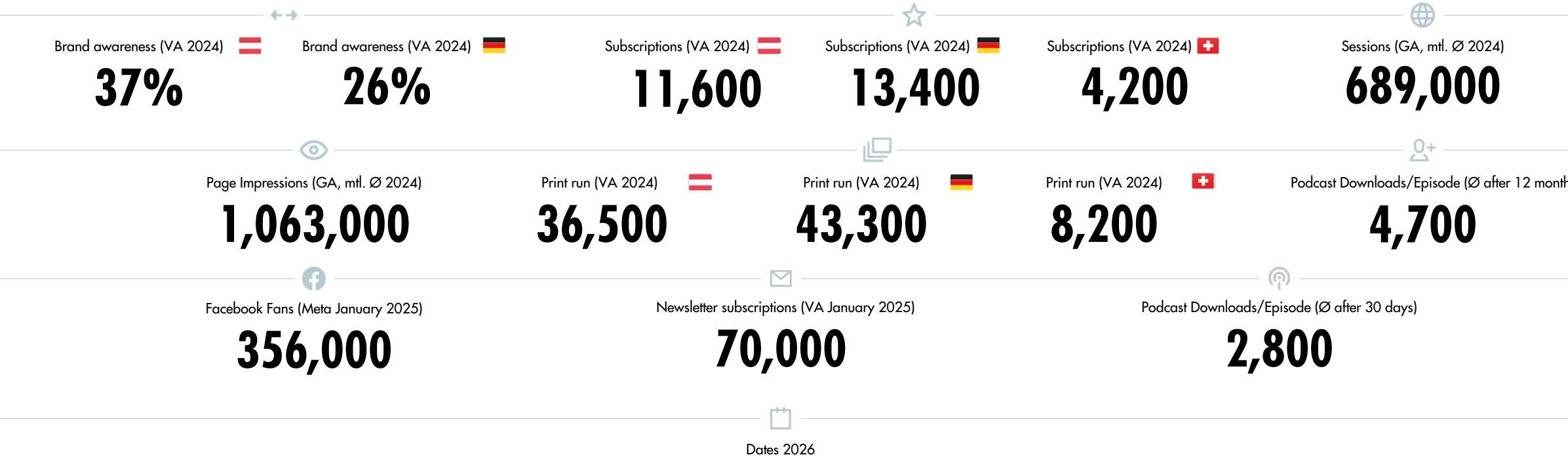


DISCOVER THE BEAUTY OF NATURE

Hiking is the easiest way to get out and about. The journey is often the destination. Bergwelten takes people to the most beautiful mountains in our homeland and to breathtaking natural sites all over the world. Bergwelten lets us feel the freedom on the summits and the alpine lifestyle on mountain pastures and huts. Bergwelten inspires us to go out and up.



22.01.26	Publication Date	Bergwelten 01/26
19.03.26	Publication Date	Bergwelten 02/26
14.05.26	Publication Date	Bergwelten 03/26
09.07.26	Publication Date	Bergwelten 04/26
03.09.26	Publication Date	Bergwelten 05/26
19.11.26	Publication Date	Bergwelten 06/26

Adcopy deadline:	09.12.26 (Ads)	01.12.26 (Advertorials)
Adcopy deadline:	19.02.26 (Ads)	11.02.26 (Advertorials)
Adcopy deadline:	13.04.26 (Ads)	01.04.26 (Advertorials)
Adcopy deadline:	08.06.26 (Ads)	29.05.26 (Advertorials)
Adcopy deadline:	04.08.26 (Ads)	27.07.26 (Advertorials)
Adcopy deadline:	19.10.26 (Ads)	12.10.26 (Advertorials)

VA = publisher information; GA = Google Analytics; Podcast source: Spreaker  
All figures rounded.

