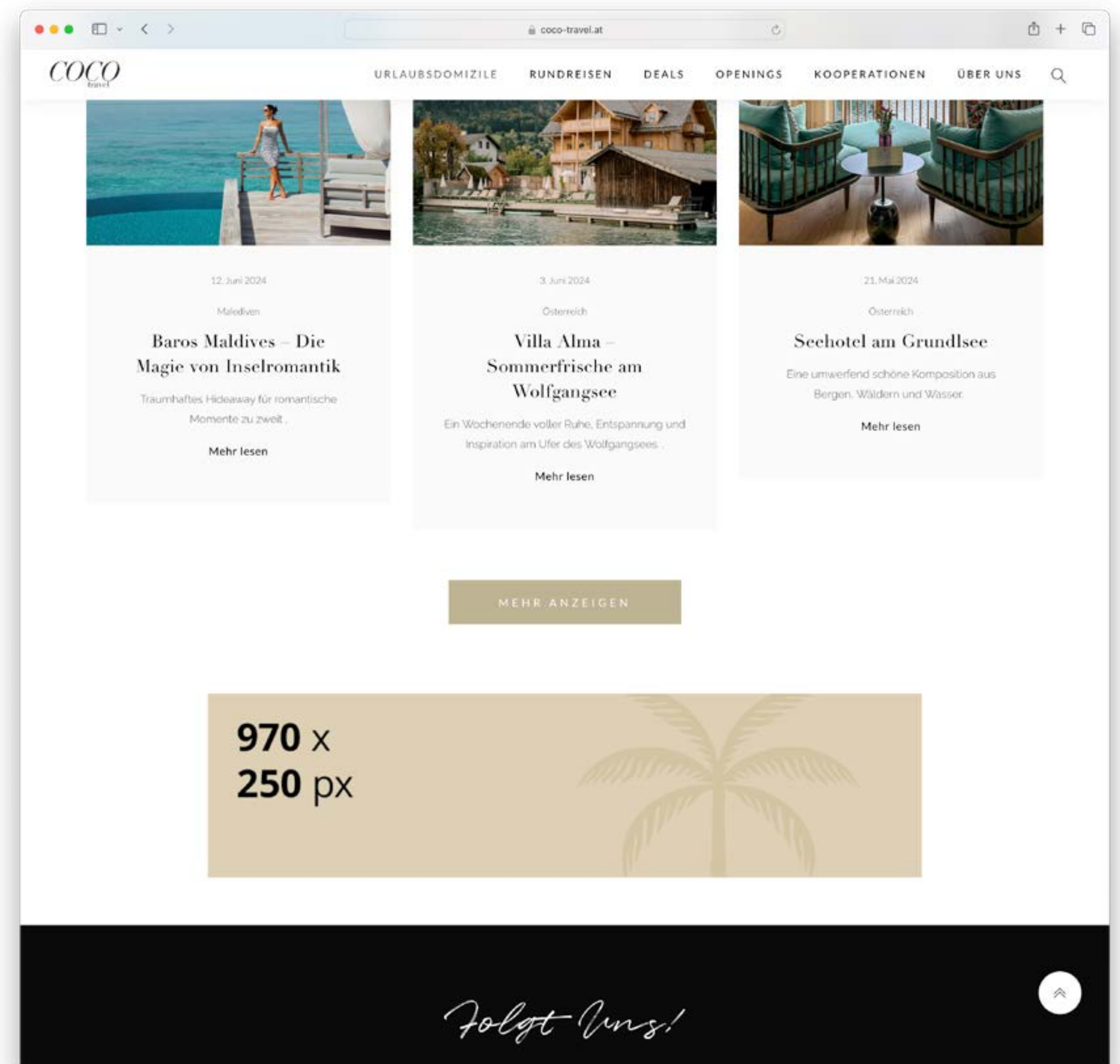
Placement on homepage, travel
reports, journal, openings, deals,
or cooperations:
via Footer

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



Add ons: ADVERTISEMENT SPACE BANNER ADVERTISEMENT

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Placement between the content:

