



MEDIA KIT 2020-2021

CONNECTS YOU WITH AFFLUENT CHINESE VISITORS
BEFORE THEY TRAVEL TO GERMANY, AUSTRIA & SWITZERLAND



WELCOME TO i2i DACH

**i2i DACH-CHINA IS PUBLISHED FOUR TIMES A YEAR BY i2i GROUP CHINA,
AND IS CHINA'S LEADING CONSUMER AND TRADE MAGAZINE
DEDICATED TO TRAVEL AND LIFESTYLE IN GERMANY, AUSTRIA & SWITZERLAND.**

In 2021, over 1,500,000 Chinese will visit and German-speaking Europe on a regular basis, with many being repeat visitors. Chinese inbound tourism is the fastest-growing tourism source to *DACH* and will continue to be so for the foreseeable future.

i2i DACH in China offers you a comprehensive approach to this growing and highly lucrative inbound marketplace. Print, electronic, social media and face-to-face events are all part of the opportunity for you through *i2i DACH* in China.

MARKET OVERVIEW:

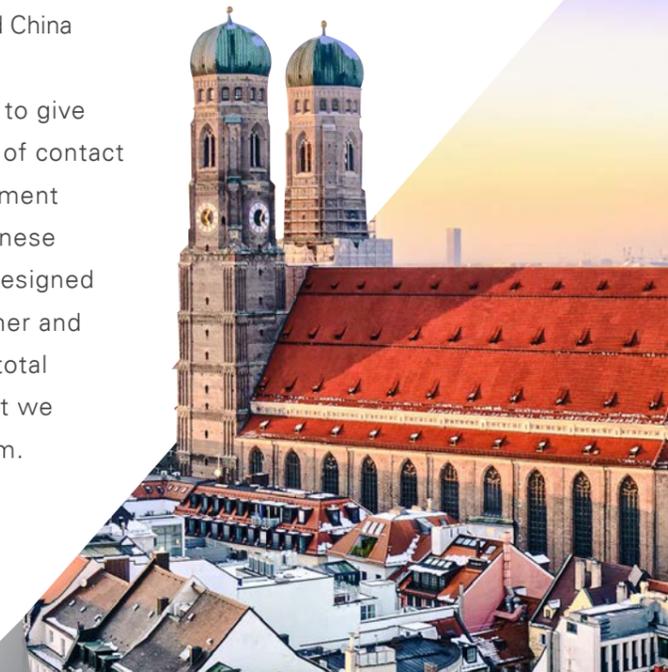
China is a highly competitive travel marketplace. Domestically, more than 600 million individuals traveled more than 500 km last year. Globally, over 160 million Chinese traveled outside of Mainland China in 2019, a more than 23% increase over the previous year. Leading destinations for the Chinese are Thailand, Japan, Korea, Australia, USA and Canada. In Europe largest German speaking countries are the destination for the Chinese. Capturing the right inbound Chinese tourist for your business is the opportunity that *i2i DACH* in China brings to you.

HERE'S HOW:

Four years ago, nearly 90% of inbound tourism from China was organized tours. In 2019, approximately 60% of inbound tourism from China was independent travelers. Independent travel is the fastest growing market segment of inbound Chinese tourists to *DACH* and it is this audience to which *i2i DACH* in China is targeted. *i2i DACH* in China offers you five marketing pillars from which to build your China business development including:

- *i2i DACH* Print Publication
- *i2i DACH* Digital Version
- *i2i DACH* Website
- *i2i DACH* Social Media Program
- *i2i DACH* Trade And Media Events In Europe And China

Each pillar is designed to give you a different degree of contact and marketing engagement with the outbound Chinese marketplace. Each is designed to complement the other and can be combined in a total marketing package that we offer over the long term.





