

Communication and
Advertising Media

Sponsoring

2026

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Schmetterling 

Successful ADVERTISING



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B2B + B2C

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B2B

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1. Print advertising

B2B 

Schmetterling im Dialog

1.1 Schmetterling im Dialog

The communication medium for all travel agencies within the Schmetterling cooperation: News from the Schmetterling headquarters, follow-up reports on the annual conferences, current topics from the travel industry, suppliers and further.

- Publication date:
three times a year – April, August and December
- Postal dispatch to approx. 5,000 addresses: to all German-speaking Schmetterling travel agencies and partners
- Number of PDF downloads: approx. 6,000
- Total circulation: 6,000 copies / issue
- Advertising deadline: 26 March / 4 August / 20 November
- Format: 210 mm wide x 297 mm high (A4)
- Total page count: approx. 48–60 pages

► Integration: via editorial features (on request) or ads



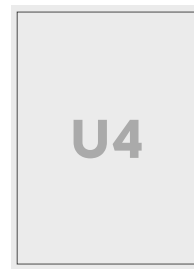


1. Print advertising

B2B

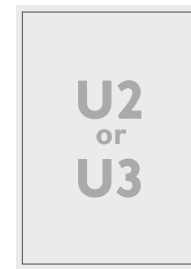
Schmetterling im Dialog – Adverts

1.1 Schmetterling im Dialog



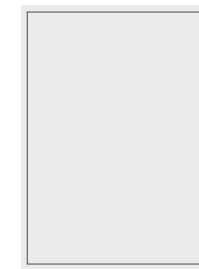
Cover page 4
Back cover (U4)
1/1 advert
210 x 297 mm (A4)

Price: 3,000 €



Cover page 2 or 3
Inside (U2 / U3)
1/1 advert
210 x 297 mm (A4)

Price: 2,500 €



Full page Inside
1/1 advert
210 x 297 mm (A4)

Price: 2,000 €

► U4, U3, U2 can only be booked once



Inside
1/2 advert
Placed in landscape format
183 x 123 mm

Price: 1,500 €

Inserts

Maximum size: A4 (210 x 297 mm)

Flyer / brochure up to 100 g: **Price: 3,100 €**

Flyer / brochure over 100 g: **Price on request**

Inserts must be supplied in printed form. Print files must be sent to promotion@schmetterling.de for approval prior to printing.

Input requirements

- High-resolution PDF (PDF/X-3, 300 dpi, 3 mm bleed), CMYK color space)
- Full page (1/1): 3 mm bleed; half page (1/2); quarter page (1/4): no bleed
- All fonts must be embedded or converted to outlines
- Alternatively: high-resolution JPG (300 dpi, CMYK colour space)

Prices excl. VAT



1. Print advertising

1.2 Postcard mailing

B2C >

GO4IT – Postcard mailing

Printed postcards – directly into your target group's letterboxes.
Reach end customers proactively on behalf of the travel agency.

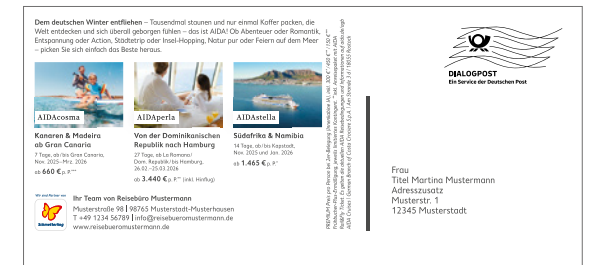
- The package price includes:
 - Campaign setup incl. communication package
 - Graphic design services
 - Address selection
 - Printing and dispatch handling
- Price: on request
- plus shipping and printing costs
- Special finishes are available on request
- Depending on the postcard format, up to four offers can be advertised (formats and prices on page 6).
- The front side can either be supplied by you or created by Schmetterling.

also inter-
nationally
on request

Input requirements

- Organiser logo: CMYK colour space, EPS file
- Images: high-resolution print quality, JPG
- Teaser text and offers to be advertised

Prices excl. VAT





1. Print advertising

1.2 Postcard mailing

1.2.1 Formats and prices

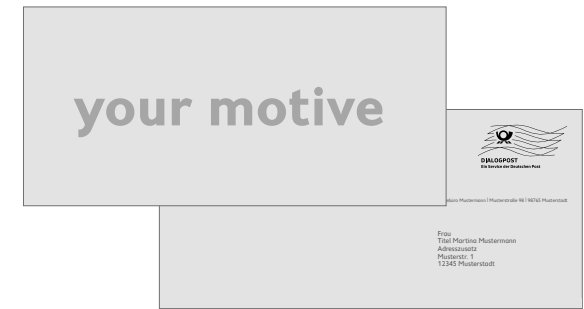
B2C >

GO4IT – Postcard mailing – Formats and prices

Postcard mailing DIN long

- Format: 21 x 10 cm
- 2 Pages
- **Prices:**

2,500 Pieces	Price on request
5,000 Pieces	Price on request
7,500 Pieces	Price on request



Postcard mailing – Selfmailer DIN long

- Format: 21 x 10,5 cm closed; 21 x 21 cm open
- 4 Pages
- **Prices:**

2,500 Pieces	Price on request
5,000 Pieces	Price on request
7,500 Pieces	Price on request



Prices excl. VAT

Personalisation in digital printing possible

Country-specific prices for international shipping available on request



1. Print advertising

1.2 Postcard mailing

1.2.2 Christmas postcard mailing



GO4IT – Christmas postcard mailing

Printed Christmas greetings directly into the letterbox of your target group. Promote a proactive approach to end customers on behalf of the travel agency.

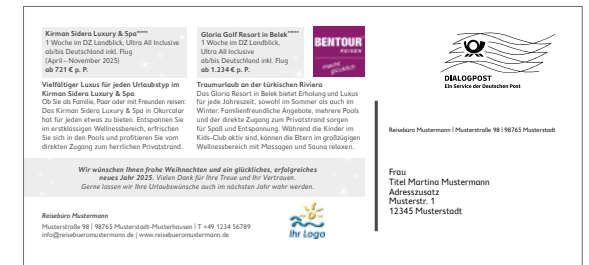
- The package price includes:
 - Application with communication package
 - Graphic services
 - Address selection
 - Print and dispatch processing

- Price: on request

- plus shipping and printing costs
- Dispatch to approx. 150 travel agencies
approx. 15,000 end customers
- Participation for 1 supplier
- Postcard format 21 x 10 cm
- Refinements are possible on request

Input requirements

- Organiser logo: CMYK colour space, EPS file
- Text for a maximum of 2 offers to be advertised



Prices excl. VAT



2. Online Advertising

2.1 Schmetterling platform (extranet)

B2B

Schmetterling Banner advertising

Take advantage of the wide range of banner placement options in the Schmetterling systems. Thanks to the prominent positioning, attention is drawn to your product or your company as a supplier.

