

URLAUB

FÜR UNTERNEHMER



Holiday. Travel. Time out. Free time. Wellness time. Me 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 pocket format.

On **05 June** and **05 November 2026**, "Holidays for Executives" presents the **LEISURE 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

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: 05/06/2026 & 05/11/2026
 Printing materials: 15/05/2026 & 15/10/2026
 Magazine format: 200 x 275 mm
 Data: in PDF/X format to admanagement@vmm-medien.de
 FTP upload on request
 Adnan Badnjević, 0821 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: **2,500 euros**
Inside back cover: **2,500 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

+ **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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