







TAI

MEDIA DATA **2027**



TABLE OF CONTENTS

THE MEDIUM 3

SCHEDULE AND TOPICS 2027 4

PRINT PRICE LIST 6

Advertisement 6
Special Advertising Formats 7
Advertorial Publication 8

ONLINE PRICE LIST 9

Website 10
Newsletter 11

PODCAST 12

INFORMATION 13

CONTACT 14

PHOTOS COVER: ATOSAN; FRANKPETERS; HYDROMET; JGROUP / ISTOCK / GETTY IMAGES PLUS VIA GETTY IMAGES

THE MEDIUM

EDITORIAL POSITIONING

Since 1970, **T.A.I.** has served the Austrian tourism industry as an independent trade publication. It reports on developments in Austria and international markets, contextualizes current events, and highlights their significance for practical operations and strategic decision-making. The editorial team maintains a close dialogue with the industry while upholding its journalistic independence; it addresses controversial topics, examines diverse viewpoints, and takes well-founded positions.

T.A.I. sees itself as both an observer and a driving force for new ideas. Initiatives such as the **T.A.I. Werbe Grand Prix** exemplify this commitment. Advertisers reach a professionally engaged audience from the tourism sector within a credible, journalistically independent environment.



PRINT CIRCULATION	ISSUES PER YEAR	MAGAZINE FORMAT	E-PAPER-APP
9.600	**12**	**210 x 297 mm**	https://epaper.wirtschaftsverlag.at
Copies		Print area: 185 x 255 mm	

READERS

Travel agencies & tour operators, travel agents & managers, transport companies & hubs, corporate travel departments, national representative offices, technology providers, incoming agencies, tourism associations & organizations, hospitality & catering sectors, thermal spa & wellness facilities, health resorts & spas, congress & conference industry, convention bureaus, interest groups, chambers of commerce, political institutions

SCHEDULE AND TOPICS 2027

ISSUE **1**

- Greece
- Cyprus
- Club holidays
- Cruises
- Health / Wellness

+ FERIEN-MESSE WIEN SPECIAL

AD DEADLINE	15.12.
EDITORIAL DEADLINE	22.12.
RELEASE DATE	14.01.

ISSUE **2**

- Italy
- Spain
- Luxury vacation
- Sports travel
- LGBTIQ*

AD DEADLINE	26.01.
EDITORIAL DEADLINE	02.02.
RELEASE DATE	12.02.

ISSUE **3**

- Malta
- Cruises / Ferries
- Wellness
- Study tours

+ ITB BERLIN SPECIAL

AD DEADLINE	23.02.
EDITORIAL DEADLINE	02.03.
RELEASE DATE	12.03.

ISSUE **4**

- Germany
- Northern Europe / Scandinavia
- Airports
- Technology
- Locations / Events

AD DEADLINE	30.03.
EDITORIAL DEADLINE	06.04.
RELEASE DATE	16.04.

ISSUE **5**

- Honeymoon
- Greece
- Cycling tours
- Austria – A Land of Culture
- Festivals, Music tours

AD DEADLINE	26.04.
EDITORIAL DEADLINE	03.05.
RELEASE DATE	14.05.

ISSUE **6**

- Cruises / Ferries
- Touring and Study Tours
- Autumn Holidays & Hiking
- Advent
- Luxury vacation
- Family vacation
- Italy

AD DEADLINE	01.06.
EDITORIAL DEADLINE	08.06.
RELEASE DATE	18.06.

SCHEDULE AND TOPICS 2027

ISSUE **7**

- Southeast Asia
- Spain
- Indian Ocean
- Technology

AD DEADLINE	29.06.
EDITORIAL DEADLINE	06.07.
RELEASE DATE	16.07.

ISSUE **8**

- Latin America
- Croatia
- Hiking
- Cruises / Ferries

AD DEADLINE	27.07.
EDITORIAL DEADLINE	03.08.
RELEASE DATE	13.08.

