

# URLAUB

## FÜR UNTERNEHMER



**Holiday. Travel. Time out. Free time. Wellness time. Golf time.**

All terms we like to surround ourselves with. But with our busy schedules, there's never enough time, and that's especially true for the affluent target group of entrepreneurs and executives. 'Holidays for Executives', the regional magazine for holidays and leisure, has been catering to decision-makers in the regions of Upper Bavaria, Bavarian Swabia, and Franconia for nearly 20 years. As an insert in selected Bavarian Chamber of Commerce magazines, it offers up to 48 pages of practical and appealing content in a compact pocket format.

On **6 May** and **2 September 2025**, 'Holidays for Executives' presents the **GOLF edition**, with a total circulation of **60,000 distributed copies each**.

It is published by vmm wirtschaftsverlag, a renowned player with over 20 years of experience in the field of tourism content marketing, the magazine is trusted by various holiday destinations, hotels, and tourism industry leaders.

**Digital. Interactive. Smart Mag.**

'Holidays for Executives' is also available as a digital magazine in the form of a smart responsive web publication, accessible at [www.urlaub-fuer-unternehmer.de](http://www.urlaub-fuer-unternehmer.de).

This cutting-edge publishing format, optimised for all devices, encourages readers/users to actively engage. It seamlessly blends interactive features with traditional reading habits, resulting in a more immersive and enduring reading experience. With our experienced team of editors and creatives, we are dedicated to creating a customised and impactful presence for you.

**Special editions commissioned by customers are also possible – we'll be happy to advise.**



**Carrier media/target audience**

IHK magazines, high-quality regional business magazines, reach 'entrepreneurs and executives' every month on a personalised level, without any wastage. The recipients are decision-makers who decide on investments in their companies and belong to the most affluent target group as individuals.

**Important information**

Publication: 06/05/2024 & 02/09/2025  
 Printing materials: 10/04/2024 & 01/08/2025  
 Magazine format: 200 x 275 mm  
 Data: in PDF/X format at [admanagement@vmm-medien.de](mailto:admanagement@vmm-medien.de)  
 FTP upload on request  
 Adnan Badnjević, +49 (0) 821 4405 415



# YOUR PRESENTATION OPTIONS

## CONTENT PACKAGE 'BASIC'



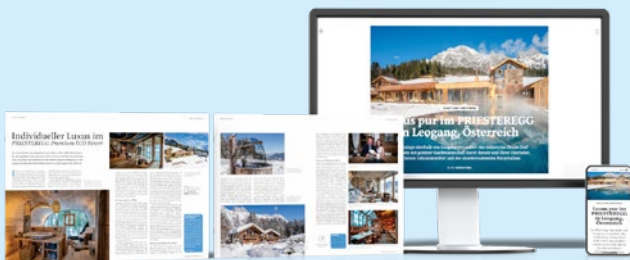
1/1 page advertorial in print + continuation in smart mag (max. 2,200 characters), incl. SEO, image embedding, video/audio files, image gallery, quote, links etc.  
**2,500 euros**

## CONTENT PACKAGE 'SILVER'



2/1 page advertorial in print + article in smart mag (max. 3,500 characters), incl. SEO, image embedding, video/audio files, image gallery, quote, links etc.  
**3,900 euros**

## CONTENT PACKAGE 'GOLD'



4/1 page advertorial in print + 2 articles in smart mag (max. 3,500 characters, published at different times), incl. SEO, image embedding, video/audio files, image gallery, quote, links etc.  
**7,900 euros**

## CONTENT PACKAGE 'PLATINUM'



6/1 page advertorial in print + 2 articles in smart mag (max. 3,500 characters, published at different times), incl. SEO, image embedding, video/audio files, image gallery, quote, links etc.  
**10,900 euros**

## PRINT PACKAGE 'BASIC'

1/1 page (200 mm x 275 mm + 3mm bleed): **1,950 euros**  
2/1 page: (400 mm x 275 mm + 3mm bleed): **3,450 euros**  
Preferred placement  
Page 5: **2,300 euros**  
Inside back cover: **2,300 euros**  
Inside front cover: **2,800 euros**  
Outside back cover: **2,800 euros**

+ **Extensive** exposure extension in smart mag at [www.urlaub-fuer-unternehmer.de](http://www.urlaub-fuer-unternehmer.de)

+ **Additional traffic** through promotion in CoC carrier media, VMM'S own B4B portals, B4B newsletters, Facebook, Instagram and LinkedIn

**OUR  
CROSS-MEDIA  
PROMISE  
TO YOU**

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