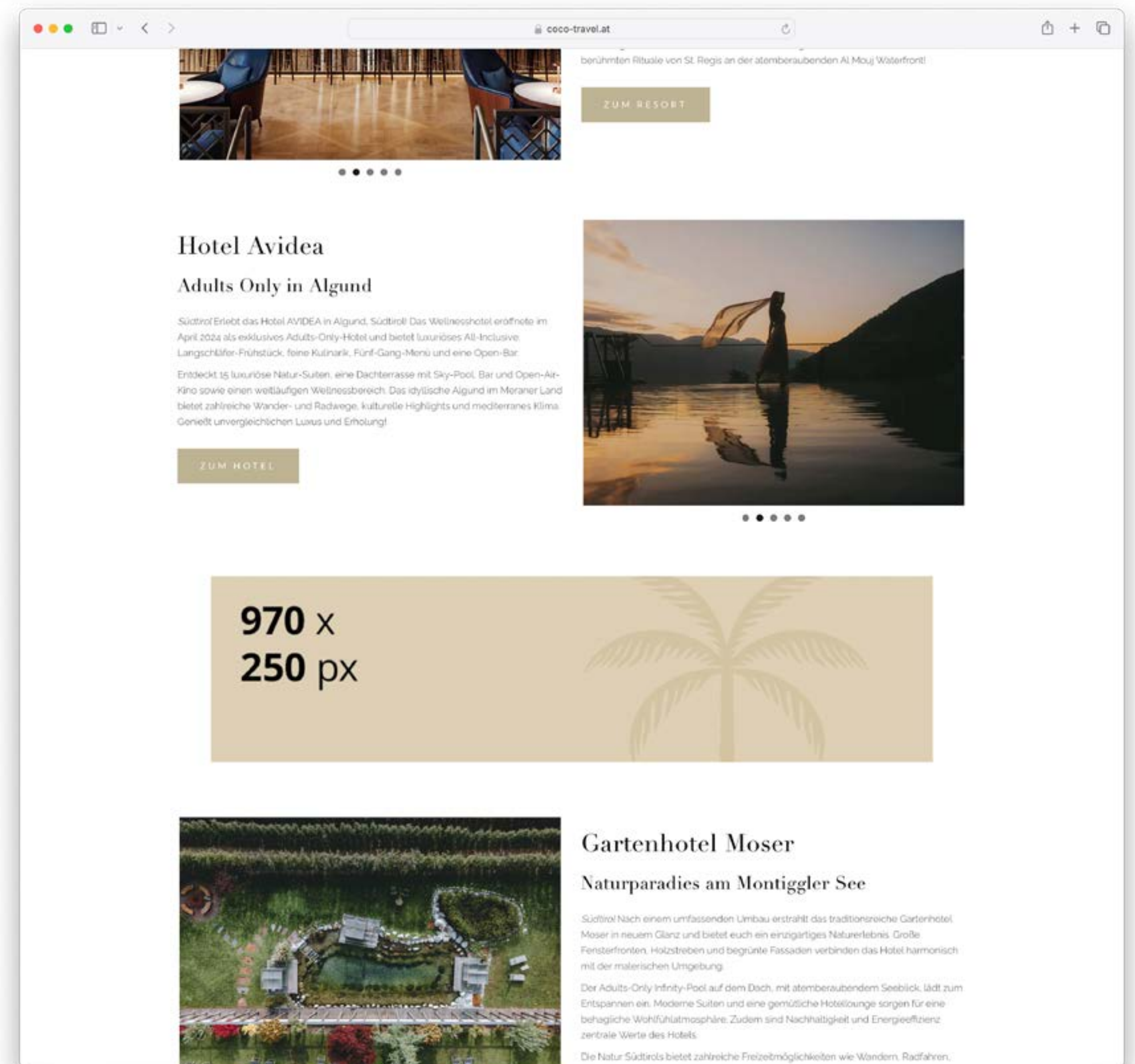
- Deal page: below the button “more deals”
- Opening page: below the latest hotel opening

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



Add ons: ADVERTISEMENT SPACE BANNER ADVERTISEMENT

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Placement deal page:

