



SALES DOCUMENTS SONNENKLAR.TV

Fiscal year 2024/25

DATE: 27.02.2025

Introduction . Technical reach. TV . Online . Social Media . Print . Radio



About sonnenklar.TV

The travel agency on TV

Bringing catalogs to life, travel dream destinations with the remote control and book at attractive prices right from the sofa:

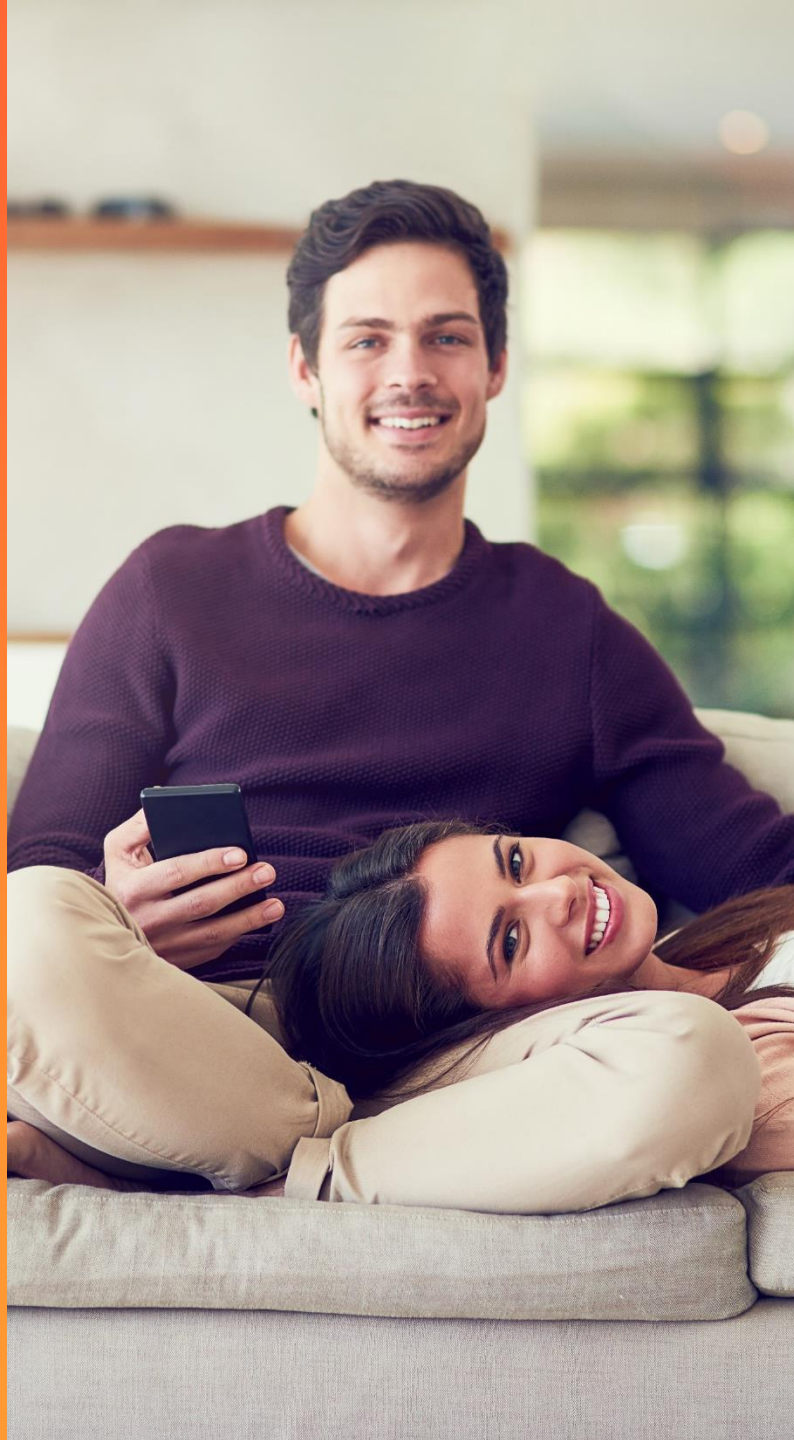
This is what sonnenklar.TV, Germany's leading TV travel shopping channel, already allows since over 20 years.

24-hour holiday offers via cable, satellite and on the Internet, expert advice and unconventional ideas characterize the company.



Key figures

- Average number of **VIEWERS PER DAY = 2,080,000**
- Over **603 MILLION EUROS** (financial year 2018/19) tourism sales under the brand sonnenklar.TV
- A reach of **38.5 MILLION HOUSEHOLDS** including several transmission windows
- A homepage with **31.8 MILLION PAGE IMPRESSIONS (PI)** per month and various ways of advertising
- Over **250 SONNENKLAR:TV TRAVEL AGENCIES**
- Online over **100 TOUR OPERATORS** in the price comparison
- Within the population **81% KNOW THE BRAND** sonnenklar.TV.
- **16 MILLION** Germans have already visited our website
- **55%** of our sonnenklar.TV customers visit our website **DAILY** or **AT LEAST ONCE PER WEEK**



Our target group for tv and travel agencies

High brand loyalty!

- 55 % male / 45 % female
- 49 % of our target group are between 31 and 60 years old
- 44 % have booked repeatedly
- 69.9 % stay approx. 20 minutes on sonnenklar.TV
- 55 % view our content twice and more
- 54.3 % live in a two-person-household
- 22.1 % are doctors, independent entrepreneurs or executive employees
- 31.1 % have a net-household-income of € 4,500 and more.



Our target group for social media

High brand loyalty!

- *Instagram*

- 29,7% men; 70,2% women

- *Age:*

main target group: 35-54

2nd biggest group: 25-34

3rd biggest group: 55-64

- *Facebook*

- 30,6% men; 69,40% women

- *Age:*

main target group: 35-44

2nd biggest group: 45-54

3rd biggest group: 55-64



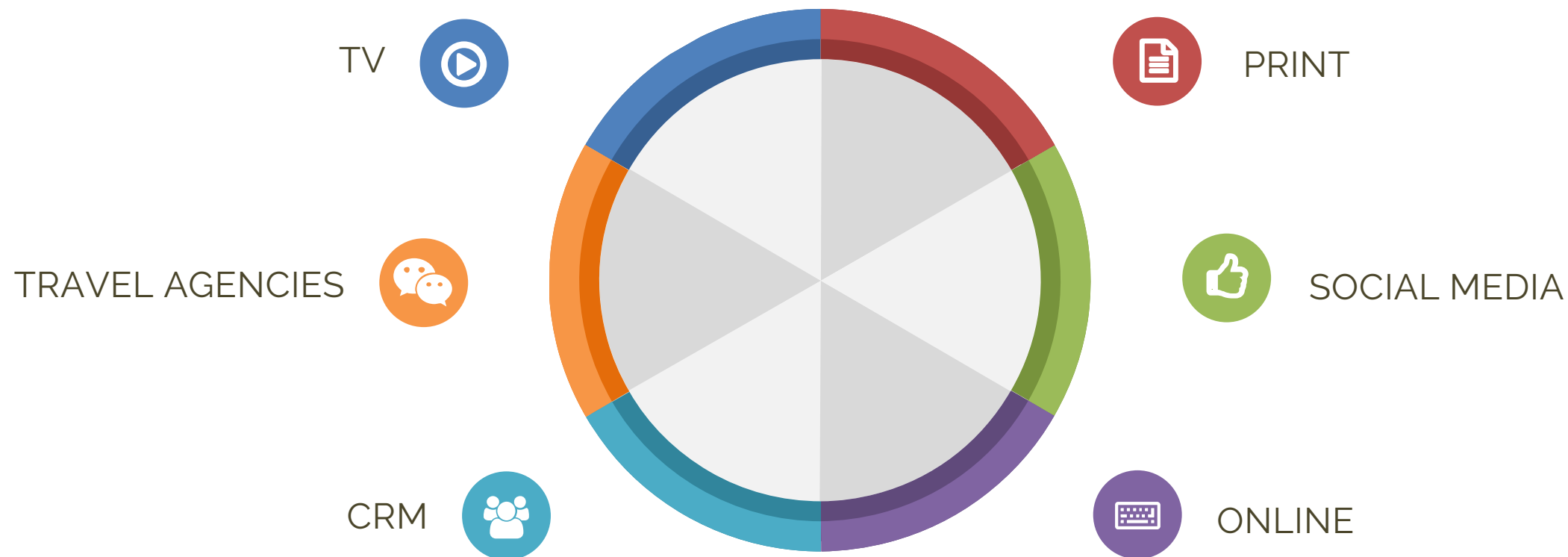
Our TOP 10 destinations

By SALES

1. *Turkey*
2. *Egypt*
3. *Cruises*
4. *Spain*
5. *Caribbean*
6. *UAE*
7. *Greece*
8. *Italy*
9. *Germany*
10. *Thailand*

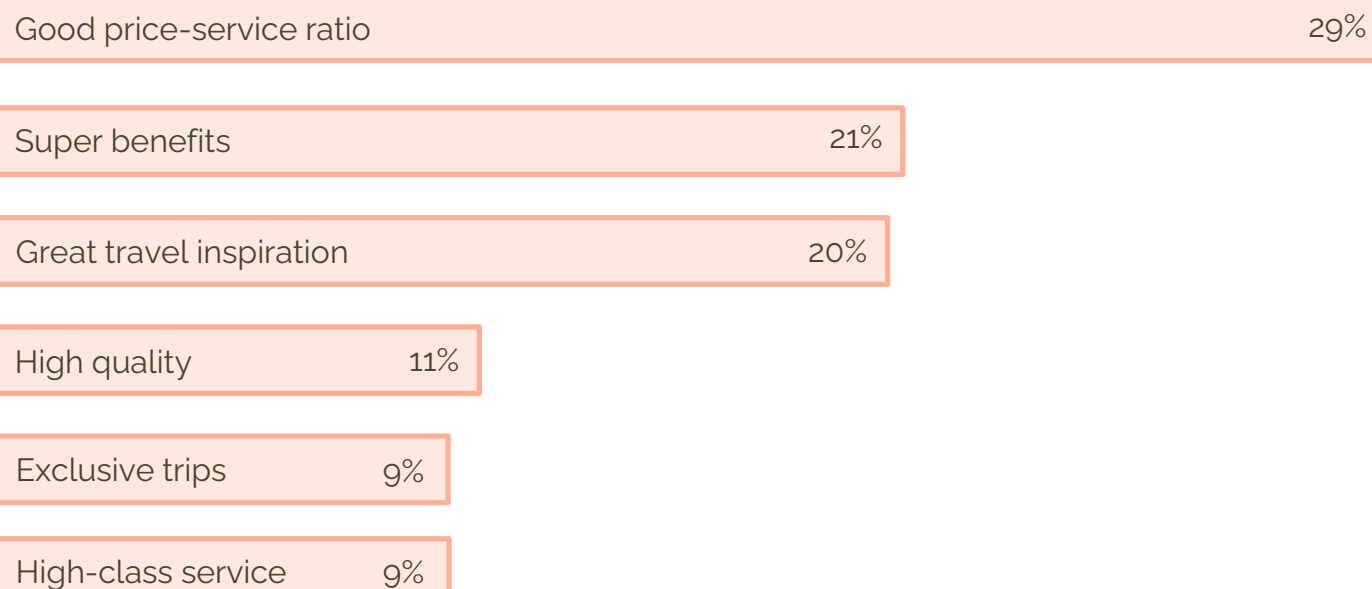
CROSS MEDIA MARKETING

Seize the unique opportunity and take advantage of cross media marketing with sonnenklar.TV





What does the brand sonnenklar.TV stand for?



