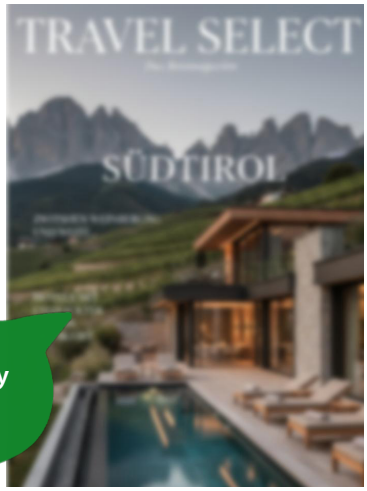
Ad Special TRAVEL SELECT 2027

Target group: bike & active holidaymakers

FACTS

- 134,976 copies
- 450,000 readers
- Distribution: German speaking countries
- 16x per year
- active and interested readers with affinity for travel



Let the new design take your by surprise

GOOD REASONS

- supplement produced by the publisher
- appears 12 times a year on a wide variety of topics
- higher educated and high-income readers

TRAVEL SELECT - the new special supplement from the Süddeutsche Zeitung showcases the unique aspects of travel and presents a selection of hotels, warm and welcoming hosts, inspiring stories and culinary discoveries that go beyond the ordinary.

The supplement will be published 12 times a year alongside the Bavarian edition of the Süddeutsche Zeitung and offers the perfect platform to raise your brand's profile and position it perfectly.

Format	€–rate 4c	B	H
1/1 page advertorial & 1/1 page ad	9,760,–	262 mm	365 mm
1/2 page advertorial & 1/2 page ad	5,340,-	262 mm	181 mm
online prolongation of Premium Advertorial with 120,000 Ais	2,400,-		
online prolongation of Premium Advertorial with 200,000 Ais	3,400,-		
online prolongation of Premium Advertorial with 300.000 Ais	4,150,-		
1/1 ad & online advertorial	5,920,-	262 mm	365 mm
1/2 ad & online advertorial	3,880,-	262 mm	181 mm

Edition	Date of publication
Best of Travel 2027	14.01.2027
Slow Travel & Wellness	18.02.2027
South Tyrol	04.03.2027
Bavarian Forest	25.03.2027
Outdoor Edition	15.04.2027

Edition	Date of publication
Exclusive break	10.06.2027
Travel & Taste	08.07.2027
Hiking holidays	26.08.2027
Soul & Spa	22.10.2027
Winter holidays	25.11.2027

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Unser Herz schlägt für den Tourismus.

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