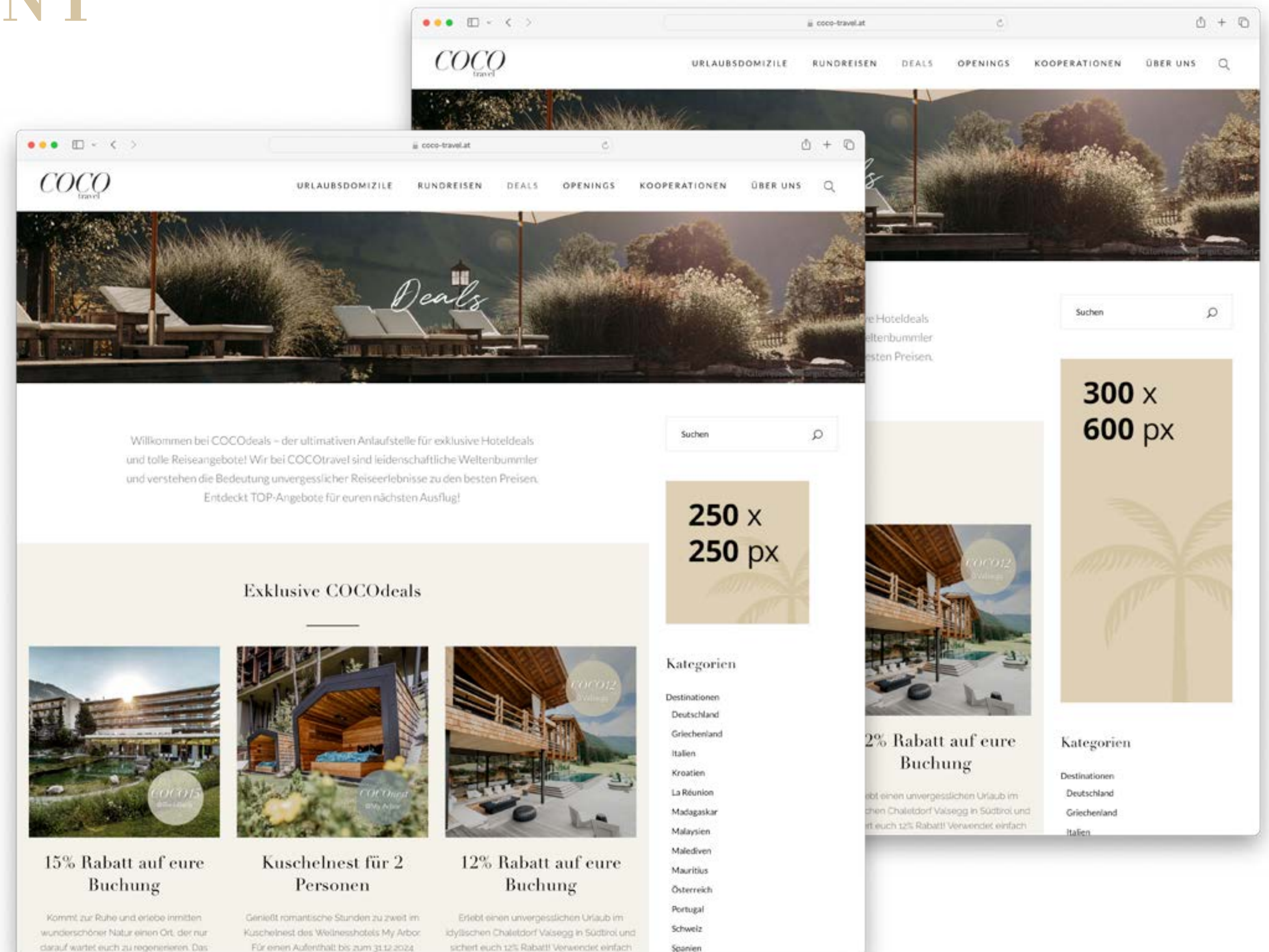
Sidebar with square or portrait
banner (mobile display at
the bottom of the page)