Survey February 2025
Basis: 9346 sonnenklar.TV costumers



How often do our customers watch sonnenklar.TV?

Daily 704.494

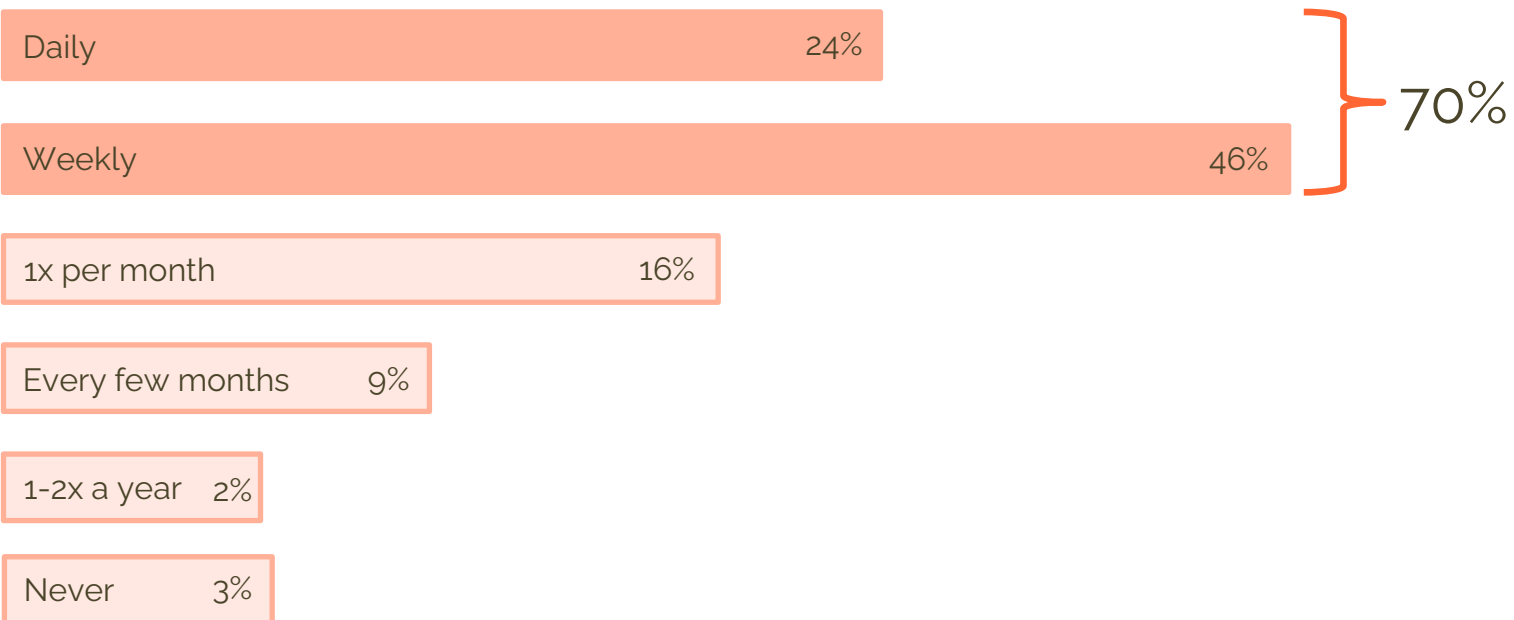
2-3x per week 1.960.331

1x per week 3.246.798

1x per month 3.859.402



How often do our customers visit our website?



Survey February 2025
Basis: 9346 sonnenklar.TV costumers

Our hosts - the faces behind our brand

10 TV hosts

and 4 additional international field reporters

Mark Rasch



Mary Amiri



Jan Kunath



Kai Pätzmann



Chere Zimmermann



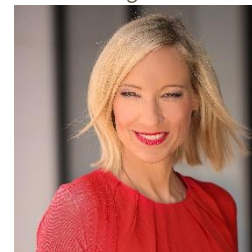
Steffi Frohmann



Goofy Förster



Sandra Hengeler



Björn Stack



Ulf Dieter Kunstmann





sonnenklar.TV as a broadcaster

- *Travel experts are standing in front of the camera every day. Between two and three presenters are live in front of the camera for seven to eleven hours per day.*
- *Studio guests from different areas are supporting the hosts in presenting the trips. These travel experts are often employed by travel agencies, tourist information offices or the hotel industry.*
- *Even tourists are coming to sonnenklar.TV to tell of their best weeks of the year. Eight holiday destinations are presented within a Specials show every hour.*
- *The program can be received 24 hours a day on our own channel via cable and satellite and is additionally offered as livestream in the internet.*



Technical Reach

Newly created reach – Apps for HbbTV, Smart.TV und mobile devices

(Total: 6 million mobile devices)

- *sonnenklar.TV-app for I-phone, I-pad and android devices*
- *HbbTV and Smart.TV applications: Portal and cable bounden apps*
- *FilmOn: PC media center for windows*
- *Zattoo: PC, Mac, Android, IOS, XBox;*
- *SpB.TV: Android, IOS*
- *Live.TV and TV Pro: Android, IOS*
- *Fire.TV: Amazon streaming box and streaming stick*
- *Apple TV*
- *Giga.TV: Vodafone*
- *Samsung App*
- *LG App*
- *LimeX.TV*

38,476 million households
(99,42 % of the total
reach in Germany)
as of october 2019

Broadcasting windows

TV Berlin
Isar.TV
Donau.TV
Hamburg 1
Sachsen.TV
QS24 – Schweiz
Muxx TV
Marco Polo TV
Spreewaldfernsehen
BW Family TV
teltOwkanal
Oberlausitz TV
KW TV
Grimmen TV
Schlagerparadies TV

	Reach sonnenklar.TV	Reach Germany
Digital sat reception	17,4 million - 12,2 million in HD	17,4 million - 12,2 million in HD
Digital cable reception	17,5 million - 10,4 million in HD & 1,3 million analog	17,5 million 10,9 million in HD & 1,3 million analog
MB multi library DVBT	1,8 million	2,5 million
IPTV (Telekom / Vodafone)	1,8 million	3,2 million
Total	38,476 million TV households	38,694 million TV households

COMBINATION BUNDLES

TV & Online



SALES DOCUMENTS SONNENKLAR.TV
Fiscal year 2024 / 25

Our services

Image Spot . Offer of the week . Offer of the day . Product special . Theme special premium .

Theme special . Nächste Ausfahrt Urlaub . Leinen Los . Destination image show

IMAGE SPOTS

Price: € 650,-^{1 2}

classic TV commercial
(delivered by the partner)
Monday – Sunday between 9:00 and 22:00

Duration: 30 sek.



¹ All prices excl. VAT, valid until 31/10/2025

² Prices are calculated pro rata, 30-second spots costs € 650,- 60-second spots costs € 1,300,- etc.



- 30 sec. HD-spots (max. 90 sec.)
- max. 7 broadcasts per day
- Format: FULL HD / MP4 (H264) / 25p / 25Mbit
- On request: Individual spot production with extra charge (see post production)

OFFER OF THE WEEK

Price: € 55.000,-¹

On air broadcasts in "offer of the week" format & additional broadcasts beyond the format in the regular program.

Duration: 7 days



On air



Online



Social Media

¹ All prices excl. VAT, valid until 31/10/2025

² Spot that is played BEFORE and AFTER a product presentation



On Air

- **12 PRESENTATIONS** of your product for at least 8 minutes per broadcast
- **PATRONAT²** with integration of partner logo
- On request:
 - Flat loop with integration of partner logo
 - Partner model (e.g. airplane, ship), stele, banner, standee
 - Integration of studio guests

OFFER OF THE WEEK

Price: € 55.000,-¹

On air broadcasts in “offer of the week“ format & additional broadcasts beyond the format in the regular program.

Duration: 7 days



On air

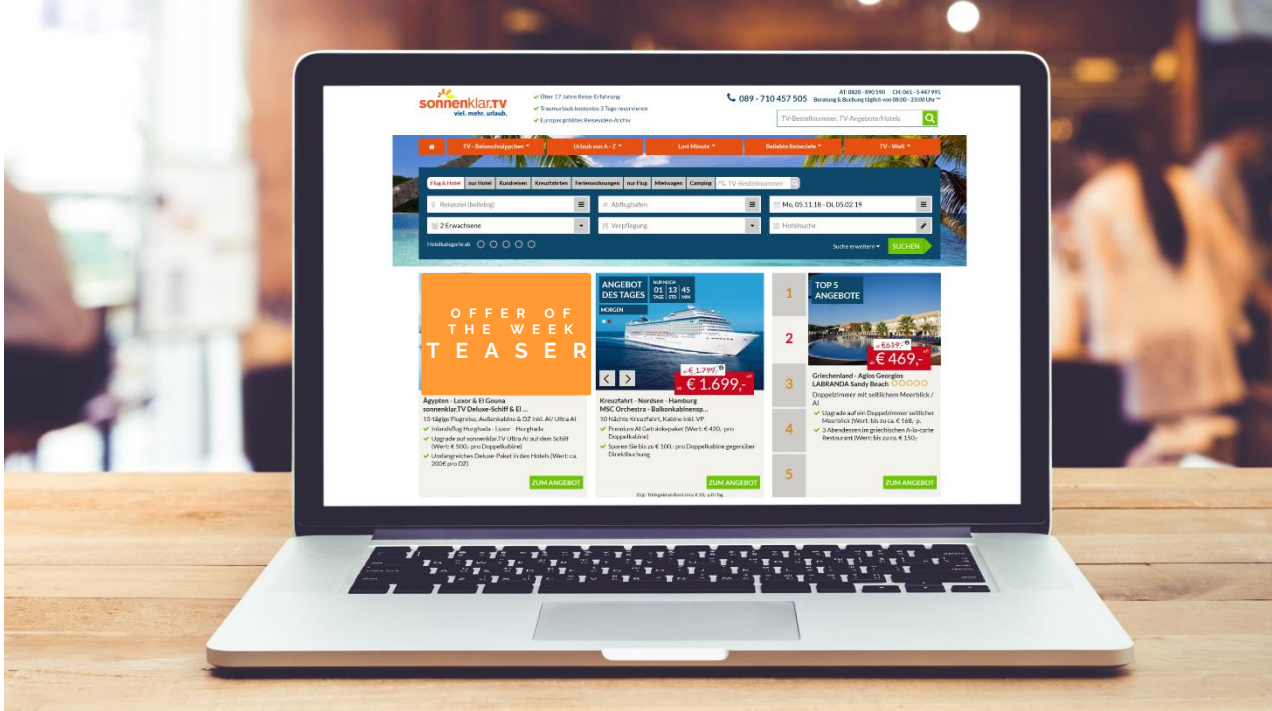


Online



Social Media

¹ All prices excl. VAT, valid until 31/10/2025



Online

- 1x **NEWSLETTER** distribution with partner logo (always one day before the campaign starts)
- **TEASER** on the website with partner logo



