

MEMBER OF KAEPPELIMG



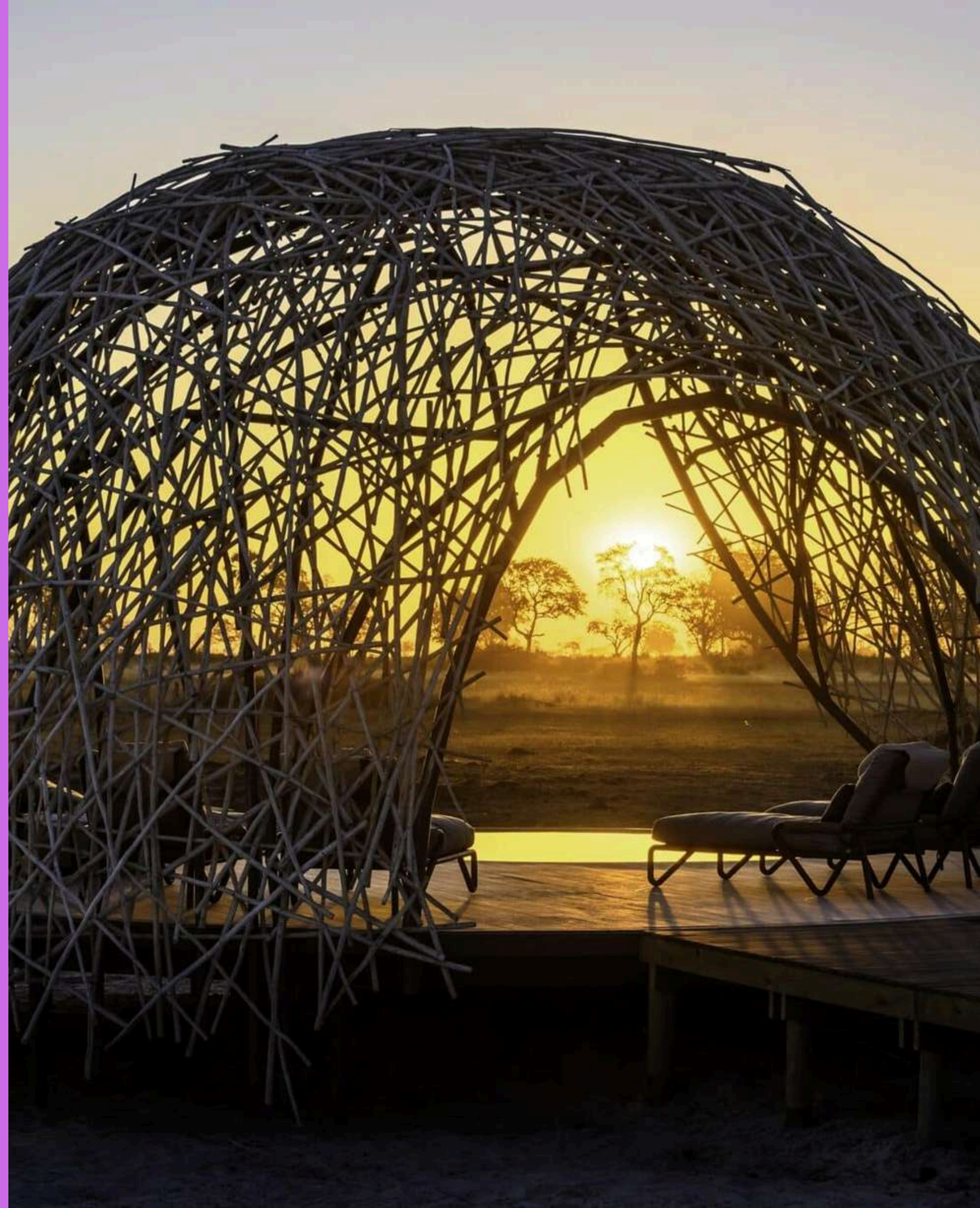
PREMIUM TRAVEL  
LUXURY HOTELS  
GOURMET RESTAURANTS  
LUXURY WELLNESS

# TRAVELPEARLS

LUXURY DREAMS



MEDIA DATES  
2025



# PHILOSOPHY

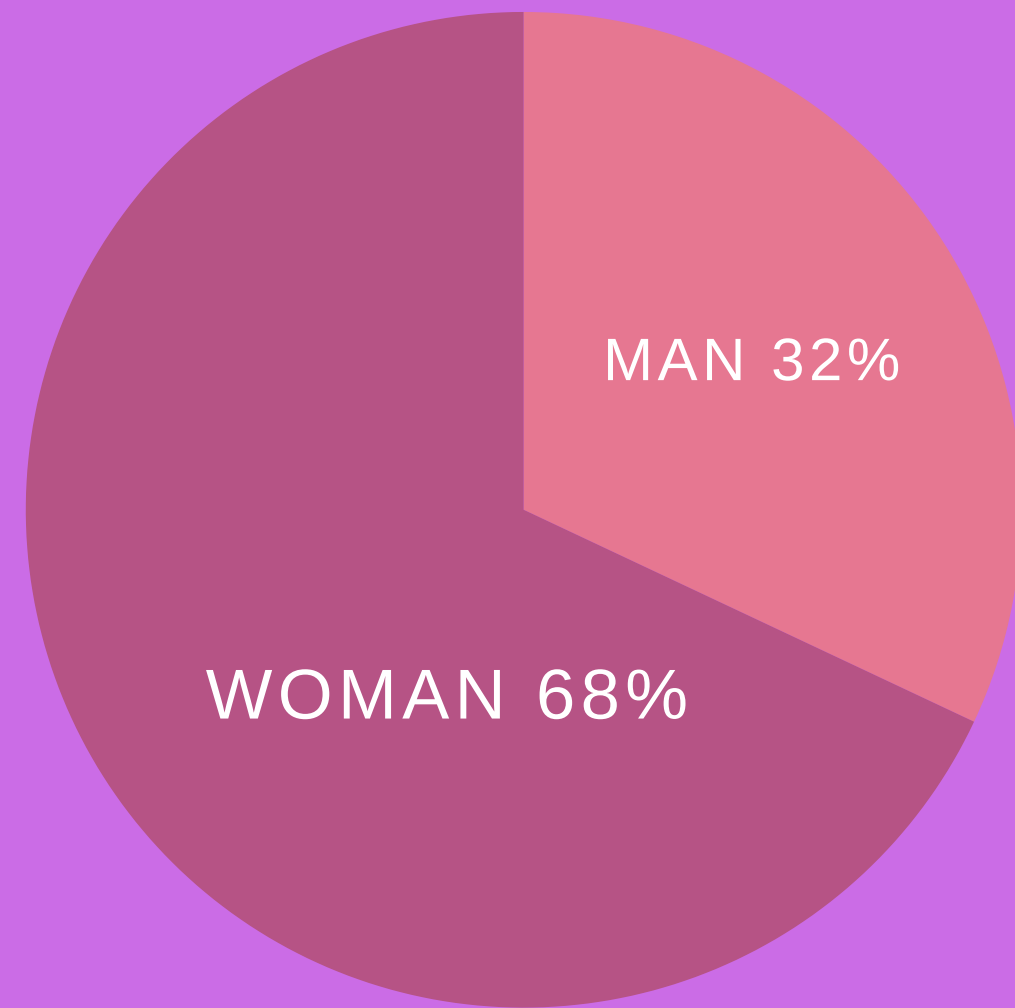
TRAVELPEARLS.CH is the new luxury online travel magazine in German-speaking countries. With a group of experienced editors and photographers contributing to TRAVELPEARLS, our readers get first-hand stories.

We write about the most breathtaking and fascinating places in the world. From luxury ocean and river cruises to health and wellness retreats, wilderness getaways, ski lodges, golf and much more.