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

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

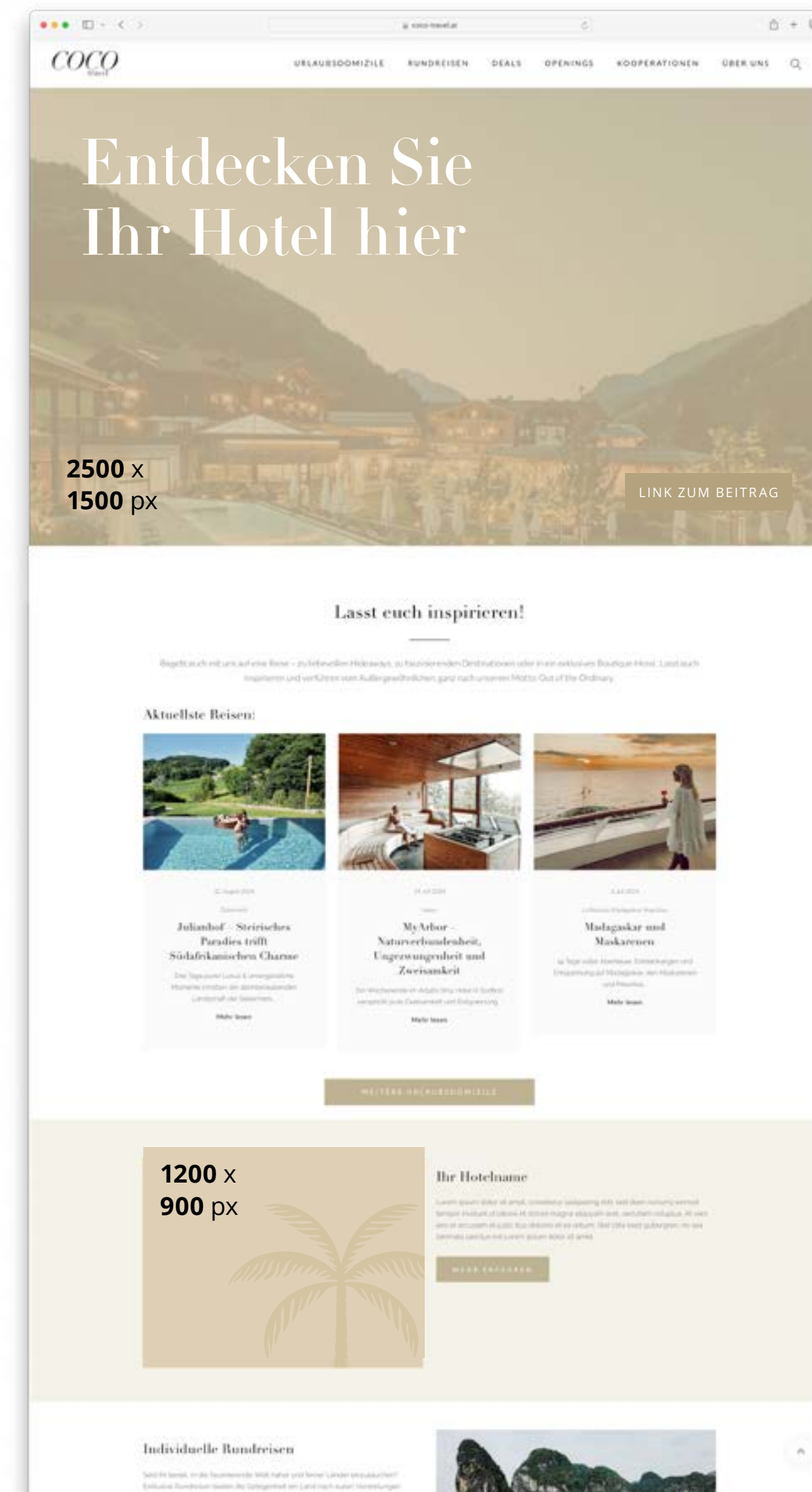
Secure your top advertising space with a direct link to your blog post in our
rotating header slider or the highlight content teaser with the opportunity:

- 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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Agency services *for increased visibility*

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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!