Social Media

- 1x **FACEBOOK POST** during the campaign
- 1x **INSTAGRAM STORY** during the campaign

OFFER OF THE DAY

Price: € 23.000,-¹

On air broadcasts in "offer of the day" format

Duration: 2 days



On air



Online

¹ All prices excl. VAT, valid until 31/10/2025

² Spot that is played BEFORE and AFTER a product presentation



On Air

- **12 PRESENTATIONS** of your product:
 - 6 broadcasts of around 3-4 minutes on the first day
 - 6 broadcasts of 8 minutes on the second day
- **PATRONAT²** with integration of partner logo
- On request:
 - Flat loop with integration of partner logo
 - Partner model (e.g. airplane, ship), stele, banner; standee
 - Integration of studio guests

OFFER OF THE DAY

Price: € 23.000,-¹

On air broadcasts in “offer of the day” format

Duration: 2 days

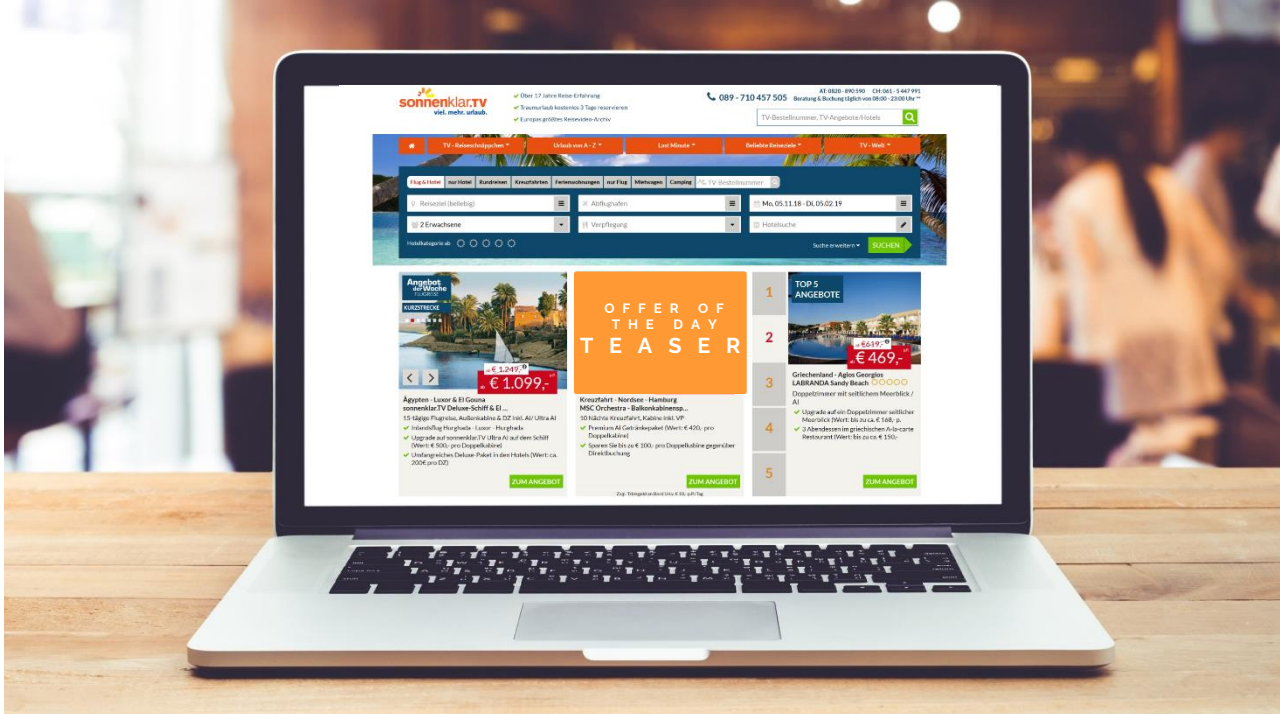


On air



Online

¹ All prices excl. VAT, valid until 31/10/2025



Online

- **NEWSLETTER** delivery
(without logo integration on the weekends – only AdT of Tue, Wed, Thu, Fri)
- **TEASER** on the website with partner logo
- **APP PUSH** notification (once)

PRODUCT SPECIAL

Price: € 1.950,-¹

On-air broadcasts in the regular TV program

Duration: from 1 days on



¹ All prices excl. VAT, valid until 31/10/2025

² Spot that is played BEFORE and AFTER a product presentation



On Air

- **PRESENTATION** of your product for at least 6 minutes per broadcast
- **PATRONAT²** with integration of partner logo
- On request:
 - Flat loop with integration of partner logo
- **Minimum order: 3 product specials**

THEME SPECIAL PREMIUM

Price: € 75.000,-¹

On air broadcasts in a theme special with consistent branding.
Broadcast: Monday – Sunday between 9 am and 10 pm

Duration: from 7 days on



On air



Online



Social Media

¹ All prices excl. VAT, valid until 31/10/2025

² Spot that is played BEFORE and AFTER a product presentation



On Air

- **21 PRESENTATIONS** of your product for at least 6 minutes per broadcast
- **SPECIAL BROADCAST** at a fix broadcasting time
- **FLAT LOOP** with integration of partner logo
- **PATRONAT²** with integration of partner logo
- **TRAILER:** 3 broadcasts per day
- On request:
 - Studio Set (plus € 3,000,- special price in connection with theme special)
 - Partner model (e.g. airplane, ship), stele, banner, standee
 - Integration of studio guests

THEME SPECIAL PREMIUM

Price: € 75.000,-¹

On air broadcasts in a theme special with consistent branding.
Broadcast: Monday – Sunday between 9 am and 10 pm

Duration: from 7 days on



On air



Online



Social Media

¹ All prices excl. VAT, valid until 31/10/2025



Online

- **CAROUSEL TEASER** on sonnenklar.TV website
- **LANDING PAGE** on sonnenklar.TV website
- **NEWSLETTER** integration (once)



Social Media

- **1x FACEBOOK POST** during the campaign
- **2x INSTAGRAM STORY** during the campaign

THEME SPECIAL

Price: € 27.000,-¹

On-air broadcasts in its own format

Duration: from 3 days on



On air



Online



Social Media

¹ All prices excl. VAT, valid until 31/10/2025

² Spot that is played BEFORE and AFTER a product presentation



On Air

- **3 PRESENTATIONS** of your product with a total of 30 minutes
- **SPECIAL BROADCAST** at a fix broadcasting time
- **PATRONAT²** with integration of partner logo
- Production of an **IMAGE FILM** of 2-3 minutes
- On request:
 - Flat loop with integration of partner logo
 - Partner model (e.g. airplane, ship), stele, banner, standee
 - Integration of studio guests

THEME SPECIAL

Price: € 27.000,-¹

On-air broadcasts in its own format

Duration: from 3 days on



On air



Online



Social Media

¹ All prices excl. VAT, valid until 31/10/2025



Online

- **CAROUSEL TEASER** on sonnenklar.TV website
- **LANDING PAGE** on sonnenklar.TV website
- **NEWSLETTER** integration (once)



Social Media

- **1x FACEBOOK POST** during the campaign

NÄCHSTE AUSFAHRT URLAUB

Price: € 23.000,-¹

On-air broadcasts in the format "Nächste Ausfahrt Urlaub" of products with self-arrival

Duration: 3 days



On air



Online



Social Media

¹ All prices excl. VAT, valid until 31/10/2025

² Spot that is played BEFORE and AFTER a product presentation

201 115

Sep 19 - Aug 20



Nur noch 5 Zimmer buchbar

Österreich

4★ Hotel auf dem Land

pro Person ab **1.449€** ^{-30%}
1.156€ bei Buchung
ab 24.01.19

AT 0820 10 20 80 (€ 0,20/Min)

Halbpension Plus / 12 Tage in einem Doppelzimmer mit Alpenblick



On Air

- **3 BROADCASTS** of your self-arrival product with a total of 20 minutes (daily at 4:45 p.m.)
- **PATRONAT²** with integration of partner logo
- On request:
 - Flat loop with integration of partner logo
 - Partner model (e.g. airplane, ship), stele, banner, standee
 - Integration of studio guests

NÄCHSTE AUSFAHRT URLAUB

Price: € 23.000,-¹

On-air broadcasts in the format "Nächste Ausfahrt Urlaub" of products with self-arrival

Duration: 3 days



On air



Online



Social Media

¹ All prices excl. VAT, valid until 31/10/2025



Online

- **CAROUSEL TEASER** on sonnenklar.TV website
- **LANDING PAGE** on sonnenklar.TV website
- **NEWSLETTER** integration (once)



Social Media

- **1x FACEBOOK POST** during the campaign

LEINEN LOS

Price: € 55.000,-¹

On-air broadcasts in the format "Leinen Los" of cruise products

Duration: 7 days



On air



Online



Social Media

¹ All prices excl. VAT, valid until 31/10/2025

² Spot that is played BEFORE and AFTER a product presentation

216 076

Sep 19 - Aug 20

Leinen
los!

sonnenklar.TV HD LIVE

klassisches & gehobenes Kreuzfahrtschiff
Kreuzfahrt von Bodrum bis Venedig
5★ Rixos Premium Bodrum & MS Amera

pro Person ab
1.899€

089 710 454 707
AT 0820 10 20 80 (€ 0,20/Min)

Ein Termin: 08. Mai 2020 | 11-tägige Reise | Flug nach Bodrum & Rückflug von Venedig



On Air

- **7 PRESENTATIONS** of your cruise product with a total of 105 minutes
- **SPECIAL BROADCAST** at a fix broadcasting time
- **PATRONAT²** with integration of partner logo
- **TRAILER:** 3 broadcasts per day
- On request:
 - Flat loop with integration of partner logo
 - Partner model (e.g. airplane, ship), stele, banner, standee
 - Integration of studio guests

LEINEN LOS

Price: € 55.000,-¹

On-air broadcasts in the format "Leinen Los" of cruise products

Duration: 7 days



On air



Online



Social Media

¹ All prices excl. VAT, valid until 31/10/2025



Online

- **CAROUSEL TEASER** on sonnenklar.TV website
- **LANDING PAGE** on sonnenklar.TV website
- **NEWSLETTER** integration (once)



Social Media

- **1x FACEBOOK POST** during the campaign

DESTINATION IMAGE SHOW

Price: € 30.000,-¹

On-air broadcasts in its own format for the detailed presentation of your destination.

