Outside the travel box

Successes in process management are only possible across all departments.

Touring Abu Dhabi and Dubai

BARMER GEK – modern payment solution brings relief

MICE Location Check Chicago

The iceberg principle

Hidden expenses: Travel expense accounting ties up enormous resources

Touring Mumbai

Porsche Consulting – that's process optimisation

MICE location check Düsseldorf
Concept

HRS targets its customer magazine »The Hotel Expert« and the associated portal corporate.hrs.com/en-uk/magazine at all decision-makers who are responsible for planning business trips, conferences and events for companies. The magazine offers this target group valuable support with its practical content to overcome the ever greater challenges posed by the travel management sector, MICE and by the purchasing of hotel contingents. Readers can benefit from clear best practice examples and tips which can be implemented rapidly and which offer maximum benefit.

»The Hotel Expert« also promotes the exchange of ideas between companies across all industries and can be used as a guide for everyday work. The magazine offers both external experts and HRS, with its more than 40 years of experience, a platform to have their say. »The Hotel Expert« therefore lives up to its claim of being the industry’s leading journalistic medium.
»The Hotel Expert« is aimed at those people who are directly responsible for planning business trips, conferences and trade fairs for a company. This includes travel managers, MICE experts, purchasers, managing directors or management assistants.

According to the HRS reader survey, the readership of »The Hotel Expert« is primarily made up of the relevant target group of decision-makers which amounts to more than 70%. 94 percent rate the magazine as »very good« or »good«. The magazine currently has a circulation of 15,000 copies and as a result has gained a total of around 36,000 readers (around 2.4 readers per copy) in Germany, Austria and Switzerland.

### Reader Structure

<table>
<thead>
<tr>
<th>Readership Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Travel managers</td>
<td>29.8%</td>
</tr>
<tr>
<td>Managing directors</td>
<td>14.4%</td>
</tr>
<tr>
<td>Purchasers</td>
<td>13.7%</td>
</tr>
<tr>
<td>MICE planners</td>
<td>13.1%</td>
</tr>
<tr>
<td>Management assistants</td>
<td>24.4%</td>
</tr>
<tr>
<td>Business travellers</td>
<td>4.6%</td>
</tr>
</tbody>
</table>
With its mix of topics, »The Hotel Expert« not only offers profound specialist information, but also provides a high level of entertainment and useful added value with its interesting travel reports, MICE location checks and insights into the global business travel market. Below is a short preview of the forthcoming issues:

<table>
<thead>
<tr>
<th></th>
<th></th>
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<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Cover story</strong></td>
<td>Total Cost of Trip</td>
<td>Personalisation &amp; Consumerisation</td>
<td>GBTA study on the hotel and business travel market</td>
</tr>
<tr>
<td><strong>Destinations</strong></td>
<td>Hong Kong metropolitan area</td>
<td>Buenos Aires</td>
<td>Seoul</td>
</tr>
<tr>
<td><strong>MICE location check</strong></td>
<td>Miami</td>
<td>Amsterdam</td>
<td>Krakow</td>
</tr>
<tr>
<td><strong>Hotel market</strong></td>
<td>Rate parity</td>
<td>Focus on China</td>
<td>Digital Traveller Journey</td>
</tr>
<tr>
<td><strong>Print deadline</strong></td>
<td>15th February 2016</td>
<td>23rd May 2016</td>
<td>22nd August 2016</td>
</tr>
<tr>
<td><strong>Date of publication</strong></td>
<td>07th March 2016</td>
<td>13th June 2016</td>
<td>12th September 2016</td>
</tr>
</tbody>
</table>
### Prices & Printing Formats