COCOtraveller AS MODELS

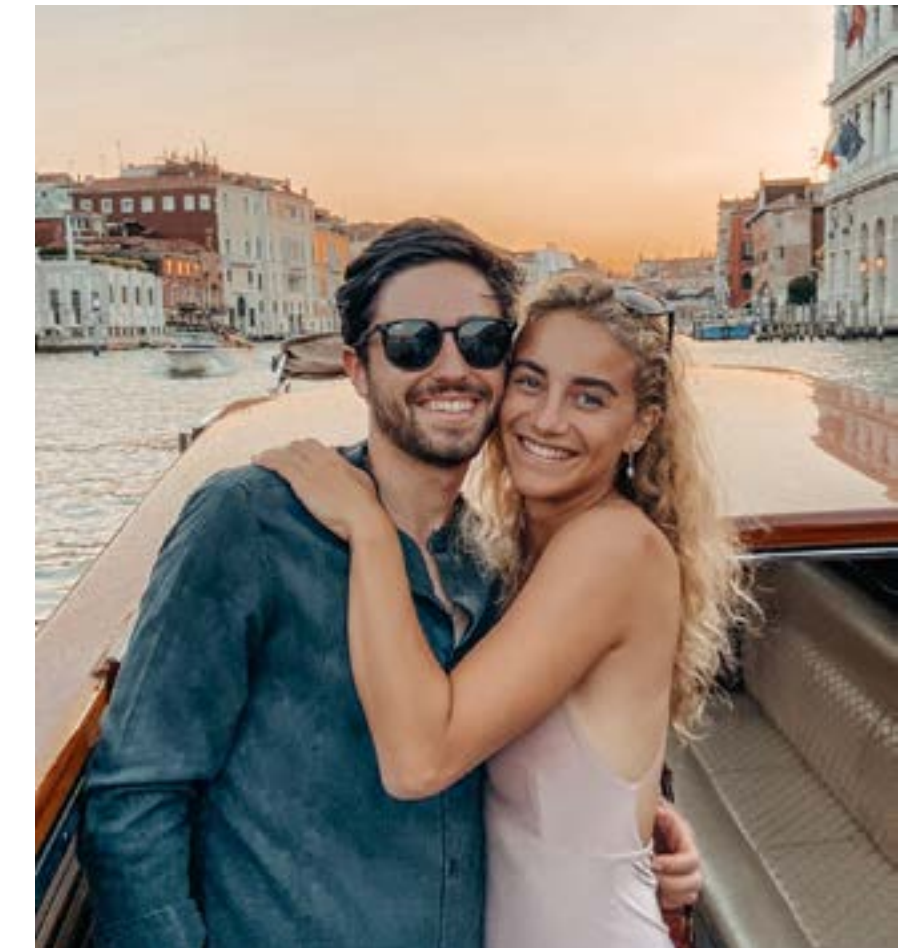
Still looking for authentic guests for your photo shoot?

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.

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

*to the
professional
models* ↓



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COCOtraveller PROFESSIONAL MODELS SILVIA & ANDREAS

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) € 1.400,- net
- ½ day shoot (4-5 h) € 850,- net



*photographer
needed?* ↓

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



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*A picture is worth
a thousand words.*