Duration: from 3 days on



On air



Online



Social Media

¹ All prices excl. VAT, valid until 31/10/2025

² Spot that is played BEFORE and AFTER a product presentation



On Air

- **3 PRESENTATIONS** of your destination with a total of 45 minutes
- **SPECIAL BROADCAST** at a fix broadcasting time
- Integration of **YOUR WEBSITE** during the broadcast
- **PATRONAT²** with integration of partner logo
- On request:
 - Flat loop with integration of partner logo
 - Partner model (e.g. airplane, ship), stele, banner, standee
 - Integration of studio guests
 - we'll create your image spot for the extra charge of € 4.000,-.

DESTINATION IMAGE SHOW

Price: € 30.000,-¹

On-air broadcasts in its own format for the detailed presentation of your destination.

Duration: from 3 days on



On air



Online



Social Media

¹ All prices excl. VAT, valid until 31/10/2025



Online

- **NEWSLETTER** integration (once)



Social Media

- **1x FACEBOOK POST** during the campaign

"HAPPY HOLIDAYS SHOW"

Price: € 2.500,-^{1 3}

A mix of show and talk format - the station's well-travelled production teams talk about their experiences, reveal curiosities from the shoot and give you their travel tips - true to the show's motto: "Holiday fun and insider tips"!

Duration: 1 day



On air



Print



Online



Social Media

¹ All prices excl. VAT, valid until 31/10/2025

² Spot that is played BEFORE and AFTER a product presentation

³ Fixed price



On Air

- **1 SPECIAL SHOW** of 2 ½ hours with focus on your destination
- presentation of your destination by integrating **PRODUCTS** and a **GUEST APPEARANCES**
- Present your **CULINARY HIGHLIGHTS** such as your signature dishes and drinks prepared by professional cooks
- only 4 times each year!
- **PATRONAT²** with integration of partner logo
- **ANNOUNCEMENT TRAILER** with integration of partner logo

"HAPPY HOLIDAYS SHOW"

Price: € 2.500,-^{1 2}

A mix of show and talk format - the station's well-travelled production teams talk about their experiences, reveal curiosities from the shoot and give you their travel tips - true to the show's motto: "Holiday fun and insider tips"!

Duration: 1 day



On air



Print



Online



Social Media



Online

- **LANDING PAGE** and **POP-UP LAYER** on sonnenklar.TV website



Print

- **EDITORIAL ARTICLE** in the TV-magazine 'TV Neu!'



Social Media

- **1x FACEBOOK POST** during the campaign
- Upload on the sonnenklar.TV **YOUTUBE CHANNEL**

MODERATIVE INTEGRATION

Price: € 1.400,-¹

Moderative integration into the live broadcast

Duration: from 1 day on



¹ All prices excl. VAT, valid until 31/10/2025



- 2x 2-minute integration of your product into the live broadcast by our presenters
- Optionally with the use of aids of your choice, e.g. spot, model or sample product etc.

TV – LIVE SWITCHES AND GUEST APPEARANCES



SALES DOCUMENTS SONNENKLAR.TV
Fiscal year 2024 / 25

Our services

Live broadcast bundle . Guest appearances

LIVE BROADCASTS

Price: € 5.000,-^{1 2}

sonnenklar.TV sends a field reporters to your destination and presents your region live while on location.

Duration: 1 day



¹ All prices excl. VAT, valid until 31/10/2025

² travel expenses, accommodation and meals included

³ only possible for the following destinations: Germany, Austria, Swiss, Egypt, Spain and Turkey



On Air

- **3 PRESENTATIONS** for at least 5 minutes each with the live-streaming camera, location: hotel, city, market, beach etc.
- Presented by one of our field reporters who is local to you destination³
- Your **ADVANTAGES:**
 - Direct approach to the audience
 - Authentic and real

URLAUBSCHECKER

Price: € 8.900,-^{1 2}

sonnenklar.TV sends a field reporter to your destination and presents your hotel live while on location.

Duration: 1 day



On air



Social Media

¹ All prices excl. VAT, valid until 31/10/2025

² travel expenses, accommodation and meals included

³ only possible for the following destinations: Germany, Austria, Swiss, Egypt, Spain and Turkey



On Air

- **1 PRESENTATION** for at least 15 minutes live on air.
- Presented by one of our local field reporters.



Social Media

- **1x FACEBOOK Live Stream** during on air broadcast
- **1x Full length YouTube Upload**

LIVE BROADCAST BUNDLE

Price: € 25.000,-^{1 3}

sonnenklar.TV sends a film crew and a host to your destination and presents your region live while on location.

Duration: from 5 days on



On air



Online



Social Media

¹ All prices excl. VAT, valid until 31/10/2025

² Spot that is played BEFORE and AFTER a product presentation

³ travel expenses, accommodation and meals included



On Air

- **8 PRESENTATIONS** with the live-streaming camera, length about 5 minutes each, location: hotel, city, market, beach etc.
- **PATRONAT²** with integration of partner logo
- Your **ADVANTAGES:**
 - Direct approach to the audience
 - Authentic and real

COMBINABLE with:

- product specials (8x recommended)

LIVE BROADCAST BUNDLE

Price: € 25.000,-^{1 2}

sonnenklar.TV sends a film crew and a host to your destination and presents your region live while on location.

Duration: from 5 days on



On air



Online



Social Media

¹ All prices excl. VAT, valid until 31/10/2025

² travel expenses, accommodation and meals included



Online

- **TEASER** on sonnenklar.TV website
- **LANDING PAGE** on sonnenklar.TV website



Social Media

- **1x FACEBOOK POST** during the campaign
- **8x INSTAGRAM STORY** slides

"HAPPY HOLIDAYS"

- The vacation series

Price: € 25.000,-^{1 3}

sonnenklar.TV sends a film crew (3 people) to your destination and presents your region while on location in form of a travel documentary.

Duration: from 5 days on



On air



Online



Social Media

¹ All prices excl. VAT, valid until 31/10/2025

² Spot that is played BEFORE and AFTER a product presentation

³ travel expenses, accommodation and meals included



On Air

- **5 SPECIAL SHOWS** of your destination with a total of 75 minutes
- Mixture of live product presentation and a travel documentary produced in advance with changing focal points, such as wellness, entertainment, excursions etc.
- sonnenklar.TV records reports on location of approx. 4-7 min. with cliff-hanger for the travel documentary on the following day
- **PATRONAT²** with integration of partner logo

"HAPPY HOLIDAYS"

- The vacation series

Price: € 25.000,-^{1 2}

sonnenklar.TV sends a film crew (3 people) to your destination and presents your region while on location in form of a travel documentary.

Duration: from 5 days on



On air



Online



Social Media

¹ All prices excl. VAT, valid until 31/10/2025

² travel expenses, accommodation and meals included



Online

- **TEASER** on sonnenklar.TV website
- **LANDING PAGE** on sonnenklar.TV website



Social Media

- **1x FACEBOOK POST** during the campaign

LIVE FROM . . .

Price: € 9.900,- /first day ^{1 2}

€ 3.900,- /per additional day ^{1 2}

sonnenklar.TV broadcasts its daily program LIVE on location from your destination/hotel etc. and sets the scene in a striking way.

Duration: from 1 days on // from 3 days with arrival by flight



On air



Online



Social Media

¹ All prices excl. VAT, valid until 31/10/2025

² travel expenses, accommodation and meals included



On Air

- **4 HOURS BROADCASTS EACH DAY** on your location
- About 15 minutes during each broadcast, your region or hotel will be presented with interviews, pre produced films and product presentations
- **TRAILER** teasing the production during the duration of the campaign
- Your **ADVANTAGES:**
 - Present your destination/hotel authentically
 - Direct approach to the audience

LIVE FROM . . .

Price: € 9.900,- /first day ^{1 2}

€ 3.900,- /per additional day ^{1 2}

sonnenklar.TV broadcasts its daily program LIVE on location from your destination/hotel etc. and sets the scene in a striking way.

Duration: from 1 days on // from 3 days with arrival by flight



On air



Online



Social Media

¹ All prices excl. VAT, valid until 31/10/2025

² travel expenses, accommodation and meals included



Online

- **TEASER** on sonnenklar.TV website
- **LANDING PAGE** on sonnenklar.TV website



Social Media

- **1x FACEBOOK POST** during the campaign
- **2x INSTAGRAM STORY** slides daily

GUEST APPEARANCE

– Kunath & Co. – Holiday Show

Price: € 3.900,-¹

The Kunath & Co. – Holiday Show offers a mix of classic product sales and an entertainment program with talk, music and quizzes.

Duration: 1 day



¹ All prices excl. VAT, valid until 31/10/2025



On Air

- At least **3 x 3 MINUTES INTERVIEW** (9 minutes) interview with previously agreed questions
- **1 HOUR LIVE PRESENCE** on German television
- Name, title and logo overlay during the show
- Friday from 8 p.m. to 10 p.m.

GUEST APPEARANCE

– Cooking Show

Price: € 3.900,-¹

The sonnenklar.TV cooking show offers a mix of classic product sales and cooking / talk show.

Duration: 1 day



- At least **3 x 3 MINUTES INTERVIEW** (9 minutes) interview with previously agreed questions
- **1 HOUR LIVE PRESENCE** on German television
- Name, title and logo overlay during the show
- Monday to Thursday from 2:30 p.m. to 3:30 p.m.

TV PRODUCTION

On air & Off air



SALES DOCUMENTS SONNENKLAR.TV
Fiscal year 2024 / 25

Our services

Studio Set . Post Production . Film Shooting

STUDIO SET

Price: € 10.000,-¹

Studio set of translucent fabric highlighted through LEDs for specific presentations.

Duration: variable



- Your choice of **PICTURES** will be integrated in a studio set
- eye-catching **INTEGRATION OF PARTNER LOGO**
- Only bookable in combination with product / theme special

¹ All prices excl. VAT, valid until 31/10/2025

POST PRODUCTION

Price: € 4.000,-¹

Creation of your image spot with materials of sonnenklar.TV or your own.