<table>
<thead>
<tr>
<th>Issue*</th>
<th>2/1 page advertisement</th>
<th>1/1 page advertisement</th>
<th>1/2 page advertisement</th>
<th>1/1 page advertorial</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>A 400 × 280 mm</td>
<td>A 200 × 280 mm</td>
<td>A 200 × 120 mm</td>
<td>A 200 × 280 mm</td>
</tr>
<tr>
<td></td>
<td>T 388 × 268 mm</td>
<td>T 188 × 268 mm</td>
<td>T 188 × 108 mm</td>
<td></td>
</tr>
<tr>
<td>Content</td>
<td>€ 6,000.−</td>
<td>€ 3,500.−</td>
<td>€ 2,000.−</td>
<td>€ 6,000.−</td>
</tr>
<tr>
<td>Back cover</td>
<td>4c colour</td>
<td>€ 4,500.−</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* The advertising prices listed are given for the German-language print version (distribution area: Germany, Austria and Switzerland) as well as for the German- and English-language e-book version. Note for hotel partners: please be aware that direct booking links (URL, QR code etc.) to hotel websites or mobile applications are not allowed to appear in the advertisement.

A = advertisement format | T = type area format
Advertorial Print

An advertorial makes it possible to address the readers with a promotional magazine article that uses journalistic material. In contrast to an advertisement, the advertorial transports content-related expertise in texts and provides useful added value. This enhances the credibility and the level of interest in the message to be conveyed.

Advertorials must be identified with the word “advertisement” and the content thereof must be checked with HRS. Advertorials differ significantly in appearance from the editorial articles and HRS is pleased to offer support at extra charge when it comes to devising content for creating an advertorial. The extra charges depend on the scope of the briefing.
Online Prices & Formats

<table>
<thead>
<tr>
<th>Rectangle</th>
<th>Large Rectangle: 336 × 280 Pixel</th>
</tr>
</thead>
</table>
| Price per placement* | For hotel chains: € 5,000,-  
For individual hotels: € 1,500,- |

* Minimum placement 14 days (can be activated at the beginning of the month or mid-month).

Publication on corporate.hrs.com/en-uk/magazine
The banners appear on the main page, one selected subpage and one selected article.

Link opportunities:
Individual hotel: link to hotel detail page
Hotel chains: link to landing page with up to 18 hotel offers
Technical data

Magazine print format
200 × 280 mm

Print quality
Sheet-fed offset print | 4c Euroscale | saddle stitching
Cover: 200 g/square meter – glossy image print
Content: 135 g/square meter – matted image print

Print data
Delivery in PDF/X-3 standard is preferred. Please create double page advertisements as a single page PDF document. Ensure that the creep allowance and bleed are 3 mm. Open data available on request. Resolution for images should be at least 240 dpi.

Colour management
Please use the following output profile:
ISO coated v2 300% (see: www.eci.org)

Online advertising
Possible file formats for all forms of online advertising are GIF, JPEG and HTML (file size max. 150 KB).

Miscellaneous
The operating system or browser compatibility of interactive formats is provided by the customer or their agency. Sound may not be activated.

Technical instructions
If you have any technical issues, please contact publish! Medienkonzepte GmbH, Hanover directly on Tel +49 511 260927-50 or at HRS@publish-medien.de
1. Responsibilities and the contractual parties
Hotel Reservation Service Robert Ragge GmbH, hereinafter referred to as "HRS", makes a number of different online and print advertising formats available on its website subject to availability. Advertising customers may book advertising options subject to availability and at the conditions laid down in the present General Terms & Conditions.

2. Conclusion of an agreement
All offers from HRS are non-binding. Contractual relations are established when HRS confirms the customer’s order in writing. Orders issued verbally, over the telephone or electronically will be considered agreed in HRS’ written confirmation unless withdrawn by the advertising customer either immediately or within a space of three working days. All orders are governed by these General Terms & Conditions to the exclusion of all others. The advertising customer’s General Terms & Conditions are explicitly deemed not applicable and may not be taken into account. Nor may they be taken into account tacitly.