*Make sure you
have plenty of good
pictures to attract
more guests.*

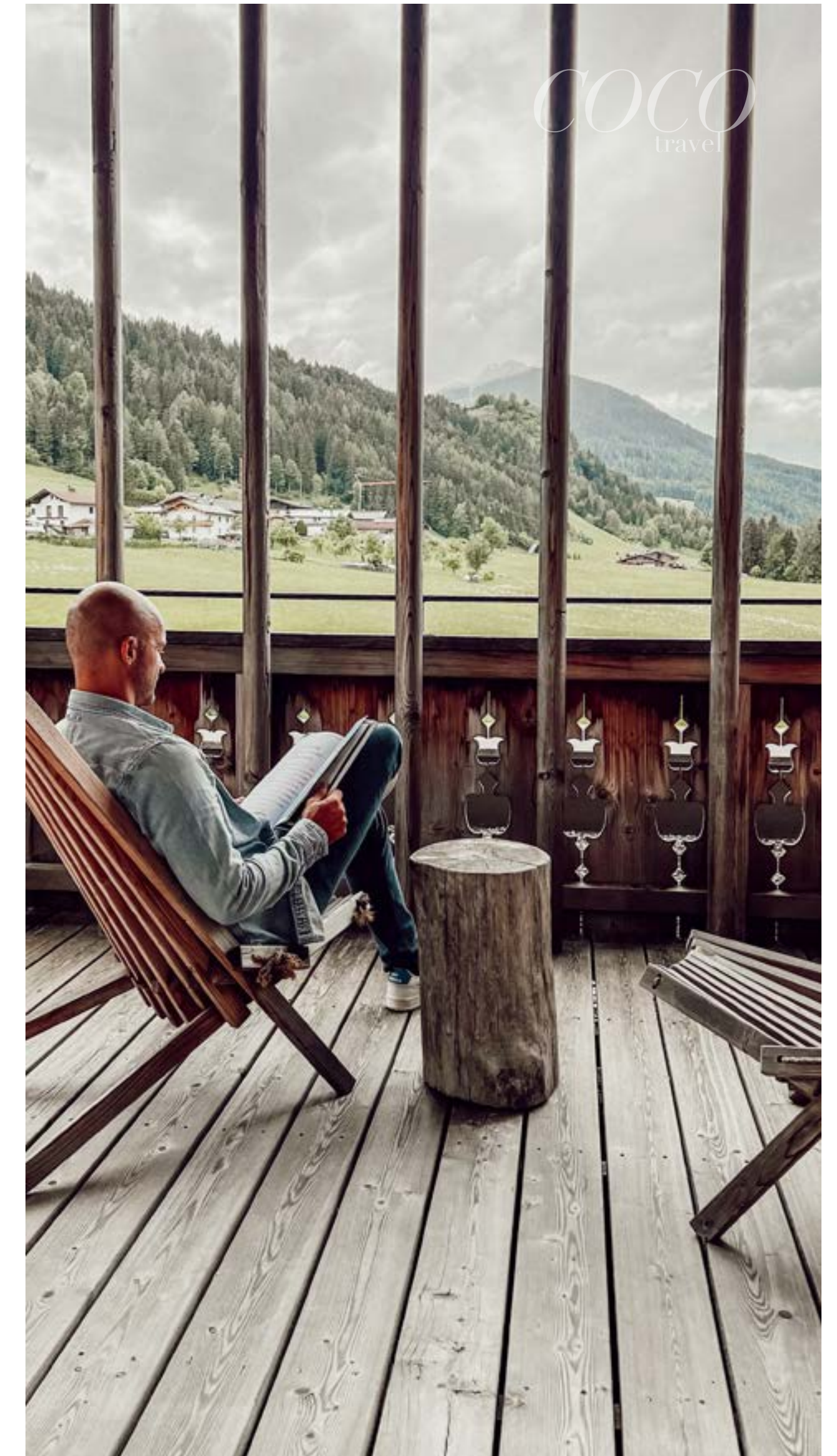
EMOTIONAL GOOSEBUMPS-TEXTS FOR YOUR HOTEL

Your story deserves more than words – it deserves emotions that touch guests and inspire your team.

With our **Story Package**, we create tailor-made texts for your hotel: a strong **core story** and complementary **key stories** that serve as a creative toolkit for all your communication channels – from press releases and website content to newsletters, blogs, and social media, as well as brochures, guest communication, and job postings.

The result is a consistent, versatile text pool that strengthens your brand identity, gives your employees clear orientation, and inspires your guests.

But we go one step further: with our individually developed Custom GPTs, we provide you with a digital tool that is perfectly aligned with the values and tone of your property. Your team can instantly generate new texts – always in the consistent wording of your brand. This reduces training efforts, saves valuable time in daily business, and guarantees a professional presence across all channels.



EMOTIONAL GOOSEBUMPS-TEXTS FOR YOUR HOTEL

The result:

- A strong, authentic presence across all channels
- Stories that touch and get shared
- Efficiency in daily business and consistent brand communication

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

YOUR HOTEL IN THE SOCIAL MEDIA SPOTLIGHT!

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.