ISSUE **9**

- Italy
- Germany
- Egypt
- Sports travel

AD DEADLINE	31.08.
EDITORIAL DEADLINE	07.09.
RELEASE DATE	17.09.

ISSUE **10**

- Incentives / Events
- Cruises / Ferries
- Canary Islands
- Airports
- Cable cars
- Advent

AD DEADLINE	28.09.
EDITORIAL DEADLINE	05.10.
RELEASE DATE	15.10.

ISSUE **11**

- USA / Caribbean
- Long-haul travel
- Southeast Asia / China
- Luxury vacation
- Thermal baths / Wellness

AD DEADLINE	22.10.
EDITORIAL DEADLINE	02.11.
RELEASE DATE	12.11.

ISSUE **12**

- Christmas
- Indian Ocean
- Austria – A Land of Culture

AD DEADLINE	22.11.
EDITORIAL DEADLINE	29.11.
RELEASE DATE	10.12.

ADVERTISEMENT

PRINT PRICE LIST



COVER-IMAGE

210 x 105 mm

Make your brand the top choice with an eye-catching image, a concise slogan, and your logo. In addition, a short article of around 1,000 characters will appear in the inner section.

Price upon request.



INSIDE FRONT COVER
INSIDE BACK COVER
BACK COVER

each 210 x 297 mm

€ 4.090,–



1/1 PAGE

210 x 297 mm

€ 3.690,–



1/2 PAGE

Portrait: 99 x 297 mm | 90 x 255 mm*
Landscape: 210 x 140 mm | 185 x 125 mm*

€ 1.990,–



1/3 PAGE

Portrait: 59 x 255 mm*
Landscape: 185 x 85 mm*
2-columns: 122 x 125 mm*

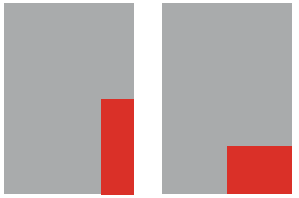
€ 1.490,–



1/4 PAGE

Portrait: 44 x 255 mm*
Landscape: 185 x 60 mm*
2-columns: 90 x 125 mm*

€ 1.140,–



1/8 PAGE

Portrait: 44 x 125 mm*
Landscape: 185 x 28 mm*
2-columns: 90 x 60 mm*

€ 940,–

Bled-off formats excl. 3 mm bleed. Prices subject to a surcharge of 5% advertising tax and 20% VAT, valid as of 1.1.2027. * Print area

SPECIAL ADVERTISING FORMATS

PRINT PRICE LIST



COVER AD TOP

90 x 45 mm

€ 720,-



COVER BANNER BOTTOM

210 x 40 mm, plus 3 mm bleed

€ 1.450,-



DOUBLE PAGE

210 x 297 mm each, plus 3 mm bleed

€ 5.890,-



BOUND IN INSERT

Located in the center, 4 pages
Price upon request.



WRAPPER *

The wrapper encloses the magazine.
Printed advertising material provided by the customer, booking for total circulation.
Price upon request.



TIP-ON-CARD *

Tip-on card is provided by the client.
Only in combination with a booked advertisement.
Booking for total circulation
Price upon request.



SUPPLEMENTS *

Supplements are provided by the customer and enclosed loosely.

Booking for total circulation
Maximum weight 20 g
(Additional weight categories on request!)
Format max. 205 x 290 mm

€ 3.490,–

*Upon request, we will gladly take over the production of your advertising material. There are almost no limits to your preferences, we will be delighted to assist you with the necessary advice.

Prices subject to a surcharge of 5% advertising tax (not applicable for printing/production costs) and a 20% VAT, valid as of 1.1.2027

ADVERTORIAL PUBLICATION

SPECIFICATIONS

Convey your brand message with an editorial look and feel. Introduce your company as a leading specialist, or present your product innovation in detail. Supply us with text and images, and we design your article in our specified layout. Upon request our editors will assist you with the creation of the text and selection of images.