Last updated: November 2025

	<b>Double spread</b>	430 x 280 mm <sup>1</sup>	<b>1 country / 2 countries / DACH</b> Inside front cover + page 3 Pages 4/5 <b>Design costs for advertorials<sup>3</sup></b>	14,450.- / 26,000.- / 36,750.- 18,900.- / 34,800.- / 51,000.- 17,350.- / 31,200.- / 43,800.- 1,000.- <sup>2</sup>
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	<b>Single page</b>	215 x 280 mm <sup>1</sup>	<b>1 country / 2 countries / DACH</b> Inside back cover Outside back cover 1. righthand page <b>Design costs for advertorials<sup>3</sup></b> Surcharges are not discountable.	8,500.- / 15,200.- / 21,600.- 8,500.- / 15,200.- / 21,600.- 12,000.- / 22,000.- / 30,900.- 9,400.- / 16,800.- / 24,000.- 500.- <sup>2</sup>
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	<b>1/2 page</b>	98 x 280 mm (portrait) 215 x 140 mm (landscape)	<b>1 country / 2 countries / DACH</b>	6,000.- / 10,800.- / 15,150.-
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	<b>„Berg-Apotheke“</b> <i>Mountain Pharmacy</i>	<sup>1/4</sup> page designed in the look & feel of the magazine	<b>1 country / 2 countries / DACH</b> Design costs included <sup>4</sup>	1,670.- / 3,000.- / 4,200.-
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	<b>„Schaufenster“</b> <i>Store Window</i>	<sup>1/4</sup> page <sup>1/2</sup> page designed in the look & feel of the magazine	<b>1 country / 2 countries / DACH</b> <b>1 country / 2 countries / DACH</b> Design costs included <sup>4</sup>	3,250.- / 5,400.- / 7,800.- 4,300.- / 7,000.- / 10,200.-
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**Advertorials:** are charged at page price + design costs. Costs for photography are calculated according to complexity. Print material for advertorials, promotions, etc. to be delivered 2 weeks before ad copy deadline (except for enclosures and supplements – timing as per agreement).

**Postage costs:** current postage costs apply to the subscription edition. Minimum allocation: 10.000 copies per country. Partial print run surcharge: +20 %.

All other special advertising formats on request. Special placements: Surcharge for other desired placements: 10 % of the single-page rate. Surcharges are not discountable.

**Terms & Conditions:** [www.network.redbullmediahouse.com/t&c](http://www.network.redbullmediahouse.com/t&c)

	<b>Enclosure</b>	Minimum format Maximum format The larger page must be enclosed. Total edition per 1.000	105 x 148 mm 205 x 270 mm	<b>Total edition up to 20 g (AUT &amp; GSA)</b> <b>Per additional 10 g</b>  Design costs by Red Bull Media House according to extent of work done <sup>1</sup>	150.- 20.-
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	<b>Supplement</b>	Minimum format Maximum format Top edge, fold Placement  Total edition per 1.000	115 x 140 mm 215 x 280 mm +3 mm  curved	<b>Total edition up to 20 g (AT &amp; DACH)</b> <b>Per additional 10 g</b>  Design costs by Red Bull Media House according to extent of work done <sup>1</sup>	150.- 20.-
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	<b>Sachets ad-space (from 1/1 page)</b>	Minimum format Maximum thickness Adhesive difference Sachet shape  Delivery  Placement Manual gluing on request	60 x 100 mm 2 mm ±10 mm square or rectangular (others upon request) Upright in cardboard box curved	<b>Total edition per 1,000</b>	120.-
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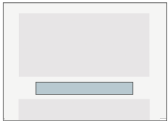

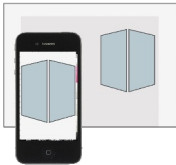
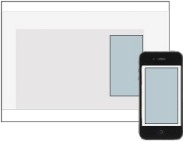
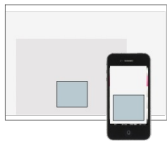
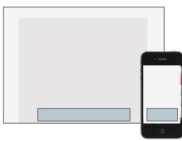