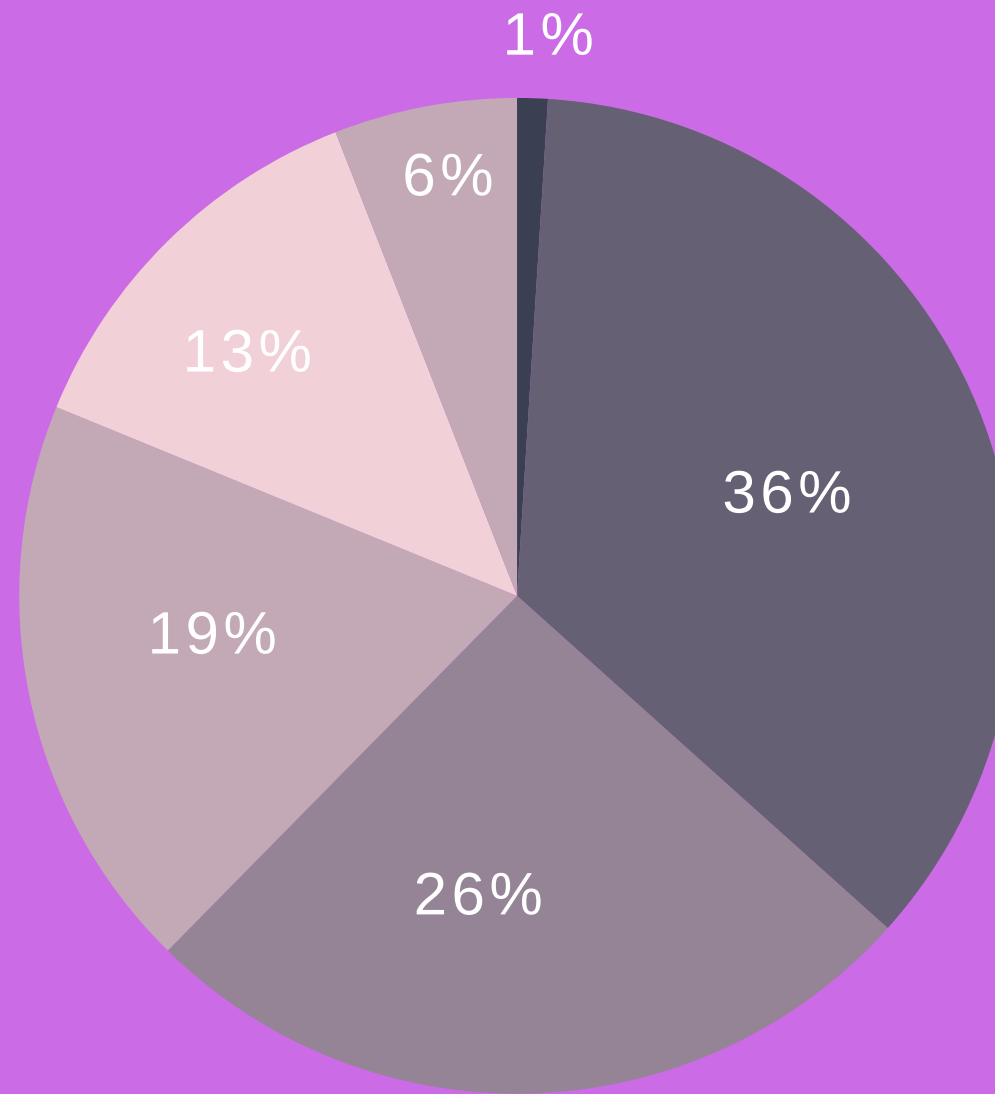
We believe that responsible and sustainable tourism can be fashionable, attractive and luxurious.

# Readers

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**GENDER**



**AGE**

## AGE GROUPS

- 18 - 24 Years / 1%
- 25 - 34 Years / 36%
- 35 - 44 Years / 26%
- 45 - 54 Years / 19%
- 55 - 64 Years / 13%
- 65 + 6%



# Website Users

Website Users	11 000
Sessions	16 000
Page views	24 000
*monthly average	
Newsletter subscribers	3 900
Opening rate	31%
Instagram	2910
Pinterest	Impressions 1,7 Tsd.
Facebook	124
Website average visit duration	3.30 min.



# ADVERTISING

Banner	width/height	Price	CHF
Skyscraper	160x600 px		300
Rectangle	300x250 px		400
Half Page	300x600 px		500
*per week			
Web promotion (text/picture/video)			950
Web / NL promotion (text/picture/video)			1220
1 Reel video/carousel			650
3 series reel video			1500
All inclusive Package:			
Web & NL promo & 3 series reel video			2500



# TRAVELPEARLS

## Impressum

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