PRINT DISTRIBUTION:

- Through Visa Centers In China Processing German-Schengen Visa Applications
- Tour Operators Selling German Tour Packages
- Travel Agents Selling German Travel
- Airport And Airline Lounges
- Private Banking Centers
- Business Development Associations
- German Exhibition Organizers

THE OPPORTUNITY:

- 1,500,000 + Chinese Visitors To Germany In 2019
- Average Stay Is 5.7 Days
- Average Age Is 36
- Average Spend Is €835 Per Day 58% Of Visitors Are Male While Female Are 42%
- Traveler Focus Is Business Messe Travel, Historical, Experiences, Shopping, Food And Drinks, Adventure, Medical Tourism.

CIRCULATION:

- 14% Speak German
- 59% Speak English
- 21% Have University Graduate Degrees
- 59% Have University Bachelor Degrees
- 78% Will Travel In The Next 30-60 Days
- 99% Of Readers Will Travel To Germany In The Next 12 Months

SPECIAL DISTRIBUTION:

- Lufthansa Business & Senator Lounges in Frankfurt and München
- Pre-boarding magazine rack distribution on select Lufthansa flights from China to Germany.



THE NUMBERS:

- 664,000 Total Annual Readers
- 384,000 Annual Print Readers
- 240,000 Annual Print Copies
- 60,000 Print Copies Per Issue
- 60,000 – 80,000 Estimated Digital Readers Per Issue

CIRCULATION AND IMPACT:

i2i DACH in print should be the cornerstone of your advertising and marketing effort in China. The print circulation is 60,000 copies per issue, 240,000 copies per year, with an average readership of 1.6 per printed issue.

i2i DACH in print offers a unique distribution program that touches the most important outbound travelers to Germany-repeat independent travelers and



business travelers. The travelers reached by *i2i DACH* via the visa application and renewal distribution process are high-end business travelers and repeat

60,000 COPIES PER ISSUE TO THE CONSUMER:

50,000 copies per issue are distributed to international travelers from China who are applying and renewing their Chinese visas through the designated German consulates and Schengen visa service centers throughout China. These visa services process more than 80% of all visa applications to Germany.

Travelers can complete their application, which is then transferred to the regional consular office for visa processing. *i2i DACH* in China is distributed through these visa services in major cities including Beijing, Shanghai, Guangdong, Shenzhen, Xian, Chongqing, Chengdu, Shenyang, Qingdao and other major cities



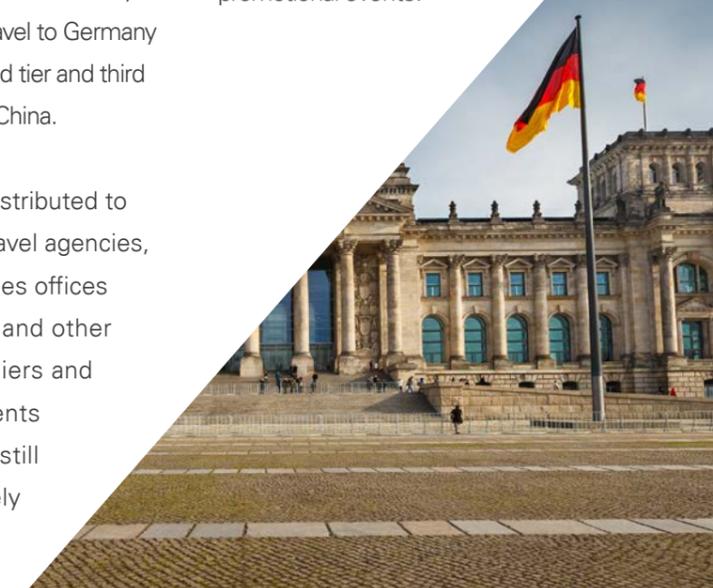
that now are the majority source of outbound Chinese travel. Nearly 70% of all Chinese travel to Germany originates from second tier and third tier cities throughout China.