- Placements: subject to availability, on request
- File formats:
GIF, JPG or PNG (Flash files are not supported)
- Links: banners can be linked to a website, a PDF or an image (JPG). **Linked PDF files must not exceed 2 MB.**

► Advertising of competitions (only possible after prior consultation)

General requirements:

- Responses via online form to Schmetterling
- Winner must be from within the Schmetterling cooperation
- Winner will be determined by Schmetterling in consultation with the respective organizer



Headbanner



Layer nach dem Login auf die Schmetterling Plattform (Extranet)



2. Online Advertising

B2B

Schmetterling platform (extranet)

2.1 Schmetterling platform (extranet)

2.1.1 Banner advertising

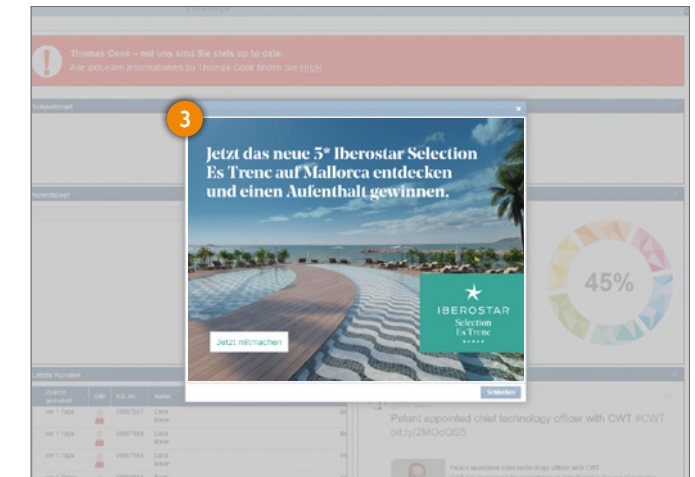
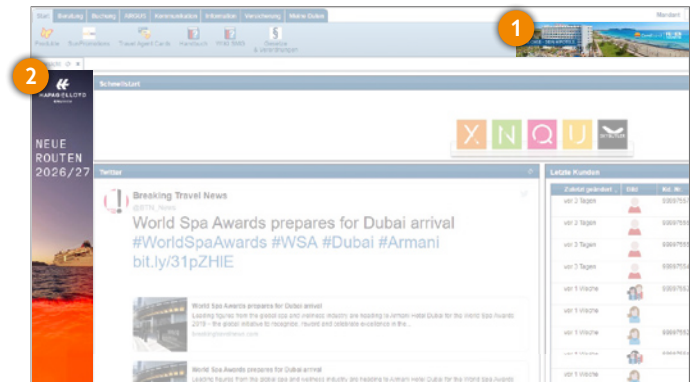
Banner advertising:

- 1 **Headbanner */****
(310 x 62 px)
Banner placement for one week **1,400 €**
- 2 **Skyscraper-Banner ***
(120 x 600 px)
max. 2 suppliers at the same time
Banner placement for one week **2,000 €**
- 3 **Layer (Pop-Up-Banner) ***
(650 x 500 px)
Banner placement for one week **2,400 €**

Prices excl. VAT

* Advertising a prize draw, a sales raffle or a survey:
only possible on request / surcharge: € 100

** A minimum screen resolution of 1200 x 768 px is required to
display the banner.





2. Online Advertising

B2B

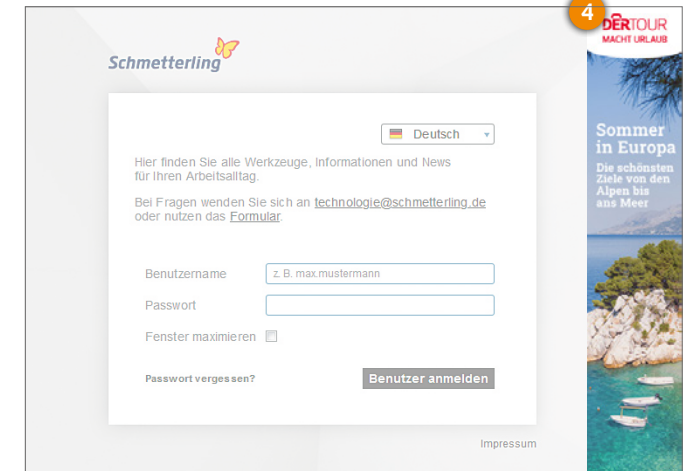
Schmetterling platform (extranet)

2.1 Schmetterling platform (extranet)

2.1.1 Banner advertising

Banner advertising:

- 4** Skyscraper banner on loginscreen
(120 x 600 px)
Banner placement for one week **2,000 €**



Prices excl. VAT



2. Online Advertising

B2B

Schmetterling platform (extranet)

2.2 Schmetterling advent calendar

Schmetterling advent calendar

Every year during the Advent season, travel agencies can win great prizes in our digital Advent calendar. Travel agencies can take part via a pop-up banner on the platform and you as the organiser have the opportunity to draw attention to yourself.

- Competition on the Schmetterling platform
 - maximum of 3 competition questions
 - one prize per Advent calendar door
 - link to a landing page with online entry form, created by Schmetterling
- 1.–24.12. of the year (excluding Saturdays and Sundays)

- **Price: 450 €** per day plus prize

- If you would like to promote a competition outside the Advent season, please contact us.

Input requirements

- Banner for landingpage: 650 x 500 px, with integrated organiser logo
- Information about the prize you are giving away
- Competition questions + corresponding answer options

Price plus VAT





2. Online Advertising

2.3 Exclusive mailing

B2B

Exclusive mailing

also inter-
nationally
on request

Exclusive presentation of your topics or campaigns in a dedicated mailing.

