

PRINT

- since 29 years
- maps of 20+ various destinations, continuously updated
- annual circulation of 450.000+ copies
- regularly distributed at 600+ international locations within the gay community

WEB

- more than 2.000 listings
- approx. 7.000 visitors per month
- new site design in spring 2023

APP

- Web App
- incl. GayGuide, Event Calendar, Hotel Reservation
- Loaylty Card Program (coming 2025)

Page Size	170 x 210 mm
Panel Size	85 x 210 mm
Ad Panel	74 x 200 mm
Circulation	15.000 each guide/year (print run split in 2-3 turns/edition & year)

Print	Offset, 4c-Euroscala
Artwork	digital PDF/TIF, fonts outlined
Rates	in EUR, plus tax where applicable

CONTACT

**Friends
Medien**

Inh. Claus Lemanczyk Fon: +49 7141 6490349
Köhlstrasse 13 Fax: +49 7141 6490350
71636 Ludwigsburg www.navigaytor.com
Germany mail@navigaytor.com

About Media Kit

www.navigaytor.com



**Friends
NAVIGAYTOR®**

Guide · Map · Impressions

Infos & History

Anzeigenformate & Preise Advertising Rates & Specs

Advertorials & Promotions

Facts



Amsterdam · Antwerpen · Barcelona
Berlin · Brussels · Cologne · Frankfurt
Hamburg · Madrid · Munich · New York City
Paris · Playa del Inglés · Prague · Rome · Sitges
Stuttgart · Torremolinos · Vatican City · Vienna...

 Seit 1995 erstellen, produzieren und verteilen wir unsere schwul-lesbischen Reiseführer. Lange Zeit erschienen diese im gefalteten Stadtplanformat und zeichneten sich durch die Präsenz und Auslage in weit über 1.000 internationalen Szenelocations aus. Unsere markanten orangefarbenen Displays enthalten neben den jeweils regionalen Guides auch alle anderen nationalen und internationalen Ausgaben und sind somit ein hilfreicher Reiseplaner und gleichzeitig ein praktischer Reisebegleiter - wenn's dann losgeht.

Dieses weltweit einzigartige Verteilernetzwerk ist in der Szene bekannt und unsere Guides erfreuen sich nach wie vor großer Beliebtheit. Zahlreiche Kommentare wie beispielsweise „Wir sind mit Euren Maps aufgewachsen“ haben uns über die Jahre hinweg in unserer Arbeit bestätigt und zeigen die Beständigkeit unseres Produkts.

Auch wenn Internet, Smartphones und Apps die Nachfrage und Auflage unserer Guides natürlich reduziert haben, konnten wir uns bis Anfang 2020 hervorragend im Markt positionieren. COVID bedeutete dann erst einmal Stillstand in Produktion und Vertrieb, nicht aber in der Entwicklung.

Den Bedürfnissen angepasst, haben wir für den Friends NAVIGAYTOR® - unter Beibehaltung des Endformats und der bisherigen Inhalte - ein überarbeitetes Layout und Design entworfen. Das neue Erscheinungsbild in Form einer Broschüre erlaubt uns nunmehr neben der Präsentation lokaler und regionaler Ausflugsziele sowie touristischer Hotspots auch eine informative Ergänzung durch redaktionelle Beiträge und Impressionen, welche im Interesse unserer Werbekunden auch mit Werbebotschaften versehen und als sogenannte Advertorials publiziert werden können.

 Since 1995 we have been creating, producing and distributing our travel guides for the LGBT+ community. For a long time, these were published in folded map format and were distinguished by their presence and display in well over 1,000 international scene locations and distribution sites. Our distinctive orange displays contain not only the respective regional guides but also all other editions, making them a helpful travel planner and at the same time a practical travel companion - when it's time to go.

This worldwide unique distribution network is well known in the scene and our guides continue to enjoy great popularity. Numerous comments such as „We grew up with your maps“ have confirmed our work over the years and show the durability of our product.

