



Media Data *resor.de*

resor.de provides useful tips & carefully selected information for a smooth and gentle vacation, relaxed travel & special destinations & nature experiences in Germany & Northern Europe. Exciting reports, interesting insights & much more for a calm & decelerated way of travel.

Join in with us & introduce your idea, your product, your service, your region.

Discovering Germany's & Europe's northerly regions away from mainstream vacations

At *resor.de* the user can expect to be offered an exceptional range of information, travel & activities. With personal suggestions, reports & tips for the countries of Germany, Finland, Sweden, Norway, Iceland as well as the Baltic's including Estonia, Lithuania and Latvia.

Travel with your senses | consciously & relaxed | with more patience

The Information & Travel Portal resor.de

THE IDEA BEHIND *resor.de*

"resor", has been borrowed from the Swedish language meaning: to travel. Our reports and information should also be just as clear and memorable and without any frills.

You might think, here is yet another one of those numerous portals dealing with travel, filled with advertisements on every page, telling everyone how great it is and that they must absolutely go there.

Now I am going to have to disappoint you. As the initiator and someone with over forty years of experience in tourism I am not intent on embellishing things and then offer them to market as economically as possible, but it is my intention to describe objects which appeal to myself and others as well as presenting destinations that are not necessarily part of the mainstream.

Over and above, I would present a variety of destinations which, where possible, leave no room for a hectic environment.

With *resor.de* you should be able to enjoy travelling away from usual vacation streams, more consciously, more relaxed and with your senses.

We at nordic promotion are making every effort in order to achieve that. To create our internet presence, we have been able to win over and work with our experienced software developers Stefan Georgi Technology whom I as a travel agent have been working with successfully for fifteen years.

Burckhard Specht

THE TARGET GROUP

For the target region Germany & Europe's northerly regions, our resor.de website users will find a host of interesting information, regarding planning their journey away from usual vacation streams, hotels, restaurants & cafes, travel agents, providers of activities, transportation modes, guides and a great variety of services, personal recommendations, reports and tips.

It is our intention to address growing, affluent target groups within the german speaking region, who

- travel outside peak seasons
- do not wish to join in with the masses
- are looking for relaxation, pleasure & deceleration
- want to experience interesting activities but no action
- are not seeking cheap flights, cruises or overflowing beaches
- are looking for individual nature and cultural experiences.

THE MARKET

On the *resor.de* marketing portal you can present your company, your product or service with an editorial entry ranging from BASIC to PREMIUM at *resor.de*. As a partner of *resor.de* you will receive a cost effective, high quality, professional presentation of your product, which will be seen by multiple potential holiday seekers from Germany, Austria and Switzerland, looking for detailed and specific information.

ADVERTISING FORMATS

YOUR ENTRY	BASIC ENTRY	STANDARD ENTRY	NOTES
Header	✓	✓	Max. 70 characters inc. spaces
Short Text	✓	✓	Max. 250 characters inc. spaces
Contact data		✓	mini Web Page with address, telephone, internet address with Link to your home page.
Photo		✓	1 Photo - Photo - Original material: Minimum Size: 1920 x 1080 px Photo free of copyrights
POSITIONING			
Listing Placement	After Standard Entries		Sequence after receipt of booking
RUN TIME & COSTS			
Run time	12 months	12 months	
One time Setup charge	free	20,00 EUR	
Annual charge	free	72,00 EUR/p.a. [6,00 EUR/p.m.]	Annual payment
FOR OUR FOREIGN ADVERTISERS			
Translation of entries	25,00 EUR	25,00 EUR	From a Scandinavian Language or English to German

Seehotel Großherzog von Mecklenburg - direkt an der Strandpromenade

Jeden Abend können Sie - auch wenn Sie nicht im Hotel wohnen - am Themenbuffet teilnehmen oder aus der kleinen, feinen Speisekarte wählen. Für einen Drink zum Tagesausklang bietet sich die Bar des Hotels sehr gut an. Direkt an der Strandpromenade von Boltenhagen.

BASIC ENTRY

STANDARD ENTRY

PREMIUM ENTRY

Make your Standard Entry a **PREMIUM ENTRY**

YOUR ENTRY	PREMIUM ENTRY	NOTES
YOUR REPRESENTATIVE LANDING PAGE AT resor.de	✓	Search engine optimised web page with detailed information, contact data, links and photo gallery
Header	✓	Max. 70 characters inc. spaces
Short Text	✓	Max. 250 characters inc. spaces
Flow text, Presentation	✓	Max. 2.500 characters inc. spaces, sublines with 2 links of your choice to your homepage
Contact data and Directions	✓	Address, telephone, Web address with linkage to your homepage; GPS, Location Map
Photos in your own Photo Gallery	✓	Max. 10 Photos - Original material: Minimum Size: 1920 x 1080 px Photo free of copyrights
Actions, Offers, Standard Prices, Listed Services	✓	Max. 8 mentions
RUN TIME & COSTS		
Run time	12 months	
One time Setup charge	44,00 EUR	
Annual charge	168,00 EUR/ p.a. [14,00 EUR/ p.m.]	Annual payment
ADDITIONAL OPTION: PREMIUM POSITIONING THEME PAGE		
Premium Positioning	40,00 EUR/ p.m.	Premium placement on a theme relevant page
ADDITIONAL OPTION: PREMIUM POSITIONING START PAGE		
Picture-Text-Linking to your landing page	60,00 EUR/ p.m.	Premium placement on a start page of resor.de
FOR OUR FOREIGN ADVERTISERS		
Translation of the landing page	125,00 EUR	From a Scandinavian Language or English to German

All Prices are subject to 19% VAT in Germany. Inside EU VAT free due to reverse charge, Art. 44 as of January 2021

CONTACT

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