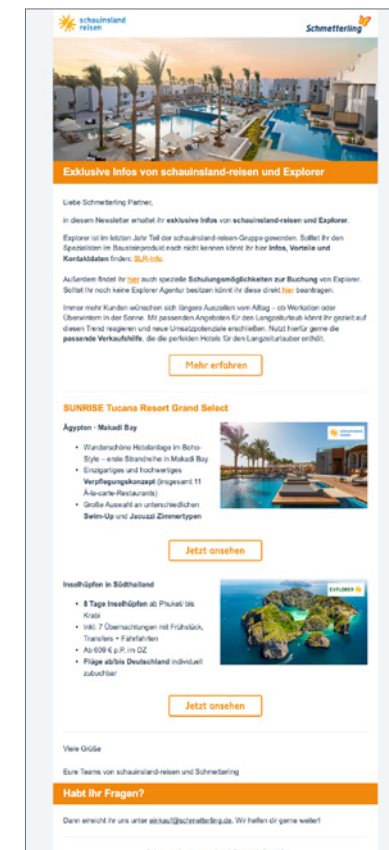
- Mailing to around 2,000 German-speaking travel agencies
- Can also be sent to international partners (on request)
- Clickable links can be integrated

- Price: 1,950 €

Input requirements

- Text: maximum 2000 characters
- Images: maximum 3, width at least 1200 px, JPG or PNG file, incl. complete picture credits
- Organizer logo: width at least 600 px, RGB, JPG or PNG file
- Links must be supplied: the files to be linked must not exceed the size of 2 MB.

Price plus VAT





2. Online Advertising

B2B

Weekly Schmetterling Newsletter

2.4 Weekly Schmetterling Newsletter

Presentation of your content in the weekly Schmetterling newsletter for all Schmetterling partners – featuring news from the Schmetterling cooperation and the key tourism topics of the week.

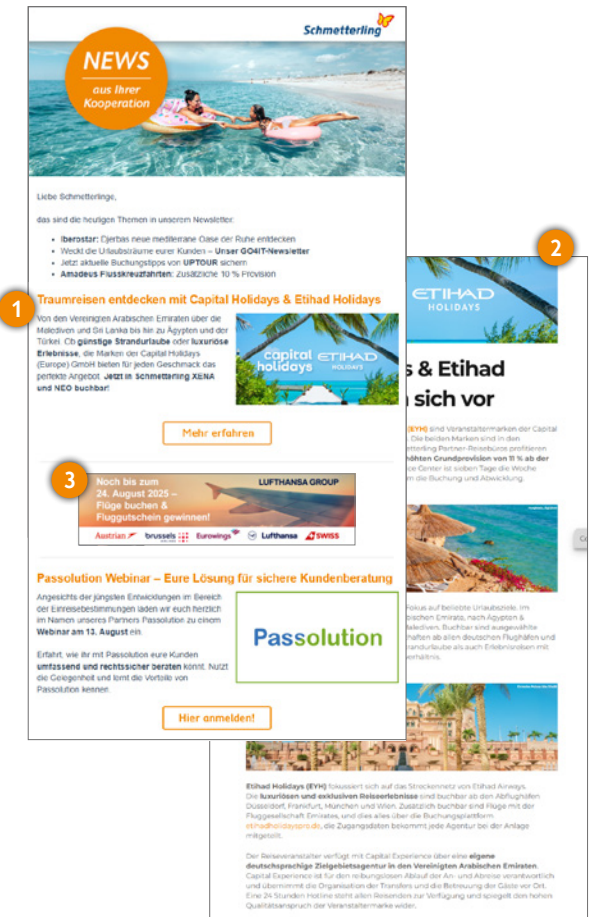
- Publication date: every Friday
- Sent to over 4.500 recipients

- 1 Teaser in the newsletter
- 2 Link to external content or a landing page created by Schmetterling

- Price: 1,250 €

- 3 Fullbanner in newsletter (468 px x 120 px)

- with external link: 500 €
- With a link to a landing page created by Schmetterling: 1,000 €



Price plus VAT



2. Online Advertising

B2B

Weekly Schmetterling Newsletter

2.4 Weekly Schmetterling Newsletter

Input requirements

1 Teaser in newsletter

- Teaser text: maximum 380 characters (incl. spaces)
- Teaser image: 600 x 338 px, as JPG or PNG file, incl. complete picture credits
- Organiser logo: width at least 600 px, RGB, JPG or PNG file

2 Article linked from the newsletter

- Links must be supplied: The files to be linked must not exceed the size of 2 MB.

Or for the landing page:

- Text: maximum 2,000 characters
- maximum 3 images: at least 1,200 px wide, JPG or PNG file

3 Fullbanner in newsletter

- Banner in 468 px x120 px format, as a JPG or PNG file
- Links must be supplied: The files to be linked must not exceed the size of 2 MB.

Or for the landing page:

- Text: maximum 2,000 characters
- maximum 3 images: at least 1,200 px wide, JPG or PNG file



2. Online Advertising

B2B

Schmetterling Facebook group

2.5 Schmetterling Social Media

In our Facebook group for Schmetterling partners over 700 active travel agents regularly receive interesting news, find out everything about promotions from the tourism industry and have the opportunity to exchange information with each other.

We are also happy to advertise your promotions on Facebook directly to the right target group – the experts from the travel agencies.

- Price: 450 €

- Input requirements:

- Article text: up to 540 characters
- Images: at least 1000 x 800 px, JPG or PNG file, incl. complete picture credits (according to page 34)
- Linking to external content or a contribution created by Schmetterling
- Integration of videos possible
- maximum 3 images or one video

Price plus VAT





3. GO4IT

B2C >

GO4IT

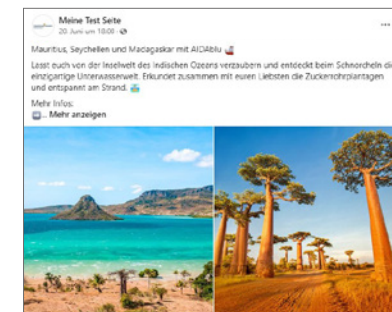
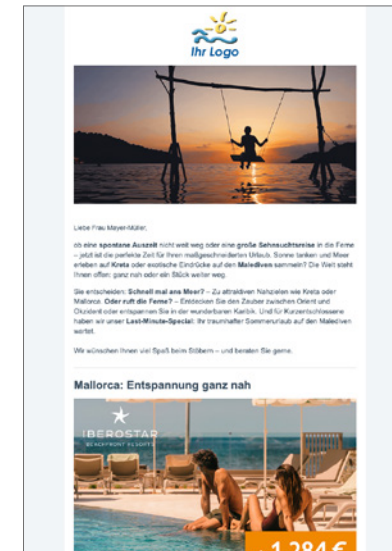
Overview of advertising opportunities

With our digital marketing GO4IT we put our focus on digitalization and support our travel agencies to keep in touch with their customers fully automated.