Duration: once



¹ All prices excl. VAT, valid until 31/10/2025



- Creation of one **IMAGE SPOT**
- In combination with the broadcasts of the spot on sonnenklar.TV

FILM SHOOTING

Price: individual offer on request ¹

On-site film shooting of your destination.

Duration: variable



¹ All prices excl. VAT, valid until 31/10/2025



- **ON-SITE FILM SHOOTING** of videos, spots with interviews, surroundings, sightseeing and hotels
- Shooting team of 3 people (cinematographer, technician and editor)
- Host can be booked additionally
- **HIGH-QUALITY CAMERA EQUIPMENT:** 4K camera, ronin stabilizations systems, slider, drone
- Separate license-contract (WKZ contract) necessary



ONLINE

Website & Newsletter

SALES DOCUMENTS SONNENKLAR.TV
Fiscal year 2024 / 25

Our services

Homepage . Newsletter . Push Notifications . Blog . Online Bundles



Overview of our Website & Newsletter

sonnenklar.TV Website (inkl. Mobile)

- *Pls / week: 4.500.000*
- *Visits / week: 500.000*
- *40 % of our customers visit our website weekly*
- *About the half of our website-visitors stay up to 30 min..*

Newsletter

- *Unique recipients: 286.000*
 - *Recipients of the weekly newsletter: 185.000*
 - *Recipients of the daily newsletter: 101.000*
- *Web Push Subscribers: 270.000*
- *App Push Subscribers: 90.000*



Campaign header

Offer of the week / day

Carousel teaser

Single teaser big

Single teaser small

STRUCTURE OF OUR HOMEPAGE

CAMPAIGN HEADER

Price: € 18.000,-¹

Campaign header on homepage.
Prominently placed advertising space
on the sonnenklar.TV homepage

Duration: 7 days

 **Online**

¹ All prices excl. VAT, valid until 31/10/2025

² Material has to be delivered by costumer (logo, background graphic, content, etc);
Creation of campaign header by sk.TV. Please note: grey part of the graphic is not visible



 **Online**

- Size: 1,920 x 640 px
- Pls / week: Ø 75.000
- Just visible on desktop

PARTNER INTEGRATION:

- Online promotion of your travel product via campaign header²
- Direct linking to internet booking engine (IBE)

COMBINABLE with:

- Partner landing page on sonnenklar.TV (plus € 8,500,-)
- Single teaser on sonnenklar.TV (plus € 6,700,-/€ 7.000,-)

CAROUSEL TEASER

Price: € 7.500,-¹

Carousel teaser on homepage.
Prominently placed advertising space
on the sonnenklar.TV homepage

Duration: 7 days

 **Online**

¹ All prices excl. VAT, valid until 31/10/2025

² Material has to be delivered by costumer (logo, background graphic, content, etc.); Creation of teaser by sk.TV.



 **Online**

- Size: 800 x 600 px
- Pls / week: Ø 195.000

PARTNER INTEGRATION:

- Online promotion of your travel product via offer teaser² (max. 5 offer teaser in the carousel teaser)
- Direct linking to internet booking engine (IBE)

COMBINABLE with:

- Partner landing page on sonnenklar.TV (plus € 8,500,-)

SINGLE TEASER SMALL

Price: € 6.700,-¹

Small single teaser box on homepage.
Prominently placed advertising space
on the sonnenklar.TV homepage

Duration: 7 days

 **Online**

¹ All prices excl. VAT, valid until 31/10/2025

² Material has to be delivered by costumer (logo, background graphic, content, etc.); Creation of teaser by sk.TV.



 **Online**

- Size: 380 x 190 px
- Pls / week: Ø 195.000

PARTNER INTEGRATION:

- Online promotion of your travel product via offer teaser box²
- Direct linking to internet booking engine (IBE)

COMBINABLE with:

- Partner landing page on sonnenklar.TV (plus € 8,500,-)

SINGLE TEASER BIG

Price: € 7.000,-¹

Big single teaser box on homepage.
Prominently placed advertising space
on the sonnenklar.TV homepage

Duration: 7 days



Online

- Size: 380 x 285 px
- Pls / week: Ø 195.000

PARTNER INTEGRATION:

- Online promotion of your travel product via offer teaser box²
- Direct linking to internet booking engine (IBE)

COMBINABLE with:

- Partner landing page on sonnenklar.TV (plus € 8,500,-)

¹ All prices excl. VAT, valid until 31/10/2025

² Material has to be delivered by costumer (logo, background graphic, content, etc.); Creation of teaser by sk.TV.

POP-UP LAYER SMALL

Price: € 8.000,-¹

Small pop-up when opening the homepage.
Prominently placed advertising space on the
sonnenklar.TV homepage.

Duration: 7 days



Online

- Size: 400 x 270 px
- Pls / week: Ø 60.000
- Only visible on desktop and only to visitors who have accepted cookies (usually about 80%)

PARTNER INTEGRATION:

- Online promotion of your travel product via offer teaser box²
- Direct linking to internet booking engine (IBE)

COMBINABLE with:

- Partner landing page on sonnenklar.TV (plus € 8,500,-)

¹ All prices excl. VAT, valid until 31/10/2025

² Material has to be delivered by costumer (logo, background graphic, content, etc.); Creation of teaser by sk.TV.

POP-UP LAYER BIG

Price: € 12.000,-¹

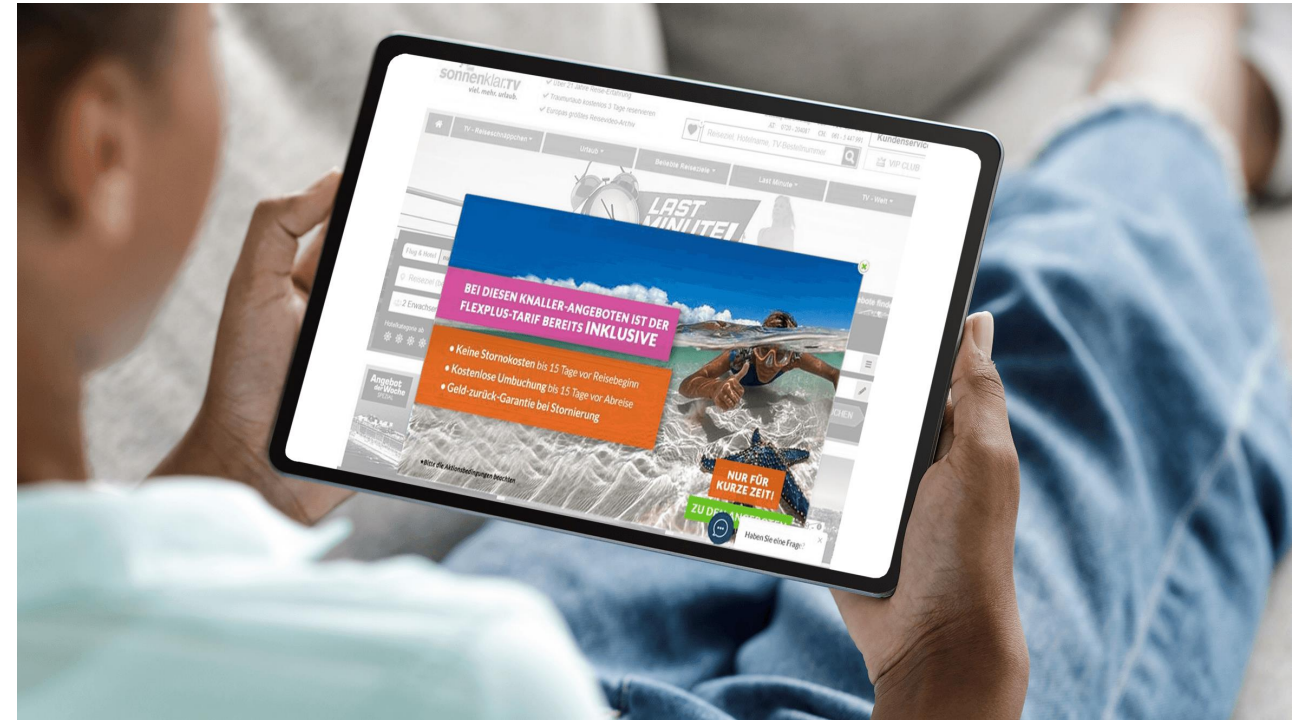
Big pop-up when opening the homepage.
Prominently placed advertising space on the sonnenklar.TV homepage.

Duration: 7 days



¹ All prices excl. VAT, valid until 31/10/2025

² Material has to be delivered by costumer (logo, background graphic, content, etc.); Creation of teaser by sk.TV.



Online

- Size: 1000 x 550 px
- Pls / week: Ø 70.000
- Only visible on desktop and only to visitors who have accepted cookies (usually about 80%)

PARTNER INTEGRATION:

- Online promotion of your travel product via offer teaser box²
- Direct linking to internet booking engine (IBE)

COMBINABLE with:

- Partner landing page on sonnenklar.TV (plus € 8,500,-)

LANDING PAGE

Price: € 8.500,-¹

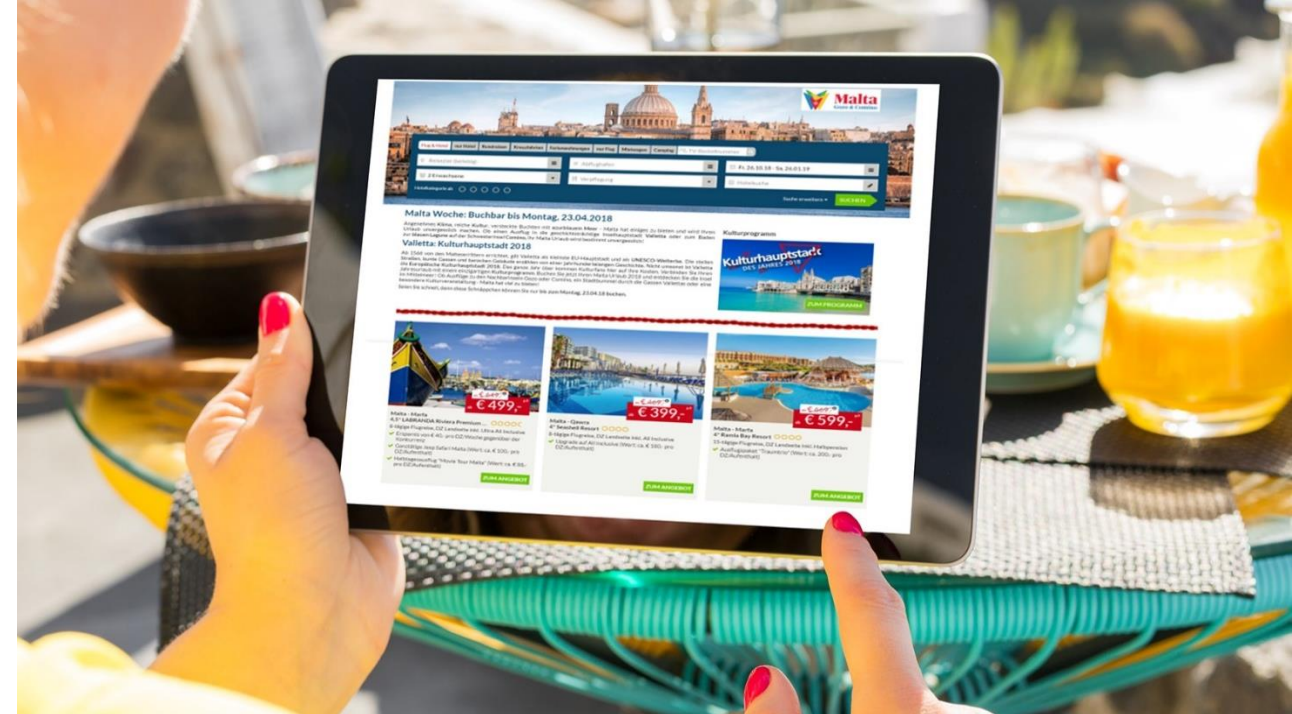
Individually designed landing page for a presentation of your travel products on the sonnenklar.tv homepage.