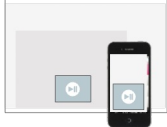
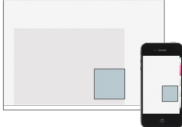
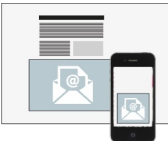
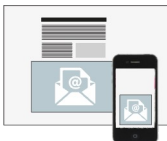

	<b>TOC ad-space (from 1/1 page)</b>	Minimum format Maximum format Adhesive difference Delivery Placement Manual gluing on request	60 x 100 mm 185 x 250 mm ±10 mm cut-to-size curved	<b>Total edition per 1,000</b>	120.-
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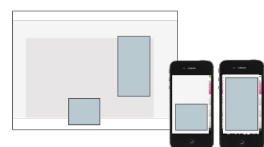
	<b>Gate-Cover</b>	205 x 280 mm (page 1) 205 x 280 mm (page 2) 210 x 275 mm (page 3) 215 x 280 mm (page 4)	on request
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**Data delivery :** <https://network.redbullmediahouse.com/en/d/datenanlieferung>

All prices in euros do not include statutory taxes and charges. <sup>1</sup>Plus 3 mm bleed on all sides; motifs running over the collar: 3 mm displacement in the core, allow 5 mm margin between U2/U3 and core. Delivery of print material 1 week before the print material deadline. <sup>2</sup>Not eligible for discount and AE. <sup>3</sup>One-time feedback loop included. <sup>4</sup>On the small format page, a minimum booking of three ads is required to obtain the desired formats. If this number is not reached, the ads will be put together as an inspiration or tip.

## CLASSIC DISPLAY

	<b>Leaderboard</b>	728 x 90 px Desktop ROS TKP	30.–		<b>Billboard</b>	970 x 250 px Desktop ROS TKP	50.–		<b>Cube Ad</b>	300 x 600px Desktop/Mobile TKP	50.–
	<b>Halfpage Ad</b>	300 x 600 px Desktop/Mobile ROS TKP	50.–		<b>MPU</b>	300 x 250 px Desktop/Mobile ROS TKP	30.–		<b>Sticky Ad</b>	728 x 90 px/320 x 100 px Desktop/Mobile ROS TKP	30.–
	<b>Skyscraper</b>	160 x 600px Desktop ROS TKP	30.–		<b>Outstream</b>	16:9 mind. 1,280 x 720 px max. 1,920 x 1,080 px TKP 10-25 sec	50.–		<b>Widget</b>	Individual implementation	on request
	<b>Newsletter Integration</b>	<ul style="list-style-type: none"> <li>• Weekly dispatch</li> <li>• 70,000 Subscriptions</li> <li>• Implementation: Content-Teaser</li> </ul> TKP 70.–	price 4,900.–		<b>Newsletter Integration</b>	<ul style="list-style-type: none"> <li>• Weekly dispatch</li> <li>• 70,000 Subscriptions</li> <li>• Implementation: MPU (300 x 250 px)</li> </ul> TKP 40.–	price 2,800.–		<b>Native Touren Newsletter</b>	<ul style="list-style-type: none"> <li>• Monthly dispatch</li> <li>• 70.000 Subscriptions</li> <li>• individual implementation</li> </ul>	price 9,800.–



### Home Page-Reach-Package

The advertising form in a class of its own: Billboard and Halfpage Ad as well as an individual background color allow the bergwelten.com homepage and the magazine homepage to appear in your layout for one week. This allows you to achieve maximum attention for your advertising message. Only fixed placement possible. Your message receives the greatest possible attention through two consecutive advertising contacts.

#### Guaranteed services GSA:

- 400,000 Ad Impressions within 4 weeks+
- Single country on request

GSA

24,900.–  
Design costs included

10% surcharge per filter and frequency capping, other advertising media on request.

All prices in euros, excluding statutory taxes and duties. Technical specifications: <https://network.redbullmediahouse.com/d/datenanlieferung>

Terms & Conditions: [www.network.redbullmediahouse.com/t&c](https://www.network.redbullmediahouse.com/t&c)

## CONTENT & SOCIAL MEDIA FORMATS



### Native Advertorial

A native advertorial is the ideal way to share your story with our community. The article, crafted with authentic storytelling, is written specifically for bergwelten.com and tailored to your core message. Powerful visuals, combined with clearly presented information and helpful links, create added value for users and effectively enhance your online presence.