One component is **e-mail marketing with personalised end customer mailings** to around 300,000 end customers on behalf of the travel agencies - all fully automated and centrally managed by Schmetterling, which also manages the agencies' websites.

The second component is **social media marketing**, in which content is regularly **displayed on Instagram and Facebook on the accounts of the travel agencies** by Schmetterling.

Content and offers presented in the end customer mailing and on social media are linked to **the websites of the respective travel agency**, where the customer has the option of booking the offer directly or sending an offer enquiry quickly and conveniently via an integrated WhatsApp function.



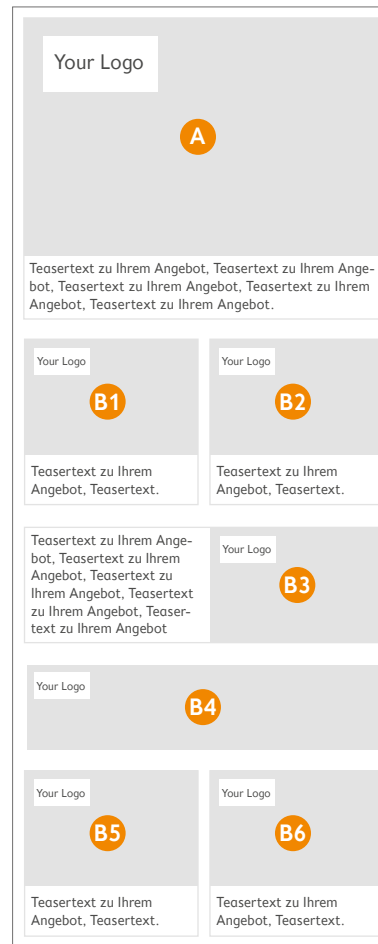


3. GO4IT



GO4IT – E-mail marketing

3.1. E-mail marketing



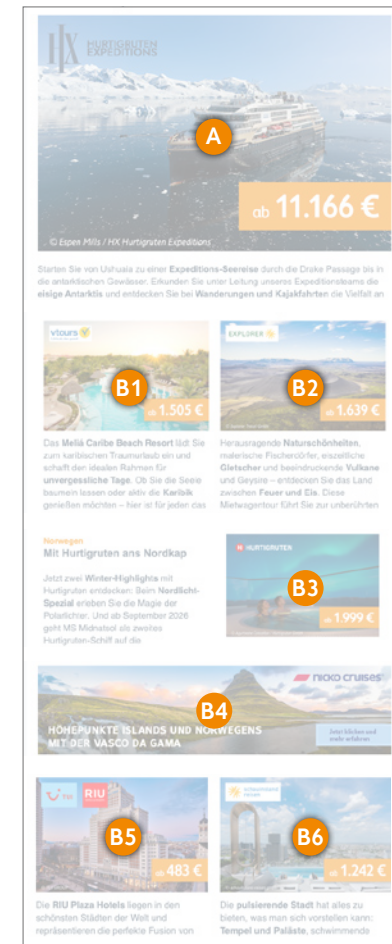
A
Advertising box – 4,590 €

B1 / B2
Advertising box – 2,890 €

B3
Advertising box – 2,590 €

B4
Advertising box – 2,090 €

B5 / B6
Advertising box – 1,990 €



Prices excl. VAT



3. GO4IT

3.1. E-mail marketing



GO4IT – E-mail marketing

Landing page

Your offer in the final customer emailing. It is linked to a landing page on the websites of all participating travel agencies.

- 1 After clicking on the advertising box, the customer can book the offer directly in the IBE (internet booking engine) on the website of the travel agency
- 2 Customers can share the offer with other people
- 3 The end customer has the option to contact the travel agencies via WhatsApp for any question or request regarding the offer
- 4 Detailed information and product or travel reports according to your offer
- 5 Further impressions of your offer

! Please note the content requirements on page 21.

Höhepunkte der Antarktis - Endlose Eislandschaften

Antarktis: Kontinent aus Schnee und Eis

Ganz gleich, welche Teile der Welt Sie auf früheren Reisen schon besucht und was Sie dort erlebt haben: Die Antarktis lässt sich mit keiner anderen Landschaft vergleichen. Der südliche Kontinent ist etwa doppelt so groß wie Australien und mit einer Landmasse von 14 Millionen Quadratkilometern der fünftgrößte der Erde. 98 Prozent seiner Fläche sind von Eis bedeckt. Stößen Sie sich vor, Sie fahren an Bord eines Expeditionsschiffs durch die grandiosen Eislandschaften der Antarktis, zwischen Eisbergen hindurch, in die Nähe von kalbenden Gletschern und vorbei an riesigen Eisschollen. Angesichts dieser beeindruckenden Dimensionen fühlt man sich winzig klein.

Mehr erfahren

4 In diesem wilden, einsamen Kontinent und die Tiere, die hier am unwirtlichen Ende der Welt leben. Die Antarktis ist ein Paradies für Millionen Pinguine und wird im antarktischen Sommer zum Nahrungsgebiet für Tausende von Walen. Pinguine in ihrer Kolonie beim Balzen, Nisten oder Füttern ihrer Küken zu beobachten, ist ein Erlebnis, das Sie garantiert nie vergessen werden. Erkunden Sie die atemberaubenden Eislandschaften der Antarktis, die von den rauen Kräften der Natur geformt wurden. Erleben Sie auf einer Expeditions-Seereise mit HX Landschaften, die zu den schönsten auf unserem gesamten Planeten gehören. Unter der Leitung des erfahrenen Expeditionsteams können Sie die Antarktis beim Wandern oder Kajakfahren aktiv erkunden, sich als Amateur-Forscher betätigen oder sogar in der Antarktis zelten. Erkunden Sie mit HX die atemberaubenden Eislandschaften und antarktische Tierwelt - unvergessliche Reiseerlebnisse sind garantiert.

Karibikurlaub im 5-Sterne-Stil

vtours

Unvergesslicher Urlaub in der Karibik

Direkt am weißen Traumstrand von Punta Cana empfängt Sie das Meliá Caribe Beach Resort mit karibischer Herzlichkeit und einem Hauch von Luxus. Das stilvolle 5-Sterne-Resort liegt eingebettet in exotische Gärten - nur wenige Schritte vom türkisblauen Meer entfernt. Hier verschmelzen elegante Architektur, liebevolle Details und die natürliche Schönheit der Umgebung zu einem harmonischen Rückzugsort für die ganze Familie.



3. GO4IT

3.1. Exclusive customer emailing



GO4IT – Exclusive customer emailing

You can advertise your own content with a full exclusive end customer newsletter.
The content of your exclusive customer emailing will also be placed on the websites of the participating travel agencies.
Therefore, we create an exclusive landing page for you.