Duration: 7 days



¹ All prices excl. VAT, valid until 31/10/2025

² Material has to be delivered by costumer (logo, background graphic, content, etc.); Creation of teaser by sk.TV.



PARTNER INTEGRATION:

- Full presentation including image², text, logo integration, pictures and attractive travel offers (at least. 6 offers)
- without logo integration

COMBINABLE :

- As a link target in combination with other advertisements

TEASER

"Offer of the day" Newsletter

Price: € 6.300,-¹

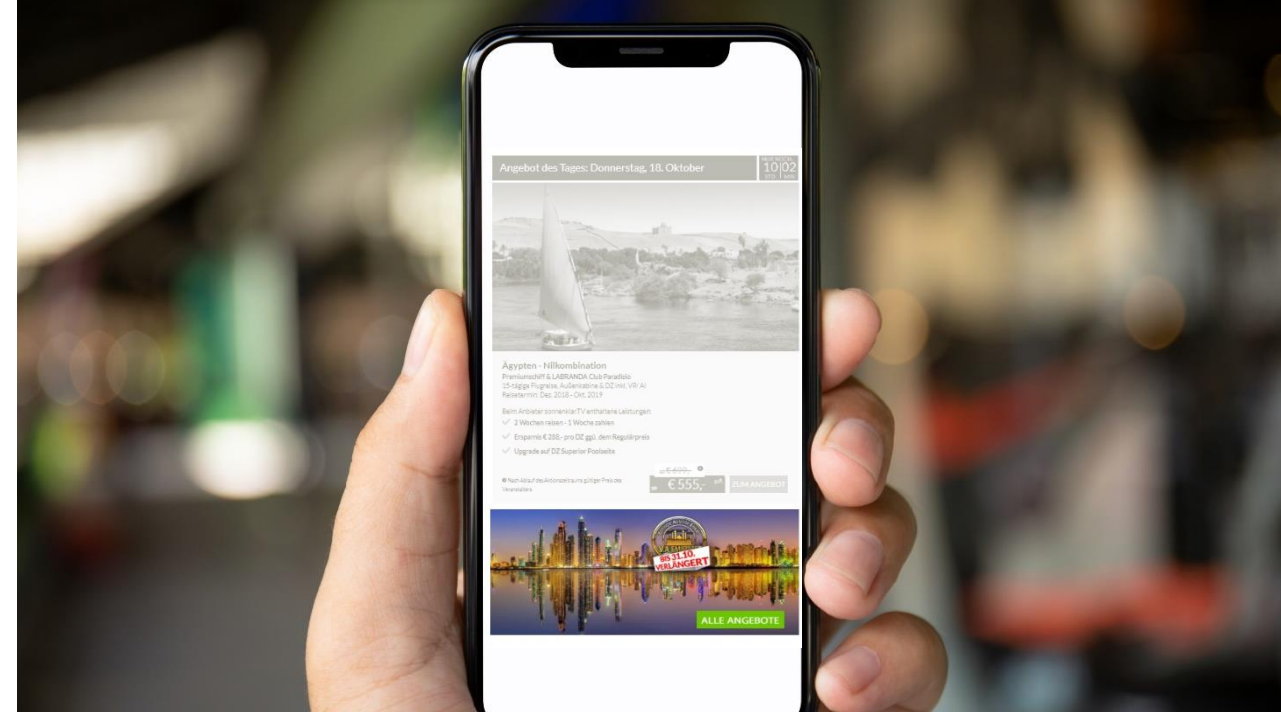
Offer teaser in the daily newsletter for the end customer.

Duration: once



¹ All prices excl. VAT, valid until 31/10/2025

² Material has to be delivered by costumer (logo, background graphic, content, etc.); Creation of teaser by sk.TV.



Online

- Average open rate: 16 %
- CTOR: 17 %
- about 150.000 recipients

PARTNER INTEGRATION:

- Online promotion of your travel product via offer teaser box²
- Direct linking to your product: Linking to internet booking engine (IBE)

COMBINABLE with:

- Partner landing page on sonnenklar.TV (plus € 8,500,-)

TEASER

Standard Newsletter

Price: € 6.600,-¹

Offer teaser in the standard newsletter for the end customer.

Duration: once

 **Online**

¹ All prices excl. VAT, valid until 31/10/2025

² Material has to be delivered by costumer (logo, background graphic, content, etc.); Creation of teaser by sk.TV.



 **Online**

- Average open rate: 23 %
- CTOR: 23 %
- Teaser picture (610 x 250px)
- about 220.000 recipients

PARTNER INTEGRATION:

- Online promotion of your travel product via offer teaser box²
- Direct linking to internet booking engine (IBE)

COMBINABLE with:

- Partner landing page on sonnenklar.TV (plus € 8,500,-)

BANNER

Standard Newsletter

Price: € 7.000,-¹

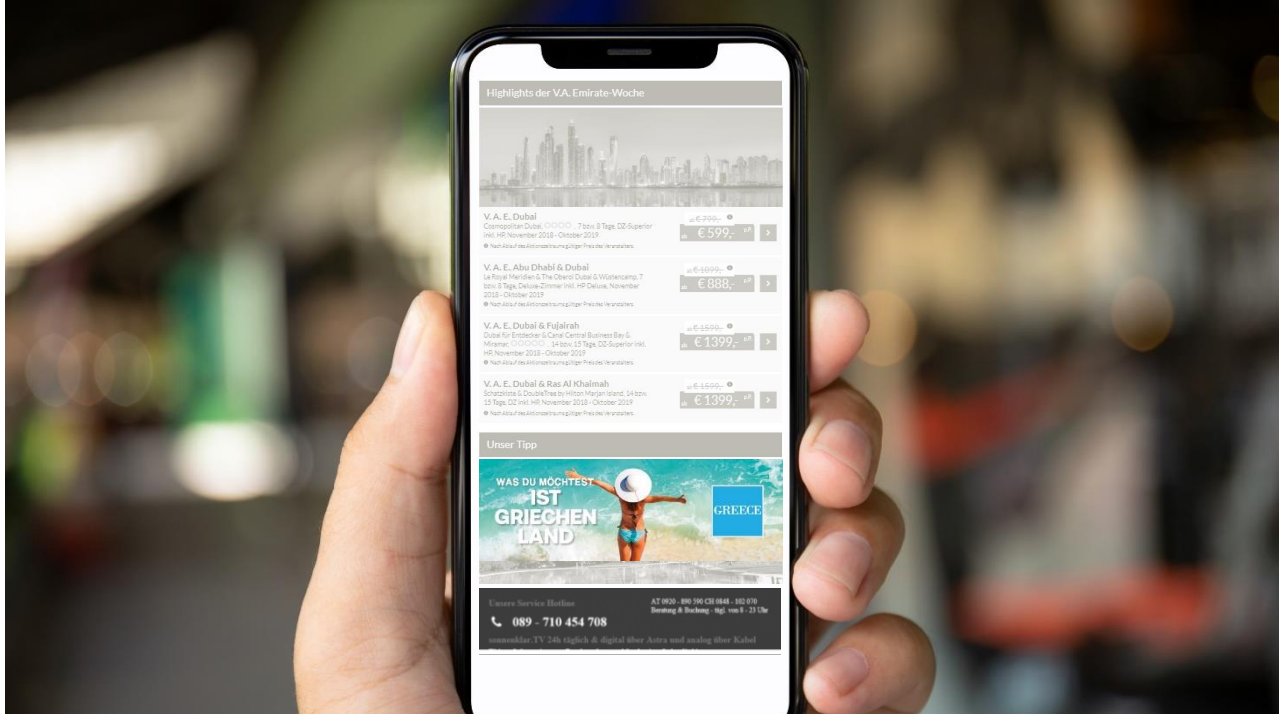
Banner in the standard newsletter for the end customer.

Duration: once

 **Online**

¹ All prices excl. VAT, valid until 31/10/2025

² Material has to be delivered by costumer (logo, background graphic, content, etc.); Creation of teaser by sk.TV.



 **Online**

- Average open rate: 23 %
- CTOR: 23 %
- Teaser picture (610 x 250px)
- about 220.000 recipients

PARTNER INTEGRATION:

- Online promotion of your destination via banner²
- Integration of the partner logo
- Direct linking to landing page (booked additionally) or an external website

COMBINABLE with:

- Partner landing page on sonnenklar.TV (plus € 8,500,-)

sonnenklar.TV
viel. mehr. urlaub.