3. Withdrawal
An advertising contract comes into effect the moment the order is confirmed as per Section 2 of these General Terms & Conditions. Withdrawal or retraction by the advertising partner is not permissible. The advertising partner is therefore obliged to approve and pay for the booked advertising option.

4. Price changes
HRS reserves the right to change the price list at any time. Agreed and confirmed advertising orders will be fulfilled at the agreed price. Later price changes will only be valid if they are announced by HRS at least one month before coming into effect. In the event that prices are increased at a later date, the advertising customer will have the right to cancel previously issued orders that are due to be fulfilled in the future. Such cancellation must be made in writing within 10 working days of receiving notification of the price increase. In the event of such cancellation, all previously issued advertising orders will cease to be valid on the date at which the announced price increase comes into effect. HRS may avoid cancellation by simply writing to the advertising customer stating that the price increase will not apply to the previously issued advertising orders. In this case, the agreed prices will stand.

5. Responsibility
The advertising customer will bear sole responsibility for the content and form of the advertising. HRS shall have the right to reject any advertising whose content is illegal or constitutes a breach of official regulations or common decency. Orders from advertising agencies or mediators will be accepted only for specifically named customers and if the relevant product group is stated. This same applies to orders issued directly by advertising customers. No mediation commission is paid. Advertising customers guarantee that the supplied advertising materials are neither illegal nor breach the rights of Third Parties. Furthermore, upon request, the advertising partner will immediately indemnify HRS against all Third-Party claims and any costs associated therewith, including the cost of legal proceedings.

6. Conditions of payment
The price stated in the order confirmation shall apply. All prices are subject to value-added tax at the legally applicable rate. All invoiced sums must be paid in full no later than 14 days after receiving the invoice. In the event of late payment,
a flat administrative fee of € 20 will be charged for each reminder. This will not affect HRS’ right to press further claims against the advertising customer, especially late-payment interest at the legally-applicable rate, at present 8% over the basic rate of interest.

**7. HRS’ obligations and liabilities**

HRS will be obliged to integrate the advertising materials supplied by the advertising customer on the booked webpages as per the order confirmation. HRS will be deemed to have fulfilled its contractual obligations if it has taken the same steps to display the advertising materials as it takes to display its own content. Fulfillment of the contractual obligations will not depend in particular on whether or not the advertising materials are actually visible online (for instance in the case of technical faults, breakdowns, server problems or maintenance work). HRS will not be obliged to guarantee that the advertising materials are available or visible for a particular period or in a particular way. If the layout of its webpages changes, HRS will have the right to alter in an acceptable manner the way that the advertising is displayed. If these changes are unacceptable for the advertising customer, the contractual parties will be obliged to find a mutually acceptable solution. If they cannot, both parties will have the right to terminate the relevant advertising contract by way of exceptional termination. HRS will be liable only for wrongful or gross breaches of its contractual obligations and irrespective of the extent of its fault in the case of breaches of obligations essential to the fulfillment of the contract (its cardinal duties). In each instance, its liability will be limited to the level of foreseeable damage and may not exceed the total remuneration paid for fulfillment of the relevant order. In the event of non-fulfillment, interruption or premature removal of the advertising due to official or judicial orders or force majeure, HRS will be released from its contractual obligations but maintain the right to demand the agreed remuneration.

**8. Validity**

The validity period depends on the type of advertising measures as specified in the relevant applicable price list. The validity period stated in the relevant order confirmation shall apply. The relevant order will end at the end of the individually agreed validity period without the need for separate termination. This will not affect the right to termination for pressing reasons.

**9. Closing regulations**

In order to be valid, all changes and additions to an order must be issued in writing. Should one or more of the clauses herein be or become invalid, this will not affect the validity of the other clauses. Should such a case arise, the contractual parties agree to replace the invalid clauses by valid ones that meet the aim and purpose of the original clauses. Provided that the advertising customer is a businessman, the exclusive court of jurisdiction for any disputes arising from or relating to the relevant order will be that in Cologne.