- **Your benefit:**

- Place up to six offers or product advertisement boxes
- Advertise a current promotion
- Present your brand and products to the final customers
- Only a maximum of three of these special newsletters are offered per business year to maintain your exclusivity and visibility with the end customer.

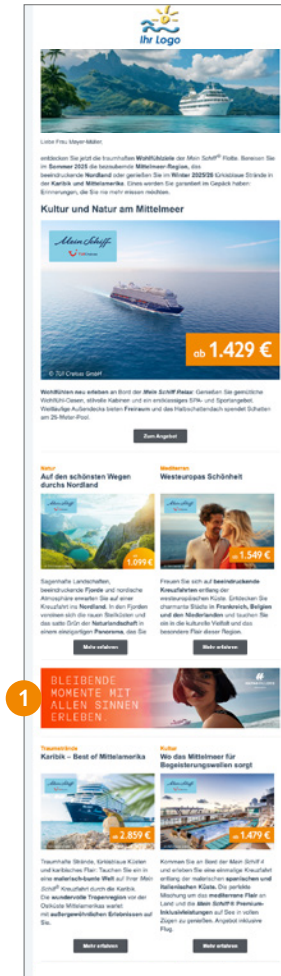
Exclusive customer emailing with **1** banner as highlight

- **Price: 15,000 €**

Availability on request

! Please note the content requirements on page 21.

Prices excl. VAT





3. GO4IT

B2C >

GO4IT – E-mail marketing

3.1. E-mail marketing

3.1.1 Theme planning 2025

Theme planning 2025

January	• Exclusive mailing • Early bird	
February	• Family vacation • Easter holiday	
March	• Exclusive mailing • Whitsun holiday	
April	• Top 10 Beaches in the World • Classic holiday destinations	
May	• Resort vacation • Summer deals	
June	• Last-minute summer holiday • All-Inklusive	
July	• Exclusive mailing • Wanderlust – Long-haul destinations	
August	• Bucket List – Most beautiful countries in the world	
September	• Island hopping	
October	• Cruises – Ocean & River Cruises • Wellness & Active Holidays	
November	• Smart vacation planning	
December	• Early bird	



3. GO4IT

B2C >

GO4IT – E-mail marketing

3.1. E-mail marketing

3.1.2 Input requirements

Input requirements:

- **Texts:**

- must address the customers from the perspective of the travel agency

- **Text input advertising box A in mailing:**

- Headline: up to 70 characters
- Offer text: up to 300 characters
- Content: all relevant information about the offer / destination and description

- **Text input advertising box B (B1/B2, B3, B5/B6) in mailing:**

- Headline: up to 35 characters
- Offer text: up to 240 characters
- Content: all relevant information about the offer / destination and description

- **Text input for the landing page:**

- Up to 1,200 characters including headline
- Content: More detailed description of the advertised offer
- Product or travel reports are also suitable

For the individual offers, please always provide the GIATA code for clear identification in the IBE.

- **Images:**

- 5 pictures in a size of at least 1,200 x 800 px are required
- including (meta) description text (approx. 120–150 characters)
- one image for the offer in the mailing + 4 images for landing page

- **Organizer logo:**

high-resolution jpeg or eps file

- **Banner (B4):**

- for mailing: 600 px x 150 px (width x height)
- for landingpage: 2,000 px x 550 px (width x height)
- 1 image with a size of 1,200 x 500 px (width x height)



3. GO4IT

3.2 Social media marketing

B2C >

GO4IT – *Social media marketing*

Social media marketing

Each post will be published on the Facebook and Instagram accounts of the travel agencies.

The posted image is neutral and does not contain a logo. However, the supplier is mentioned in the following caption.

Further placement options include the link to a landing page and a booking engine.

- **Bookable components:**

- Social media post (always Facebook and Instagram)
- Instagram story (optional)
- Post with link to the landing page (always Facebook and Instagram)
- Post with link to the booking engine (always Facebook and Instagram)



3. GO4IT

B2C >

GO4IT – Social media marketing

3.2 Social media marketing

3.2.1 Instagram story



Instagram story

Instagram story freely designed by you, which is played out on the Instagram accounts of all participating travel agencies.

- 1 story on the Instagram account of all travel agencies
- Maximum 1 image or video
- Logo may be integrated
- A short text can be integrated
- No linking possible

- Price: 500 €

Input requirements

- **Image:**
 - Organizer logo can be placed
 - Format: 1,080 x 1,920 px
- **Video:**
 - Logo can be placed
 - Maximum length of 60 seconds
 - Format: 1,080 x 1,920 px, max. 100 MB
- **Text:**
 - The message can be graphically placed on the image as a headline / keywords
 - Wording: Addressing the customer from the perspective the travel agency



Prices excl. VAT



3. GO4IT

3.2 Social media marketing

3.2.2 Offer of the week

B2C >

GO4IT – Social media marketing

Video preferred

Offer of the week

A social media post freely designed by you that is played out on the social media accounts of the participating travel agencies, as well as an Instagram story.

- 1 Social media post**
 - 1 post on the Facebook and Instagram accounts of all travel agencies
 - maximum 3 pictures or one video
 - short text
 - Linking
 - up to 10 hashtags freely selectable
- 2 Instagram story**
 - 1 story on the Instagram account of all travel agencies
 - Maximum 1 image or video
 - Organizer logo may be integrated
 - Short text, can be integrated
 - No linking possible

• Price: 1,500 €

The offer can only be booked once a month by an organizer.

! Please note the input requirements on pages 29–31.

Prices excl. VAT

Schmetterling Communication and Advertising Media Brochure | 2026





3. GO4IT

3.2 Social media marketing

3.2.3 Model 1

B2C >

GO4IT – *Social media marketing*

Video preferred

Model 1 (without linking)

Social media post freely designed by you and displayed on the social media accounts of the participating travel agencies – without linking.

1

Social media post

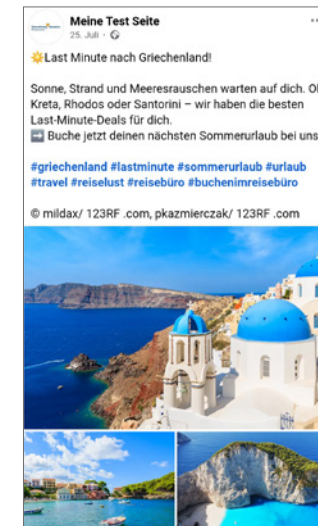
- 1 post on the Facebook and Instagram accounts of all travel agencies
- maximum 3 pictures or one video
- short text
- without linking
- up to 10 hashtags freely selectable

- Price: 1,000 €



Please note the input requirements on page 30.