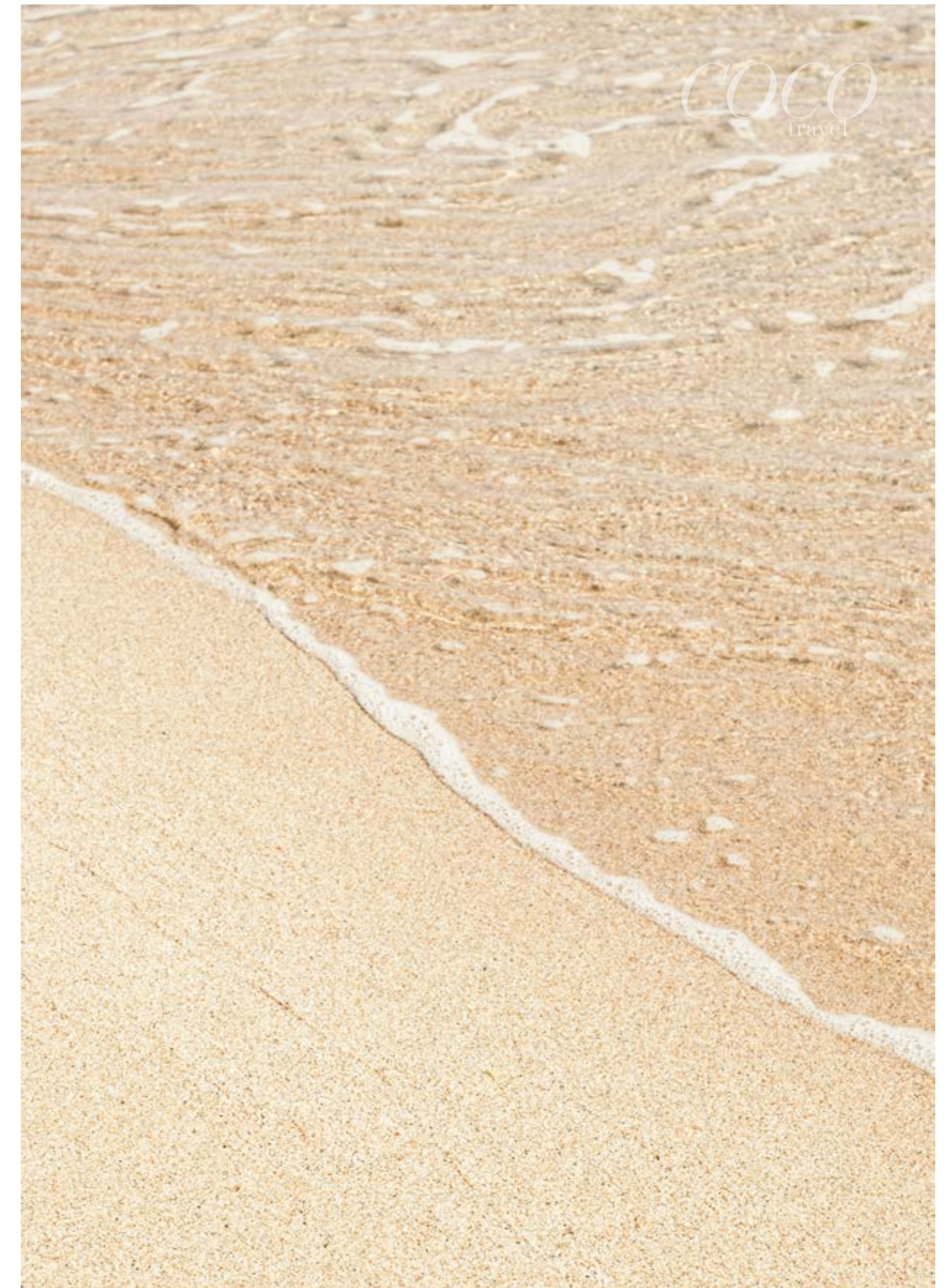
MAKING THE FUTURE VISIBLE: AI OPTIMIZATION FOR YOUR HOTEL WEBSITE

The way travelers search for extraordinary hotels is changing rapidly – no longer just via Google, but through AI-powered systems such as ChatGPT, Google SGE, or Copilot. To ensure your property is recommended precisely where discerning guests are looking for unique retreats, we make your website AI-ready.

We translate the uniqueness of your hotel into a language that artificial intelligences understand – clearly structured, semantically precise, and emotionally compelling. With tailored content, well-crafted keywords, and intelligent data structuring, we ensure your hotel appears where the next booking decisions are being made: in the digital dialogue of the future.

Because visibility tomorrow works differently – and it starts today.