10,000 copies are distributed to leading outbound travel agencies, tour operators, airlines offices servicing Germany and other leading travel suppliers and resellers. Travel agents and tour operators still conduct sales largely

independent travelers. In contrast, first time applicants applying through consulates and visa services are generally tour package visitors. They must include their itinerary and destinations on their visa applications, and as such their plans are made before they even apply for their visa. *i2i DACH* readers have the flexibility to plan their travel as they see fit and the resources to do so.

through retail offices, many of which offer sales areas with brochures and travel magazines.

i2i DACH will also be distributed on request from the *i2i DACH* website and at exhibitions, conferences and special promotional events.





i2i DACH is published to coincide with the Chinese outbound tourism calendar. Outbound tourism from China is focused on the summer months- June to August, Chinese New Year-typically in late January to the middle of February, and October National Day holidays-the first week of October. These are the peak travel periods of outbound travel from China. Each of the four issues of *i2i DACH* is published in the months leading up to these significant outbound travel seasons, specifically designed to attract and entice outbound travelers in time for them to make the right travel choices to Germany.

EDITORIAL CONTENT:

- Destination Features
- Experience Features
- Hotel Reviews
- Food And Drink Exposé
- Sports-Golf
- MICE
- Driving Experience
- Getaway Places
- Spas
- Events

EDITORIAL FOCUS:

i2i DACH contains top quality destination content, up-to-date information about travel to Germany and all of its regions, as well is information on current visa application process, transportation, hotels, seasonal conditions throughout the country and other general information features that will be of interest to readers.



i2i DACH CHINA IN PRINT:

Issue Dates:
September 1
December 1
March 1
June 1

Seasonal Information For
Spring-Summer-Autumn-Winter

Emagazine: **320,000**
Distribution

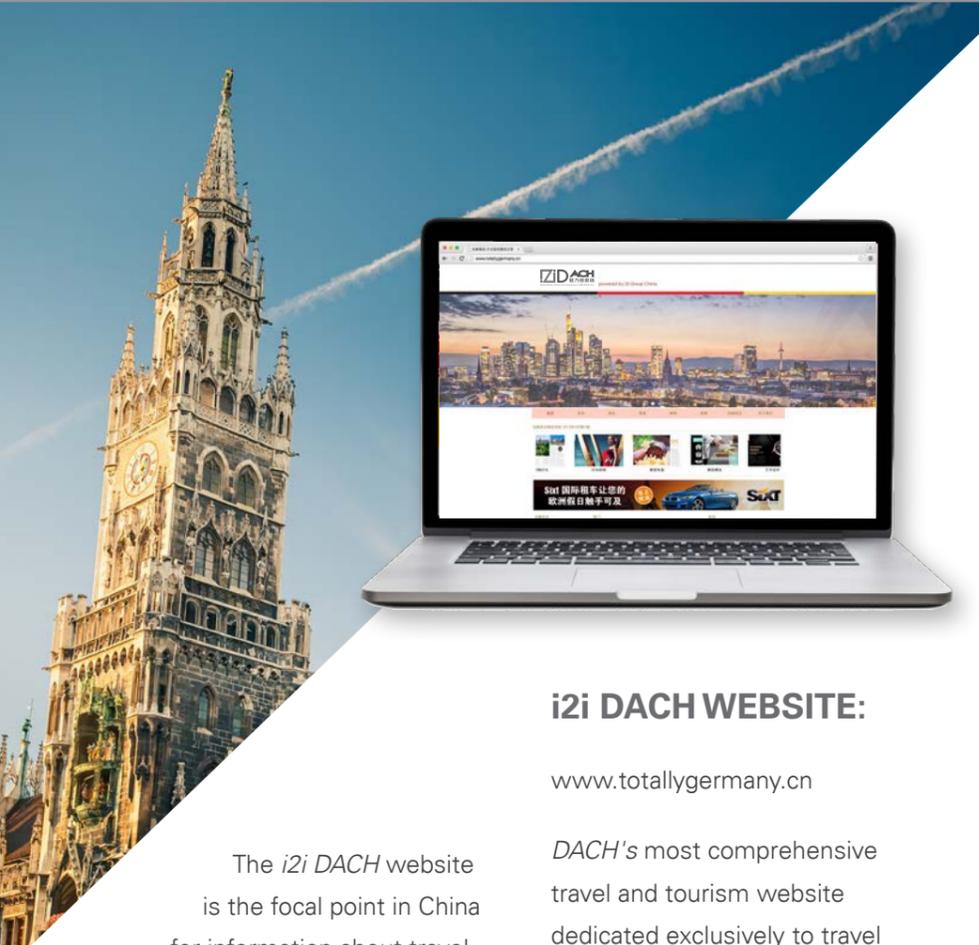


Each issue of *i2i DACH* is available as an Emagazine and in a digital format easily accessible through the *i2i DACH* website as well as numerous online reading platforms, which offer easy access through mobile and Internet networks.