Prices excl. VAT





3. GO4IT

3.2 Social media marketing

3.2.4 Model 2

B2C >

GO4IT – Social media marketing

Video preferred

Model 2 (Linking in booking engine)

Social media post freely designed by you with a link to the booking mask on the travel agencies' websites.

1

Social media post

- 1 post on the Facebook and Instagram accounts of all travel agencies
- maximum 3 pictures or one video
- short text
- Linking in booking engine
- up to 10 hashtags freely selectable

2

booking engine

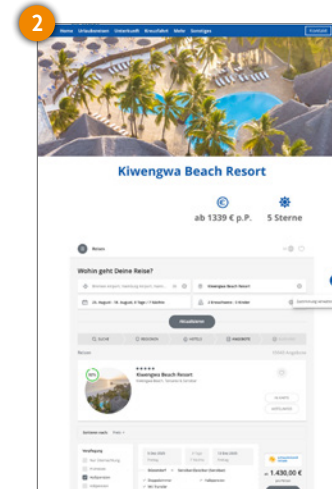
- 1 header image
- one-line description of your offer
- Booking mask is filtered according to your offer

• Price: 1,250 €

!

Please note the input requirements on pages 30–31.

Prices excl. VAT





3. GO4IT

3.2 Social media marketing

3.2.5 Model 3

B2C >

GO4IT – Social media marketing

Video preferred

Model 3 (Linking to landing page)

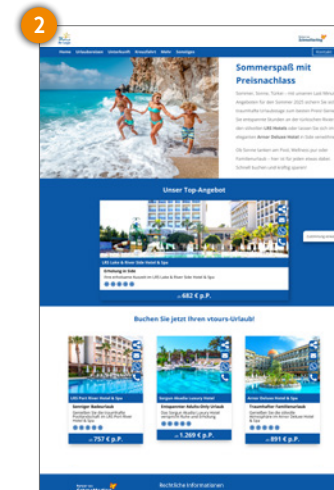
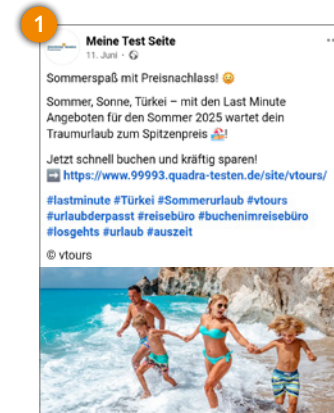
Social media post freely designed by you with your own landing page with offer boxes on the travel agencies' websites.

- 1 Social media post
 - 1 post on the Facebook and Instagram accounts of all travel agencies
 - maximum 3 pictures or one video
 - short text
 - Linking to landing page
 - up to 10 hashtags freely selectable
- 2 Landing page with advertising box
 - 1 large image picture
 - introductory text
 - 4 advertising box with booking mask
 - Minimum 2 sliders with further information

• Price: 1,900 €

! Please note the input requirements on pages 30–31.

Prices excl. VAT





3. GO4IT

3.2 Social media marketing

3.2.6 Overview of the models

B2C >

GO4IT – *Social media marketing*

	Services	Bookability	Price
Instagram story	• without linking	2 x per week	500 €
Offer of the week	• Facebook post • Instagram post • Instagram story • Linking in booking engine	per organizer 1 x per month	1,500 €
Model 1	• Blank Facebook post • Blank Instagram post without linking		1,000 €
Model 2	• Facebook post • Instagram post • Linking in booking engine		1,250 €
Model 3	• Facebook post • Instagram post • Linking to landing page		1,900 €



3. GO4IT

3.2 Social media marketing

3.2.7 Input requirements



GO4IT – *Social media marketing*

Input requirements for the Instagram story

- **Image:** - Organizer logo can be placed
- Format: 1,080 x 1,920 px
- **Video:** - Logo can be placed
- Maximum length of 60 seconds
- Format: 1,080 x 1,920 px, max. 100 MB
- **Text:** - the message can be graphically placed on the image as a headline / keywords
- Wording: Addressing the customer from the perspective the travel agency



3. GO4IT



GO4IT – *Social media marketing*

3.2 Social media marketing

3.2.7 Input requirements

Inputanforderungen für die Social-Media-Posts

Facebook

- **Images:**
 - maximum 3 images possible
 - Format: at least 940 x 788 px
- **Picture credits:**
 - according to page 41
- **Videos:**
 - The video must not contain a logo
 - Maximum length of 60 seconds
 - Possible formats:
 - 16:9 (widescreen)
 - 1:1 (square)
 - 4:5 (vertical)
 - 2:3 (vertical)
 - 9:16 (portrait)
 - Bitrate up to 256 kbps
- **Text input:**
 - Wording: Addressing the customer from the perspective of the travel agency
 - maximum 400 characters
 - up to 10 hashtags freely selectable

Instagram

- **Images:**
 - maximum 3 images possible
 - Format: at least 1,080 x 1,080 px
- **Picture credits:**
 - according to page 41
- **Videos:**
 - Maximum length of 60 seconds
 - Format 1,080 x 1,920 px
 - Bitrate up to 128 kbps
- **Text input:**
 - Wording: Addressing the customer from the perspective of the travel agency
 - maximum 400 characters
 - up to 10 hashtags freely selectable



3. GO4IT

B2C >

GO4IT – *Social media marketing*

3.2 Social media marketing

3.2.7 Input requirements

Input requirements for landing pages und booking engines

Model 2 (Linking in booking engine)

- **Image:** (Header image)
 - Format: minimum 2,000 x 500 px
 - Including (meta) description text*
- **Text input:**
 - Description of the offer
 - Headline of approx. 20 characters
 - Period, duration, board type if relevant, room type if relevant; additional filter criteria possible
- **Picture credits:**
according to page 41

Model 3 (Linking to landing page)

- **Image:** (Large main image)
 - Format 1,200 x 800 px
 - Including (meta) description text*
- **Text input:**
 - Introductory text: approx. 60 words
- **4 offer boxes with booking mask possible:**
Per offer box:
 - 1 image with a size of at least 1,200 x 500 px
 - Including (meta) description text*
 - Headline of approx. 20 characters
 - Period, duration, board type if relevant, room type if relevant; additional filter criteria possible
- **4 sliders with further information possible:**
Per slider:
 - 1 image with a size of at least 800 x 600 px
 - Including (meta) description text*
 - Max. 530 characters (including spaces) + headline
- **Picture credits:**
according to page 41

*(Meta) description text (approx. 120–150 characters)



3. GO4IT



GO4IT – Online B2C evening event

3.3 Online B2C evening event

Reach out to more customers!