DOUBLE PAGE

max. 4–6 images
Headline max. 55 characters
Header max. 200 characters
Body text max. 6.500 characters

€ 5.890,–

FULL PAGE

max. 2–4 images
Headline max. 55 characters
Header max. 200 characters
Body text max. 3.500 characters

€ 3.690,–

HALF PAGE

1–2 images
Headline: max. 55 characters
Header max. 200 characters
Body text max. 1.500 characters

€ 1.990,–

For pricing, please refer to the advertising rate card. The price for a double-page spread is available upon request. Text length depends on the number and size of the images. Please provide the character count (including spaces). Text should be submitted as a Word file; images should be in a print-ready format (JPG, PNG, TIFF, PSD) with a resolution of 300 dpi; graphics as vector files.

ONLINE



NORTONRSX / ISTOCK / GETTY IMAGES PLUS VIA GETTY IMAGES

gast.at is one of the leading websites for decision-makers and employees in the Austrian hospitality and tourism sector.

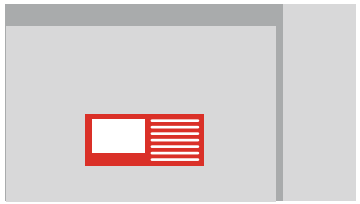
Your advertising reaches its audience amidst a blend of current news, thoroughly researched informative articles, and market overviews – all precisely tailored to your specific target group.

PAGE IMPRESSIONS	VISITS	UNIQUE-CLIENTS
41.340	22.400	20.780

Source: Google Analytics, average monthly value for the first half of 2026

WEBSITE

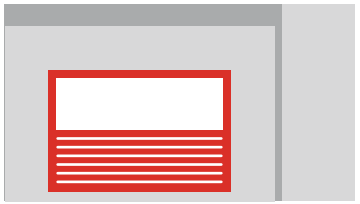
PRICE LIST ONLINE



SITELINK

Editorial-style teaser:
1 image (max. 440 x 280 px), headline (max. 50 characters), text (max. 190 characters), link to your landing page

€ 1.310,–/month



ADVERTORIAL

Teaser (similar to a sitelink) and articles on our website: max. 3 images (1000 x 667 px each), headline max. 100 characters, text max. 1,500 characters

€ 1.310,–/month



SITEBAR, HALF-PAGE AD

300 x 600 px + Mobile 320 x 480 px
(HTML 5 dynamic max. 450 x 900 px)

€ 1.220,–/month



BILLBOARD

1024 x 250 px + Mobile 300 x 100 px

€ 1.220,–/month



SKYSCRAPER

120 × 600 px + Mobile 320 x 480 px

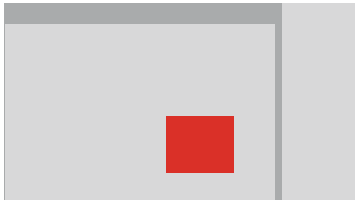
€ 1.060,–/month



SUPERBANNER

1024 × 100 px + Mobile 300 x 100 px

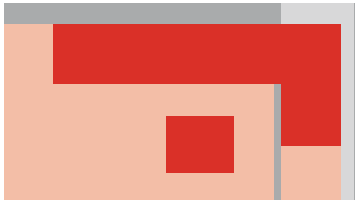
€ 1.060,–/month



CONTENT AD

300 x 250 px + Mobile 300 x 250 px

€ 1.060,–/month



FULL SITE BRANDING

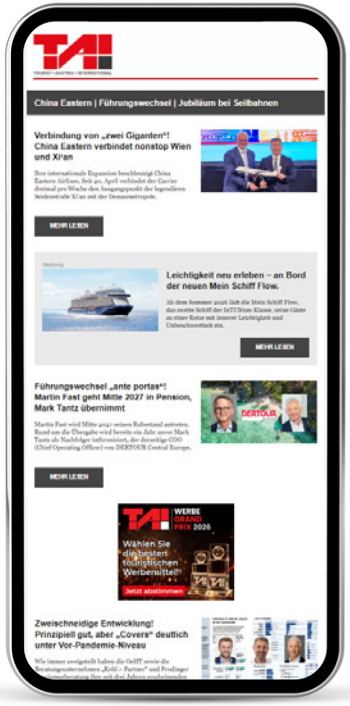
Billboard, Half-Page Ad, Content Ad and Background image 1920 x 1080 px*
+ Mobile 320 x 480 px

€ 2.280,–/month

Mobile advertising: Every second website visit is made via a mobile device. Therefore, please also send us the matching mobile advertising material!