STANDALONE NEWSLETTER

Price: € 18.000,-¹

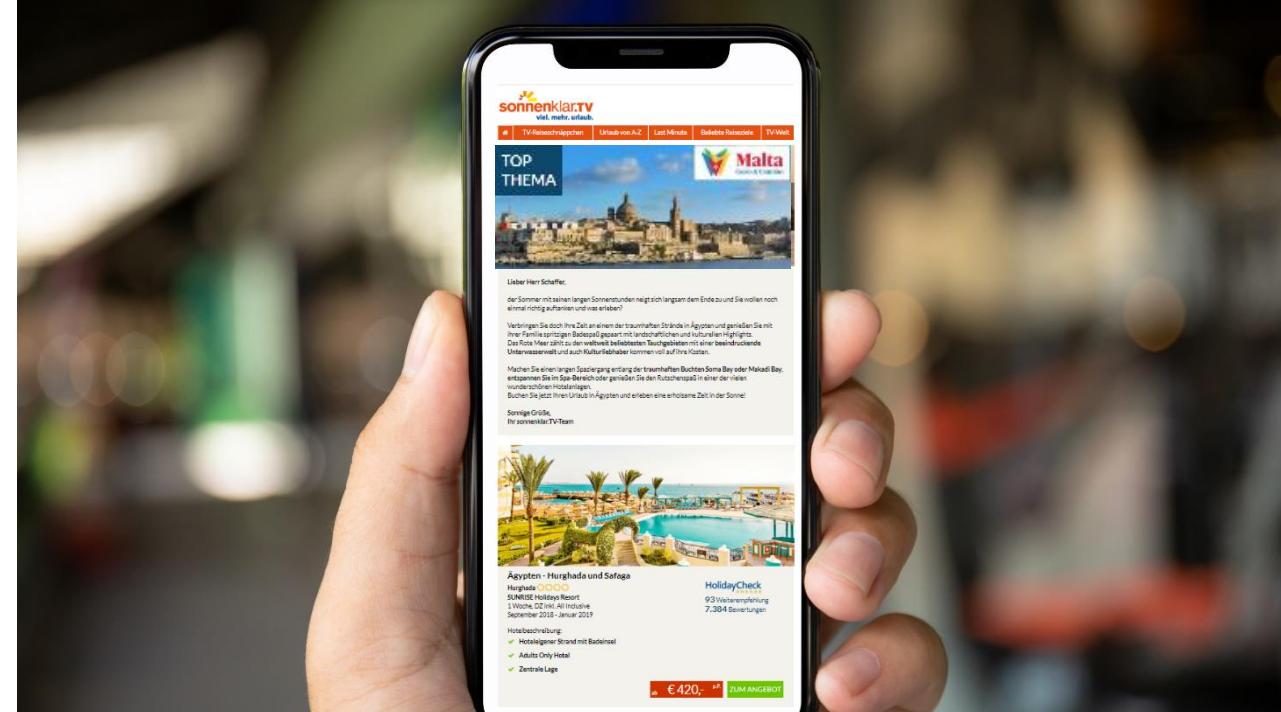
Use of the sonnenklar.TV newsletter list of distributors to send a standalone newsletter with (3-7 products) in the sonnenklar.tv look & feel.

Duration: once



¹ All prices excl. VAT, valid until 31/10/2025

² Material has to be delivered by costumer (logo, background graphic, content, etc.); Creation of teaser by sk.TV.



Online

- Average open rate: 23 %
- CTOR: 23 %
- about 220.000 recipients

PARTNER INTEGRATION:

- Online promotion of your destination via offer teaser boxes²
- Integration of the partner logo
- Direct linking to your product: Linking to internet booking engine (IBE)

COMBINABLE with:

- Partner landing page on sonnenklar.TV (plus € 8,500,-)

APP PUSH NOTIFICATION

Price: € 4.000,-¹

Promote a single product or landing page via Push Notification on the sonnenklar.TV App

Duration: once

 **Online**

¹ All prices excl. VAT, valid until 31/10/2025

² no images/logo integration possible, max. characters 100 incl. blank spaces



 **Online**

- Open rate: Ø 5 %
- about 88.000 recipients
- Delivery: Appears once in a period of up to 3 days

PARTNER INTEGRATION:

- Online promotion of your destination via push notification²
- Promote a single Product or landingpage
- Direct linking to your product: Linking to internet booking engine (IBE)

COMBINABLE with:

- Partner landing page on sonnenklar.TV (plus € 8,500,-)
- Best combinable with AdW/AdT (not included)

WEB PUSH NOTIFICATION

Price: € 4.500,-¹

Promote a single product or landing page via a browser application. Message appears when starting the browser.

Duration: once



¹ All prices excl. VAT, valid until 31/10/2025

² Max. characters 100 incl. blank spaces



Online

- Open rate: Ø 2 %
- about 267.000 recipients
- Delivery: Appears once in a period of up to 3 days

PARTNER INTEGRATION:

- Online promotion of your destination via push notification²
- Promote a single Product or landingpage
- Direct linking to your product: Linking to internet booking engine (IBE)

COMBINABLE with:

- Partner landing page on sonnenklar.TV (plus € 8,500,-)

VIP CLUB BUNDLE

Price: € 4.500,-¹

Integration on the Online Portal for the sonnenklar.TV VIP Customers, our best and most faithful customers (after login): vip.sonnenklar.tv. Additional integration into the monthly VIP newsletter etc.

Duration: one week



¹ All prices excl. VAT, valid until 31/10/2025

² Material has to be delivered by customer (logo, background graphic, content, etc.); Creation of teaser by sk.TV.

³ Please note: Fewer Pls per week, but a clientele with higher purchasing and click-through power



Online

- Overall: 33.892 VIPs
- Regular VIPs: 30.794 (booked twice in 24 months)
- Premium-VIPs: 3.098 (spent 8.000 € in one year)

PARTNER INTEGRATION:

- Integration in the VIP NEWSLETTER (monthly)
 - recipients: ca. 5.000
 - open rate: ca. 50%
 - CTOR: 30%
- Landing page exclusive for VIP costumers
- Teaser on the VIP online portal²
 - Pls / week: Ø 1.000³

BLOG ARTICLE

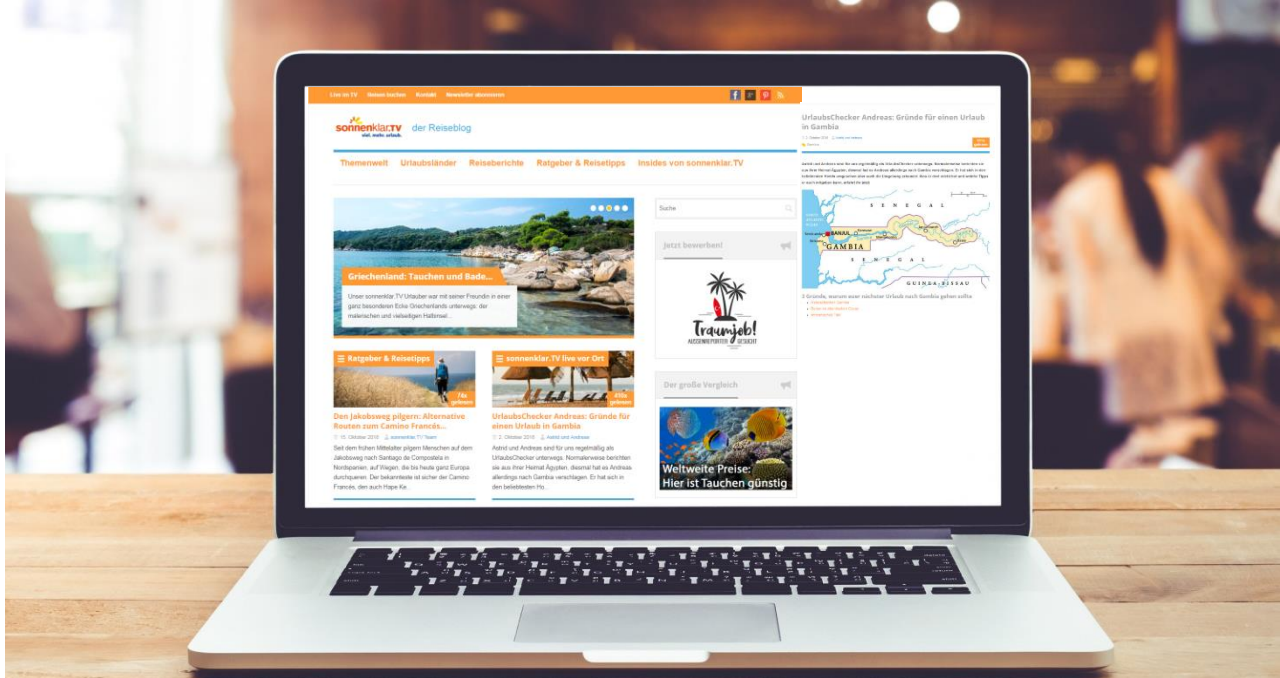
Price: € 2.300,- /per article ¹

Presenting relevant information about travel destinations through an article on the sonnenklar.TV blog.

Duration: once



¹ All prices excl. VAT, valid until 31/10/2025



Social Media

- approx. 55.000 views
- average time spent 3:50 min

PARTNER INTEGRATION:

- Online promotion of your destination via blog article with SEO optimized texts
- Integration of the partner logo

COMBINABLE with:

- Partner landing page on sonnenklar.TV (plus € 8,500,-)

ONLINE BUNDLES

	Campaign Header	Pop-up Big	Pop-up Small	Carousel Teaser	Single Teaser Small	Single Teaser Big	Landing Page	App Push Notification	Teaser Newsletter	Banner Newsletter	Standalone Newsletter	Instagram Story	Instagram Post	Facebook Post	Search engine ad ²	Single Prices	Bundle Price ¹
Basic					x		x									15.200 €	14.000 €
Basic Plus						x	x	x								19.500 €	17.600 €
Classic					x		x		x							21.500 €	19.100 €
Classic Plus						x	x			x		2x				23.500 €	20.700 €
Premium				x			x	x	x			2x		x		32.900 €	28.300 €
Premium Plus		x			x		x		x			2x		x		40.100 €	33.700 €
Ultra	x						x				x	2x		x		54.400 €	44.600 €
Ultra Plus	x		x				x	x			x	2x	x	x		60.900 €	48.700 €
On- & off-page						x	x			x		2x		2x	x		33.300 €

Duration: one week

¹ All prices excl. VAT, valid until 31/10/2025

² (SEA) e.g. Google adWords

SOCIAL MEDIA

advertising possibilities



SALES DOCUMENTS SONNENKLAR.TV
Fiscal year 2024 / 25

Our services

Facebook . Instagram Post . Influencer Campaign . Ads in the Metaverse
. WhatsApp Newsletter . Upload on YouTube . Social Media Bundles

POST on FACEBOOK

Price: € 4.900,-¹

Post on the sonnenklar.TV Facebook page.
Presenting your destination using pictures,
description and videos.

Duration: once



¹ All prices excl. VAT, valid until 31/10/2025



Social Media

- Guaranteed reach: 50.000 user
- 196.000 follower

PARTNER INTEGRATION:

- Online promotion of your travel product via Facebook post
- Pictures and/or videos possible
- Direct linking to internet booking engine (IBE)
- Integration of the partner logo

COMBINABLE with:

- Partner landing page on sonnenklar.TV (plus € 8,500,-)

POST on INSTAGRAM

Price: € 2.500,-¹

Post on the sonnenklar.TV Instagram page.
Presenting your destination using pictures,
description and videos.