With our Online Evening B2C Event, you can present your products to a large number of targeted end customers from our partner travel agencies. The format also supports direct interaction with clients and allows you to answer individual questions.

Depending on the number of registrations, your presentation can reach a three- to four-digit number of end customers.

Services and Elements:

- Invitation E-Mail to the end customers in the name of their travel agency, including also a tool for their registration in the event
- Management of participants, organization and coordination of the evening event
- Technical assistance to all participating suppliers
- Follow up communications to all participants in order to stimulate the bookings

What we need from you:

- Interactive presentation with B2C approach
- Encouraging Speaker

- Price: 9,950 €

Prices excl. VAT



**Travel
advise on
your couch**



4. Event Marketing

4.1 Schmetterling Dialog Tour

B2B >

Schmetterling Dialog Tour

also inter-
nationally
on request

You have the opportunity to become part of the Schmetterling Dialog Tour. Show your presence to our travel agency partners! We create the space for a relaxed and informal exchange to establish and deepen valuable contacts.

- At least nine cities for broad reach and diverse contacts
- Integrated travel trade fair with space for a maximum of ten organisers
- Presentation of offers, developments and news in a relaxed setting

Be part of it now!

For bookings or questions about sponsorship, please contact einkauf@schmetterling.de or your direct contact person at our company. It pays to be quick – sponsorship packages are allocated on a first-come, first-served basis. Sponsorship packages are sent separately via email invitation.

Termine:

Munich	15. September 2026
Stuttgart	16. September 2026
Nuremberg	17. September 2026
Leipzig	18. September 2026
Frankfurt	21. September 2026
Cologne	22. September 2026
Duisburg	23. September 2026
Osnabruck	24. September 2026

BUNDLE LIGHT¹

750 € per evening

- Exhibitor at the travel trade fair
- Presence on all channels
- Participation in raffle (value from 50 €)

BUNDLE STANDARD¹

1,000 € per evening

- Exhibitor at the travel trade fair
 - Presence on all channels
 - Participation in raffle (value from 50 €)
- + 5 minutes speech slot

★ BUNDLE PREMIUM²

2,500 € per evening

- 10 minutes speech slot, free choice of speaking slot
 - Exhibitor at the travel trade fair
 - Presence on all channels
 - Participation in raffle (value from 50 €)
- + additional special advertising in Dialogtour newsletters
- + Highlighted presence on site (e.g. table display, beach flag etc.)



4. Event Marketing

4.2 Schmetterling annual conference

B2B

Schmetterling annual conference

The annual tourism highlight for your success – not to be missed.

As a sponsor, you can benefit from the many opportunities at the Schmetterling Annual Conference:

- Networking in exclusive locations
- Your stage to present news, offers and developments directly to your target group

The extensive travel trade fair and exclusive evening events provide the ideal setting for making valuable contacts and deepening relationships. You can also lead one of the few workshops and position yourself as an expert.

Become part of this success – as a sponsor!

For bookings, further details or questions about sponsorship, please contact einkauf@schmetterling.de or your direct contact person at our company. It pays to be quick – sponsorship packages are allocated on a first-come, first-served basis. Sponsorship packages are sent separately via email invitation.





4. Event Marketing

4.3 Schmetterling direkt

B2B

also inter-
nationally
on request

Schmetterling direkt – Current & to the point.

Reach your target audience – live and direct!

Present your latest products, share exciting news from your company, and engage in real-time conversations with our travel agency partners.

Schmetterling direkt offers you the ideal platform to showcase your expertise, answer questions directly, and build sustainable relationships.

Take the opportunity to reach your audience where they are truly listening: live, interactive, and personal.

- Monthly virtual call for our partner agencies
- Current topics and market developments
- Presentations and news from service providers and partners
- Approx. 100 participants
- Digital via Teams
- Once a month
- 15 minutes presentation time

Join us now!

For bookings or questions regarding participation, please contact einkauf@schmetterling.de or your direct contact person at our company.

- **Price: 750 €**

Prices excl. VAT

Schmetterling *direkt*
Aktuell & auf den Punkt.



5. Special Advertising

B2B

Schmetterling Travel Agent Cards

5.1 Schmetterling Travel Agent Cards

With the Schmetterling Travel Agent Cards, employees in the tourism industry can identify themselves and thus benefit from numerous advantages and discounts in the world of travel.

Exclusive added value with Schmetterling

We have a unique card package for tourism employees:

- Schmetterling Travel Agent ID Card
- Schmetterling Travel Agent GoldCard

Over 10,500 tourism professionals are already benefiting from this card combination.

Become a service provider of the Schmetterling Travel Agent Cards:

- Formulate an attractive offer just for travel agents – the sales experts in the travel agency.
- Peak the interest of travel agents and get them excited about your services and your offer.
- Reach a high number of forwarding agents through targeted advertising – without wastage.
- Increase your brand awareness and profit sustainably.





5. Special Advertising

B2B

Schmetterling Travel Agent Cards

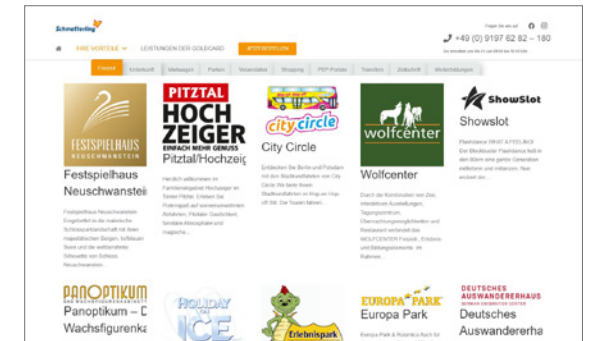
5.1 Schmetterling Travel Agent Cards

Tell us about your attractive offer especially for holders of the Schmetterling Travel Agent Cards and we will advertise for you.

There are no costs for the marketing campaigns.