Even though the Internet, smartphones and apps have naturally reduced the demand and circulation of our guides, we were able to position ourselves excellently in the market until the beginning of 2020. COVID then initially meant a standstill in production and sales, but not in development.

Adapting to the needs, we created a revised layout and design for Friends NAVIGAYTOR® - while retaining the final format and the previous content. The new appearance in form of a brochure now allows us not only to present local and regional excursion destinations and touristic hotspots, but also to provide an informative supplement with editorial articles and impressions, which, in the interest of our advertising customers, can also be provided with promotional messages and published as so-called advertorials.

Anzeigenformate & Preise / Print Advertisements - Specs & Rates

Size XS

1/6 Panel

€ 240,00/Year

(= 20,00/Month)

74 x 30 mm

36 x 60
mm

Size S

1/4 Panel

€ 360,00/Year

(= 30,00/Month)

74 x 45 mm

36 x 90
mm

Size M

1/3 Panel

€ 420,00/Year

(= 35,00/Month)

74 x 60 mm

Size L

1/2 Panel

€ 540,00/Year

(= 45,00/Month)

74 x 93 mm

160 x 45 mm

Size L Bleed

1/2 Panel

€ 580,00/Year

(= 48,00/Month)

174 x 54 mm
(incl. 2 mm Rand / Bleed each side)

Size XL

1/1 Panel

€ 990,00/Year

(= 82,50/Month)

74 x 200 mm

Size XL Bleed

1/1 Panel

€ 990,00/Year

(= 82,50/Month)

89 x 214 mm
(incl. 2 mm
Rand / Bleed
on each side)

Size XXL

Double Panel

€ 1.440,00/Year

(= 120,00/Month)

160 x 200 mm

Size XXL Bleed

Double Panel

€ 1.440,00/Year

(= 120,00/Month)

174 x 214 mm
(incl. 2 mm Rand / Bleed each side)

Lokalisierung im Stadtplan

mit Namen und
KurzInfo/Text
im Verzeichnis

Indicator in street map

with name and
description
in the index

€ 80,00/Year

Hotel ABC

It's already incl. with adverts!

Platzierungen Preferred Placements

Aufschlagseite/Trifold + 10%
Rückseite/Back Cover + 25%
Titelseite/Cover + 100%

Rabatte Discounts

ab 2 Ausgaben/editions 10%
Vorauszahlung/Pre-pay 5%

Advertorials

Mit unseren Advertorials - der Kombination aus Anzeige /Advertisement) und redaktionellem Beitrag (Editorial) - lassen sich Infos zu Ihrem Angebot und Service so verpacken, dass sich nicht unbedingt und als Werbung auffallen. Ihre Werbebotschaft wird dadurch wesentlich leichter aufgenommen und manchmal ist es auch erforderlichlich, komplizierte Sachverhalte detailliert zu erklären.

[illegible]

With our advertorials - a combination of advertisement and editorial - information about your offer and service can be packed in such a way that it does not necessarily stand out as advertising. Your advertising message will be received much more easily and sometimes it is also necessary to explain complicated facts in detail.



McW COLOGNE was opened in 2007 and is one of the largest LGBT Bars in Germany. It is one of the most popular places of all over the world and the best known bar in Cologne. It is a very nice and colorful bar with a lot of people. It is a very nice and colorful bar with a lot of people. It is a very nice and colorful bar with a lot of people.

Advertorial A2

Double Panel



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€ 590,00/per print edition

(incl. layout & ,sponsored' online post)



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Text A2

Erstellung des Advertorial Textes

Creation of advertorial content



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€ 300,00/one time fee

(no charge if text/content is provided)

Advertising Packages - Product Promotions

Selbstverständlich können wir auch gezielt einzelne Produkte vorstellen und in unseren Guides über diese berichten - print und online.

If you want to advertise your service, your products or your brand nationally or only online, we will be happy to create an offer tailored to your needs.

We can also introduce and promote individual products. These reports are published in our guides - in print and online.

We will discuss the details in person. Please contact us!