* Full site branding: the background image is displayed on the homepage on desktop computers, the banner ads are also displayed at article level.

Prices exclude 20% VAT, valid from 1 January 2027. File format: JPG, GIF, PNG. 10% surcharge for technical costs for HTML 5 files. Banners can be displayed in rotation with a maximum of three other advertising media. Surcharge for fixed placement: 20%.



Travel industry professionals can receive the most important T.A.I. industry news delivered straight to their inbox. Use our newsletter to position your brand message in a targeted and effective way.

EXCLUSIVE NEWSLETTER

The newsletter, designed specifically for you, presents your brand message in a prominent, large-scale format to our subscribers. Our editorial team curates additional relevant content to further engage our readers.

€ 1.100,–

SITELINK

The sitelink consists of a short piece of text and an image, providing a direct link from the newsletter to your landing page. 1 image (max. 440 x 280 px), headline (max. 50 characters), text (max. 190 characters)

€ 650,–

ADVERTORIAL

By clicking on the teaser in the newsletter, your customer is taken to the full view of your advertorial on the T.A.I. website. The article consists of a text with a maximum of 5,000 characters (including spaces) and up to five images.

€ 700,–

FULLBANNER

600 x 90 px + Mobile 300 x 100 px

CONTENT AD

300 x 250 px + Mobile 300 x 250 px

File format: JPG, PNG

€ 400,–

PUBLICATION INTERVAL	RECIPIENTS	OPENING RATES	CLICK TO OPEN RATE
2x / month	4.070	45,9 %	22,4 %

Source: Eyepin, June 2026

ISSUE	DATE OF PUBLICATION
1	08.01.2027
2	22.01.2027
3	05.02.2027
4	19.02.2027
5	05.03.2027
6	19.03.2027
7	02.04.2027
8	16.04.2027
9	30.04.2027
10	14.05.2027
11	28.05.2027
12	11.06.2027
13	25.06.2027
14	09.07.2027
15	23.07.2027
16	06.08.2027
17	20.08.2027
18	03.09.2027
19	17.09.2027
20	01.10.2027
21	15.10.2027
22	29.10.2027
23	12.11.2027
24	26.11.2027
25	10.12.2027
26	17.12.2027

Delivery of advertising materials 5 working days prior to publication.

PODCAST



TOURISMUS TO GO macht Branchenwissen zu vielseitigem Content: Experten und Praktiker diskutieren Trends, Herausforderungen und Lösungen für Gastronomie, Hotellerie und Tourismus. Aus einer exklusiven Partnerfolge entsteht ein redaktionell hochwertiges Kommunikationspaket für Podcast, Print, Web, Newsletter und Social Media. Abgestimmt auf Ihre Marke, Expertise und Zielgruppe.

JETZT REINHÖREN

EXKLUSIVE PODCAST-FOLGE

Exklusive Partnerfolge
Thema und Gäste werden individuell abgestimmt.

Redaktionelle Produktion
Konzeption, Aufnahme, Produktion und Veröffentlichung durch unsere Redaktion.

Content für alle Kanäle
Begleitartikel in der T.A.I. und auf gast.at sowie Inhalte und Fotos für Website, Newsletter und Social Media. Auf Wunsch erstellen wir fertige LinkedIn-Posts aus mehreren Themenblöcken.