Services and components:

- Logo presence and publication of your service on www.expedienten.de and on the Schmetterling Extranet
- Regular marketing campaigns around the Schmetterling Travel Agent Cards:
 - Image film
 - E-mailings
 - Articles in newsletters
 - Social media posts
 - Banners
 - Advertisements
 - Flyers
- Price: 0 €



www.expedienten.de

Meliá Hotels International: breites Portfolio für alle Kundenbedürfnisse

Liebe Schmetterlinge,

mehr als 380 Hotel in 45 Ländern unter 7 verschiedenen Marken geführt – das ist die Vielfalt der spanischen Hotelgruppe Meliá Hotels International. Egal ob Familienurlaub am Strand, Wochenende in der Stadt oder Luxusurlaub in der Natur, das Portfolio ist breit gefächert und auf alle Kundenbedürfnisse angepasst.



© by Meliá Hotels International

Die Premiummarken ME, Gran Meliá und Paradisus

Ihr Kunde sucht nach extravaganterem Luxus im spanischem Flair oder wünscht sich einen Aufenthalt in einem Designhotel an den Top-Adressen dieser Welt? Entdecken Sie die Premiummarken von Meliá und buchen somit Luxushotels der Extraklasse.

Jetzt im neuen Look – das INNSIDE by Meliá Berlin Mitte



Die INNSIDE Hotels verbinden Freizeit und Business, sodass das Motto „bleisure“ zum Erlebnis wird: Modernes Design, kostenfreie Minibar und die perfekte Lage für einen City-Trip oder das nächste Meeting. Auch das Hotel **INNSIDE by Meliá Berlin Mitte** wurde vergangenen Herbst renoviert und erwartet ihre Kunden nun im urbanen, modernen Look.

Beitrag im Newsletter



5. Special Advertising

B2C >

Ziemlich Beste Reisen – der Schmetterling Talk

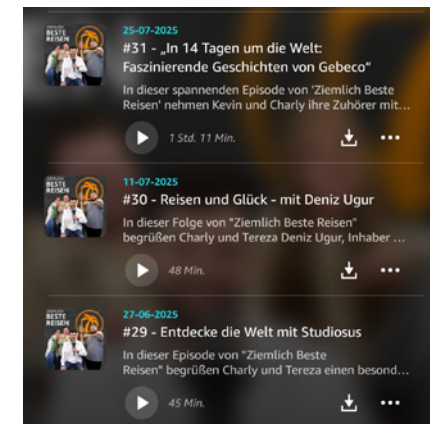
5.2 Schmetterling Podcast

The podcast 'Ziemlich beste Reisen - der Schmetterling Talk' extends the GO4IT digital marketing strategy as an attention-grabbing format for tapping into new, younger target groups for the partners of the Schmetterling cooperation.

Join us now

Would you like to share your expertise with our listeners and tell them about what your company offers to end customers as well as your own travel experiences?

Then please contact us at ziemlichbestereisen@schmetterling.de





5. Special Advertising

B2C >

BONUS Reisen

5.3 BONUS Reisen

BONUS Reisen, as a subsidiary of Schmetterling, serves as an interface between service providers, top brands, and millions of consumers.

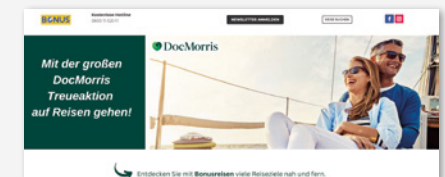
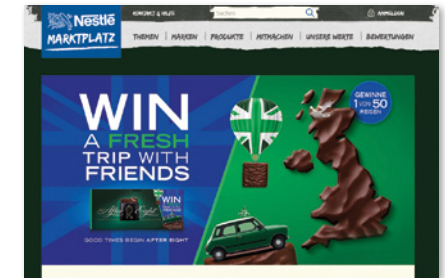
The recipe for success: exclusive travel sweepstakes and promotions that act as highlights within omnichannel campaigns, generating maximum attention.

How it works:

1. The partner provides an all-inclusive trip or individual services, and BONUS handles the creation of the prize as the packager/operator.
2. BONUS Reisen manages the entire process, including winner handling and coordination.
3. Partner brands such as Douglas or Nestlé create enormous reach (POS, online, newsletters, social media).

Advantages:

- Maximum reach with minimal effort
- Omnichannel presence: your brand becomes visible simultaneously in stores, online shops, newsletters, social media, print, and the app
- Emotional storytelling: your trips are positively associated with well-known brands (e.g., Douglas, Nestlé, and many more), generating lasting attention
- Full service by BONUS Reisen: BONUS Reisen takes care of processing, winner management, and coordination





5. Special Advertising

B2C

BONUS Reisen

5.3 BONUS Reisen

- **Optional components** (depending on campaign and partner)
POS packages: depending on the advertising partner and the setup of the campaign, various components can be booked:
 - Onsite banners + header bar
 - Newsletters, generally with a large reach, up to several million subscribers
 - Notifications via social media (Instagram, Facebook, etc.) and apps
 - Landing page provided by the respective advertising partner
 - Print media such as magazines and inserts
 - Package inserts included with the advertising partner's shipments
 - BONUS landing page with detailed product information and booking options
 - Instant prizes in the form of BONUS vouchers for increased visibility
- **Services:**
 - Advertising services, landing page, concept development
 - Winner management incl. travel booking (2 persons)
 - BONUS agency service (one-time)
 - Packaging / assembly if required
- **Price: 5,000 – 50,000 €**
depending on reach, campaign partner, and the value of the offered prize (package holiday, accommodation, transport, etc.)

Prices excl. VAT

Ihre Experten von BONUS Reisen haben für Sie erstklassige Preise mit Iberostar Hotels und Resorts ausgewählt.

1. Preis im Iberostar Selection Albufeira Park
im Wert von 5.000 €



10 Tage für 2 Personen im DZ, all inclusive, mit Flug ab Deutschland, dazu 10 Tage Mietwagen ab und bis Flughafen. Anpassungen auf Familienzimmer oder mehrere Zimmer können gegen Aufpreis immer erfolgen.

2. Preis in einem Iberostar Hotel im Wert von 2.000 €



3. Preis in einem Iberostar Hotel im Wert von 1.000 €

6. Photo credits



Photo credits guide

Please indicate the respective picture credits including copyright for the pictures provided to us.

If you do not own the picture rights and you have obtained the images via a photo exchange the copyrights – depending on the photo exchange – should be delivered according to the following examples below:

- Adobe Stock: © Name of the contributor/stock.adobe.com
- Fotolia: © [Alias or name of the photographer] - Fotolia.com
- iStock: ©iStock.com/ [Alias or name of the photographer]
- Shutterstock: © Name of the artist/Shutterstock.com
- Getty Images: © [Name of the photographer]/[Collection name] via Getty Images

7. Implementation support

If you have any questions or require further information, please contact:

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