Price upon request



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 @



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



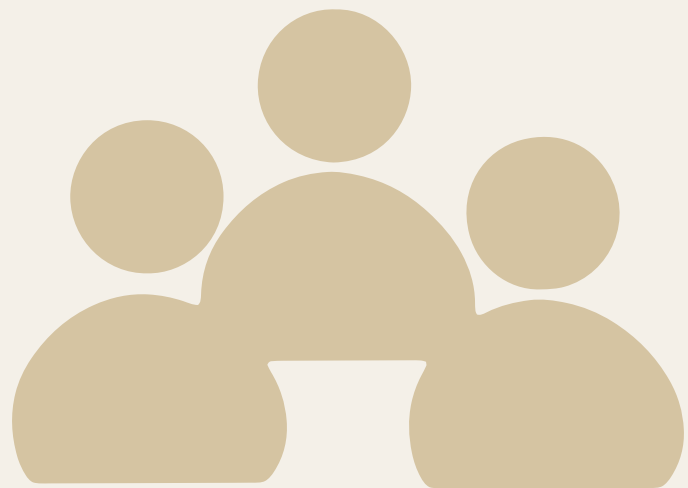
ca. 16%
Follower Growth
Rate per Month



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

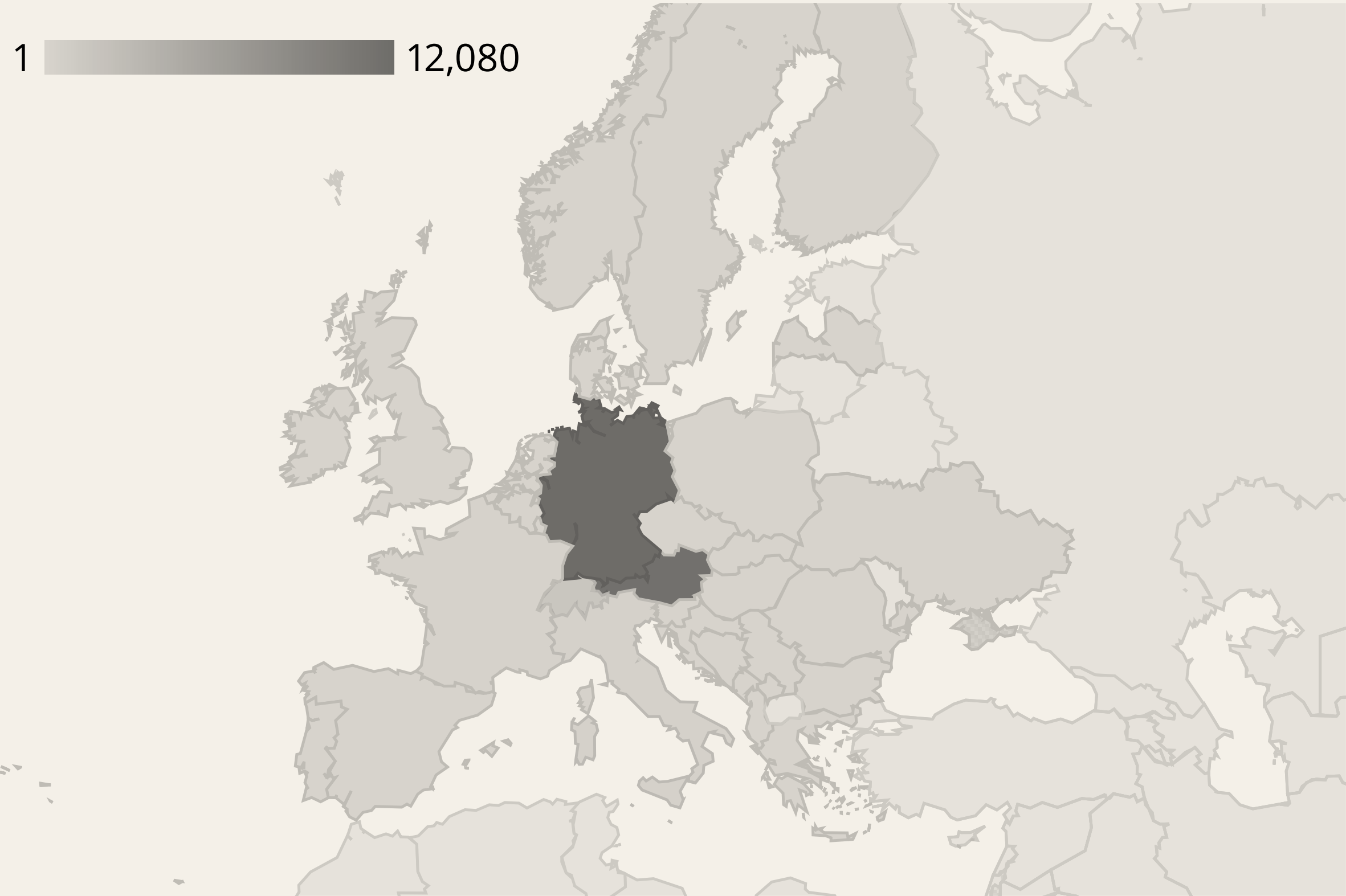


COCOtravel IN FIGURES

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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BEATRIX VOGGENBERGER

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AS OF:
AUGUST 2025

ALL PRICES LISTED ARE
NET PRICES IN EUROS.

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