Duration: once



¹ All prices excl. VAT, valid until 31/10/2025

² no direct linking possible



Social Media

- Guaranteed reach: 25.000 user
- 57.000 follower

PARTNER INTEGRATION:

- Online promotion of your destination via Instagram post²
- Pictures and/or videos
- Integration of the partner logo

COMBINABLE with:

- Partner landing page on sonnenklar.TV (plus € 8,500,-)

REEL on INSTAGRAM

Price: € 3.900,-¹

Reel on the sonnenklar.TV Instagram page, currently the most consumed medium over all platforms. Presenting your destination using a video and description.

Duration: once



¹ All prices excl. VAT, valid until 31/10/2025

² no direct linking possible



Social Media

- Guaranteed reach: 25.000 user
- 57.000 follower

PARTNER INTEGRATION:

- Online promotion of your destination via Instagram reel²
- Video
- Integration of the partner logo

COMBINABLE with:

- Partner landing page on sonnenklar.TV (plus € 8,500,-)

INSTAGRAM STORY

Price: € 500,- /per slide¹

Price: € 1.000,- /per slide per
week in a permanently existing highlight¹

Story slide on the sonnenklar.TV Instagram page.
Presenting your destination using pictures,
description and videos.

Duration: once



¹ All prices excl. VAT, valid until 31/10/2025

² Creation of content by sonnenklar.TV: additional € 2.500,-



Social Media

- 57.000 follower

PARTNER INTEGRATION:

- Online promotion of your destination via Instagram story²
- Integration of the partner logo

COMBINABLE with:

- Partner landing page on sonnenklar.TV (plus € 8,500,-)

ADS on META channels

Price: from € 2.200,-^{1 2}

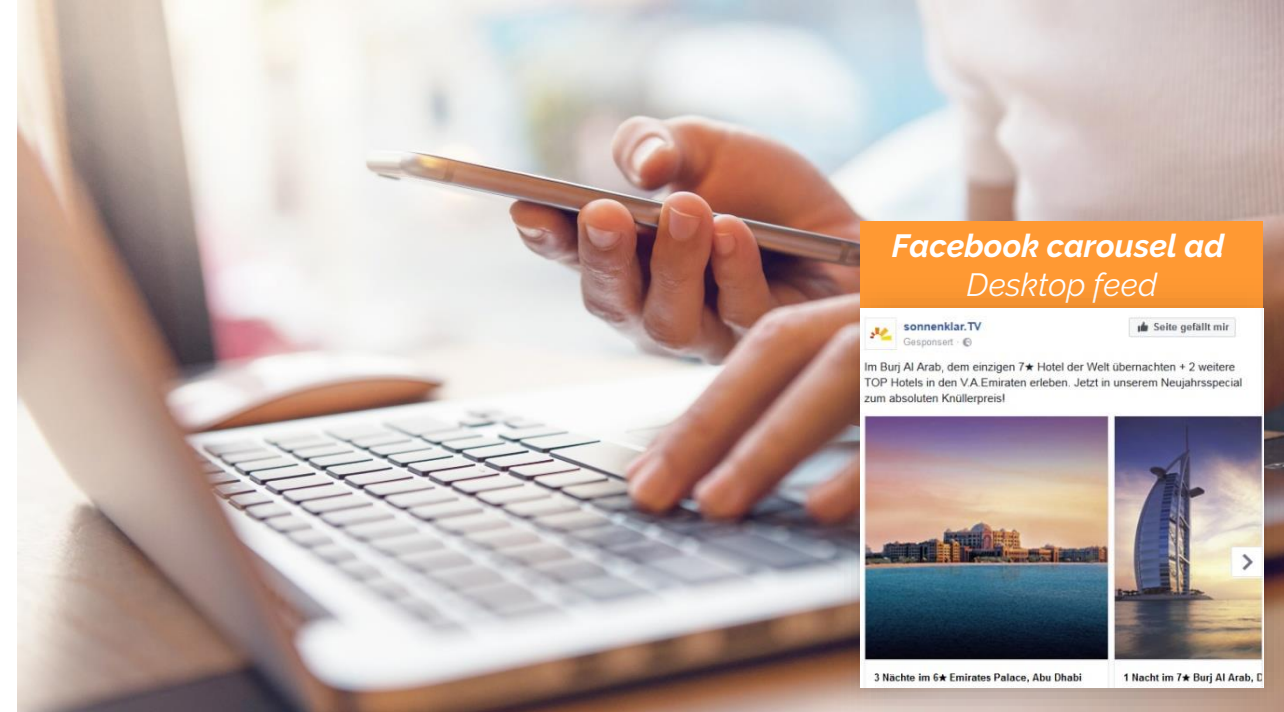
Ads on facebook and / or Instagram
Perfect as an amplification for Facebook & Instagram Posts or Reels!

Duration: variable



¹ All prices excl. VAT, valid until 31/10/2025

² fixed price



Social Media

- Starting from € 2.000 advertisement budget
- Different targets possible: reach, interactions or traffic

PARTNER INTEGRATION:

- Online promotion of your destination
- Integration of the partner logo

COMBINABLE with:

- Partner landing page on sonnenklar.TV (plus € 8,500,-)

WHATSAPP NEWSLETTER

Price: € 9.900,-¹

WhatsApp message to all our WhatsApp subscribers
→ **highest visibility of all sonnenklar.TV marketing channels!**

Promote a single product or landing page –
the **opening rates and clicks are at 92% without comparison**

Duration: once



¹ All prices excl. VAT, valid until 31/10/2025



Social Media

- Opening rate: 85 %
- CTOR: 39 – 69%
- up to 15.000 subscribers
- Delivery: Appears once in a period of up to 3 days

PARTNER INTEGRATION:

- Online promotion of your destination via WhatsApp message
- Promote a single Product or landing page
- Direct linking to your product: Linking to internet booking engine (IBE)

COMBINABLE with:

- Partner landing page on sonnenklar.TV (plus € 8,500,-)

UPLOAD on YOUTUBE

Price: € 2.900,-¹

Upload on the sonnenklar.TV YouTube channel with thousands of followers and visitors, who love everything about the topics traveling & tourism.

Duration: once



¹ All prices excl. VAT, valid until 31/10/2025



Social Media

- 140.000 views per month
- 11.000 hours playback time per month!
- 15.000 subscribers

PARTNER INTEGRATION:

- Upload of your clip / movie / broadcast / interview
- Direct linking to internet booking engine (IBE) / landing page / partner website

COMBINABLE with:

- Live broadcasts, guest appearance and more
- Partner landing page on sonnenklar.TV (plus € 8,500,-)

SOCIAL MEDIA BUNDLES

	Instagram Story in the highlight	Facebook Post	Instagram Post	Ads on Meta channels	Landing Page	Single Prices	Bundle Price ¹
Standard	2x	x	x			9.400 €	7.500 €
Standard Plus	2x	x	x	x	x	19.900 €	14.900 €

Duration: one week



PRINT

editorial & advertising



SALES DOCUMENTS SONNENKLAR.TV
Fiscal year 2024 / 25

Our services

Print editorial article . crossword puzzle panorama .

Integration in Mailing.

EDITORIAL ARTICLE

Price: € 4.500,- /per page¹

Presenting your travel destinations/hotels etc through an article in the sonnenklar.TV TV-magazine 'TV Neu!'.

Duration: once



¹ All prices excl. VAT, valid until 31/10/2025



- 299.105 readers weekly
- Target audience: 30-70 years old, 43% men, 57% women
- One page article (double page possible)

PARTNER INTEGRATION:

- Logo integration
- Image integration of the partner
- Editorial text content defined by partner

CROSSWORD PUZZLE

Price: € 8.000,-^{1 2}

Presenting your travel destinations/hotels etc through a crossword puzzle people spend a lot of time on in the sonnenklar.TV TV-magazine 'TV Neu!'.

Duration: once



Print



¹ All prices excl. VAT, valid until 31/10/2025

² If the prize is provided by the partner, a discount applies



Print

- 299.105 readers weekly
- Target audience: 30-70 years old, 43% men, 57% women
- Double page

PARTNER INTEGRATION:

- Logo integration
- Image integration of the partner
- Short editorial text content defined by partner
- Solution as determined by partner

STANDALONE SELF-MAILER

To 5.000 households: € 12.000,-¹

To 10.000 households : € 22.000,-¹

A standalone self-mailer for selected customers with sole presentation of the partner's destination.

Duration: once



Print

¹ All prices excl. VAT, valid until 31/10/2025



Print

- Number of pages: 6 panels (printed on both sides)
- Advantages: addressees tailored to partners and thus low scattering loss
- Either as an image advertisement or with offer integration.

PARTNER INTEGRATION:

- Integration of the partner logo
- Text content defined by the partner
- Image integration with images selected by the partner

STANDALONE MAILING

To 5.000 households: € 25.000,-¹

To 10.000 households : € 40.000,-¹

A standalone mailing for selected customers with sole presentation of the partner's destination.

Duration: once



Print

¹ All prices excl. VAT, valid until 31/10/2025



Print

- Format: DIN A4
- Number of pages: variable, at least 4 pages
- Number of addressees as desired
- Advantages: addressees tailored to partners and thus low scattering loss, more editorial content and offer integration possible.

PARTNER INTEGRATION:

- Integration of the partner logo
- Text content defined by the partner
- Image integration with images selected by the partner

PAGE IN MAILING

To 30.000 households: € 12.000,-¹

To 60.000 households : € 20.000,-¹

Integration in a mailing (6-8 each year) to selected customers with inclusion of the partner's logo.

Duration: once



Print

¹ All prices excl. VAT, valid until 31/10/2025

² the price is halved for half a page



Print

- Format: DIN A4
- Number of pages : one page, half page if desired²
- Number of addressees varies depending on the mailing
- Advantages of regular customer mailings: high affinity of customers to sonnenklar.TV, open to new offers and low scattering loss

PARTNER INTEGRATION:

- Integration of the partner logo

RADIO advertising



SALES DOCUMENTS SONNENKLAR.TV
Fiscal year 2024 / 25

Our services

Radio advertising

RADIO ADVERTISING

Price: € 9.000,-¹

Present your destination on the radio. Each destination is presented together with the appropriate offer, including the booking option on www.sonnenklar.TV

Duration: one week



Radio



THE RADIO GROUP

¹ All prices excl. VAT, valid until 31/10/2025



Radio

- Listeners per hour on average: 68.000
- Listeners per day: 489.000
- Listeners in the last 14 days: 1.519.000
- www.radiogroup.de/sender
- 6 broadcasts per day between 9 a. m. – 11 p. m.
- 7 days (always from Friday to Thursday)
- Duration: 22 seconds

PARTNER INTEGRATION:

- Radio promotion of your destination