Crossmediale Bewerbung im Co-Branding
- 1 × ¼-Seite Print
- 2 × Website-Billboards
- 3 × Newsletter-Fullbanner

€ 3.800,–/Episode*

PODCAST SPONSORING

- Host-read ad: Authentische Empfehlung durch den Moderator in den ersten fünf Minuten, Dauer 20–30 Sek.
- Platzierung in einer passenden Folge
- Zusatzreichweite: Artikel in der T.A.I. und auf gast.at
- Bewerbung mittels Co-Branding:
  – 1 x ¼ Seite Inserat (Print)

€ 1.550,–/Episode*

Preise zzgl. 20% MwSt., gültig ab 1.1.2027. *Vorbehaltlich Aufpreis bei aufwendigen Korrekturschleifen.

INFORMATION

DELIVERY OF PRINTING DATA

Transmission of digital data exclusively by e-mail to
anzeigenservice@wirtschaftsverlag.at

DATA FORMAT

- Print-optimised PDF files according to „PDF/X-4:2008“ standard with output intention.
- Colour profile for coated papers (sheet-fed offset): ISO Coated v2 (ECI).
- Only use process colors CMYK (Euroscale). No spot colours (e.g. HKS, Pantone), RGB and indexed colours.
- Embed all fonts.
- Images in the document should have a resolution of 300 dpi/line images 1200 dpi.

DELIVERY OF PRINTED ADVERTISING MATERIAL

Print Alliance HAV Produktions GmbH
2540 Bad Vöslau, Druckhausstraße 1

Supplements must be received at the print house by the printing deadline.

DELIVERY OF ONLINE ADVERTISING MEDIA

The online advertising formats are based on the IAB standards for advertising media. Please allow a minimum period of 5 working days for the delivery of the advertising media. Online banners may not exceed a file size of 150 kb,
mobile banners 80 kb.
Please send your advertising material by e-mail to
anzeigenservice@wirtschaftsverlag.at

PRINTING AND BINDING METHODS

Offset printing, staple binding. The publisher accepts no liability for tonal value deviations within the tolerance range.

ADVERTORIAL GUIDELINES

An advertorial is marked as a paid insertion in accordance with § 26 of the Media Act. One proofreading pass is included in the price. Should the documents supplied deviate significantly from the specifications, new documents will be requested and the additional expenses for the revision will be invoiced after prior consultation (max. EUR 500.00).

MEDIA DATA 2027

Subject to alterations, errors, printing and phrasing mistakes.

BANK DETAILS

Advertisements
Bank Austria, IBAN AT511100004240571200, BIC BKAUATWW

Subscriptions
Bank Austria, IBAN AT171100009523298900, BIC BKAUATWW

Invoices are payable net within 14 days

CONTACT

YOUR T.A.I. TEAM



CHIEF EDITOR

Mag. Christopher Norden
T +43 664 969 2100
E norden@tai.at

ADVERTISING SERVICE

T +43 1 54664 444
E anzeigenservice@wirtschaftsverlag.at

SUBSCRIPTION SERVICE

T +43 1 54664 135
E aboservice@wirtschaftsverlag.at



ADVERTISING & MEDIA CONSULTANT

Ines Norden
M +43 664 402 60 64
E i.norden@tai.at

EDITOR, MEDIA OWNER AND PUBLISHER

Österreichischer Wirtschaftsverlag GmbH
Lassallestraße 7a, Unit 5, Top 101-1, 1020 Wien
T +43 1 54664 0
M office@wirtschaftsverlag.at
E www.wirtschaftsverlag.at



PRODUCTION & EDITORIAL

Bernd Grünwald
M +43 1 54 664 153
E b.gruenwald@wirtschaftsverlag.at

TERMS, CONDITIONS & DATA PROTECTION

All content is in accordance with the General Terms & Business Conditions (AGB) of the Wirtschaftsverlag GmbH, which is available under: **www.wirtschaftsverlag.at/agb**

For questions regarding data protection, please contact
datenschutz@wirtschaftsverlag.at