Social Media And Website

Distribution - **80,000** Distribution





i2i DACH EVENTS:

Trade-media-missions-familiarization:

Make your China marketing and promotions come alive by joining our events, including media familiarization and meetings, trade missions, sales events in China and custom-designed sales meetings just for you and your destination and products. All offer you the best quality contacts, vetted to your needs, at the time and place best suited to make business happen.



i2i DACH WEBSITE:

www.totallygermany.cn

DACH's most comprehensive travel and tourism website dedicated exclusively to travel information and resources for Chinese traveling to *DACH*. Here, travelers will learn about your destination and products, offering each advertiser a micro site that contains general travel information, photos, video, contact details for further information and links to various social media websites of your choice. Each advertiser has the option of purchasing a standard micro site package on the website, as well as custom-designed micro-sites along with specialized advertising and site links that maximize traffic to your micro site.

The *i2i DACH* website is the focal point in China for information about travel to *DACH*. Many leading social media platforms cooperate with us, including Weibo, Renren, Youku and especially WeChat, which has become the largest social media platform in China. *i2i DACH* offers a unique opt-in free membership based platform on WeChat which offers daily information and updates about travel to *DACH*, special offers, incentives, contests and a unique chance for travelers and visitors to connect with one another before, during and after their travels to Germany. WeChat is the largest and fastest growing social media platform in China.

i2i DACH ADVERTISING RATES 2015:

| | |
|-----------------------------------|------------|
| One Page: | 4,400 € |
| Cover 2/3: | 7,900 € |
| Cover 4: | 11,400 € |
| ½ Page: | 3,300 € |
| ¼ Page: | 2,100 € |
| Outside Front Cover Reverse Fold: | 16,900 € |
| Bound Insert – Two Pages: | 12,400 € |
| Insert: | On Request |

i2i DACH ADVERTISEMENT SIZES AND SPECIFICATIONS: (MECHANICAL SPECIFICATIONS)



| TG Final Trim Size | Millimetre |
|---------------------|------------|
| Full Page | 210 x 276 |
| Spread Page | 420 x 276 |
| 1/2 Page Horizontal | 210 x 138 |
| 1/2 Page Vertical | 105 x 276 |
| 1/3 Page Horizontal | 210 x 92 |
| 1/3 Page Vertical | 70 x 276 |
| 1/4 Page Horizontal | 210 x 69 |
| 1/4 Page Vertical | 105 x 138 |



Note: The above specifications are trim size. 3mm bleed on each ad side needs to be added.

i2i DACH SALES REPRESENTATIVES - CONTACT DETAILS:



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i2i DACH
INSIDE PAGES AT A GLANCE



i2i GROUP INFORMATION:

Established in 1999, i2i Group China is committed to providing marketing expertise, strategic consulting, and product development services to foreign companies who wish to develop and reinforce their presence in China. Currently, i2i Group has three China offices located in Shanghai, Beijing and Hong Kong.

Since 2005, the company has provided consultation for various destinations

and overseas tourism suppliers designed to boost their overall business and presence in China. Our tourism representation clients in China include Seattle, Arizona, Texas, Florida, California, Tahiti, Abu Dhabi and Avis Budget Group.

With Chinese increasing demand for international travel, i2i's tourism division is focused on creating an exchange platform for travel buyers

and suppliers. Since 2009, we have organized the China Visitors Summit. These summits have attracted over 1500 travel buyers and more than 1300 travel suppliers to meet face-to-face in Dusseldorf, Dresden, Frankfurt, Milan, Abu Dhabi, Dubai, Atlanta, Chicago, Las Vegas, Dubai, Minneapolis and Vancouver. More than 100,000 face-to-face meetings have been established through these events to date.