Based on your materials, we'll create a professionally written, editorial-style article. Your message will be subtly and authentically integrated, seamlessly blending into the existing editorial environment.

Thanks to SEO optimization, the article will be indexed by Google and remain visible long after your campaign has ended.

Running time: 1 month

#### Guaranteed services GSA:

- 200,000 Ad Impressions via Content Teaser
- 50,000 Social-Media-Impressions

GSA

5,950.–  
Design costs included



### Company portrait/ The story of...

Integration opportunity to present the success story of your company to the Bergwelten community. Image and text material are supplied.

Running time: 3 month

#### Services:

- Bergwelten prepares the portrait in the look and feel of bergwelten.com.
- Social media activation (Facebook-Posting)

#### Guaranteed services GSA:

- 50,000 Social-Media-Impressions

GSA

3,950.–  
Design costs included



### „Nachgefragt bei..“ *An Inquiry with...*

#### Format for the outdoor sector:

- Image material, product / company information are supplied.
- Text is defined in consultation with the customer.

Running time: 1 month

#### Services:

- Bergwelten.com develops and answers an exciting question about your product/company
- Creation of the article in the look & feel of bergwelten.com















GSA

2,950.–  
Design costs included



#### Guaranteed services GSA:

- 50,000 Social-Media-Impressions





## CONTENT & SOCIAL MEDIA FORMATS




 	<b>Region-portrait</b>	<b>Format for the tourism sector to present the region. Images and text material are supplied.</b> <ul style="list-style-type: none"> <li>The editorial team prepares the portrait in the look &amp; feel of bergwelten.com</li> <li>Integration of existing articles, tours (max. 50) videos etc.</li> <li>Possibility of integrating selected events in the Bergwelten event calendar (max. 5)</li> <li>Integration on the bergwelten.com magazine page in the "Regions" section</li> </ul>	<b>Guaranteed services GSA:</b> <ul style="list-style-type: none"> <li>100,000 ad impressions UAP formats (ad media creation on request)</li> <li>Placement on the bergwelten.com magazine homepage</li> <li>1x integration of the article teaser in the newsletter (takes place in the booked season)</li> <li>Social media activation (Facebook posting)</li> </ul>	GSA 4,950.– Design costs included Running time: 3 months
 	<b>Regionportrait with video</b>	<p>At the heart of this format is your highlight video: Authentic, inspiring, and emotional, it showcases your region as it is – approachable and tangible. Two complementary, short Instagram Reels provide the reach boost: concise and linked to bergwelten.com.</p> <ul style="list-style-type: none"> <li>You provide the images and text – we'll transform them into a multimedia experience with the high-quality look and feel of bergwelten.com.</li> </ul>	<b>Guaranteed services GSA:</b> <ul style="list-style-type: none"> <li>100,000 ad impressions UAP formats (ad media creation on request)</li> <li>Placement on the bergwelten.com magazine homepage</li> <li>1x integration of the article teaser in the newsletter (takes place in the booked season)</li> <li>Social media activation (Facebook posting)</li> </ul>	GSA 9,450.– Design costs included Running time: 3 months
 	<b>Module 1</b>	<b>Native Story (Guaranteed services GSA):</b> <ul style="list-style-type: none"> <li>200,000 Ad Impressions via Content Teaser</li> <li>50,000 Social-Media-Impressions</li> </ul>		GSA 4,400.– Design costs included
 	<b>Module 2</b>	<b>Social-Story (IG,FB,FB Messenger):</b> <ul style="list-style-type: none"> <li>Creation of a Servus Insta story</li> <li>Link to the regional portrait on servus.com</li> </ul>		GSA 1,200.– Design costs included
 	<b>Module 3</b>	<b>Integration of existing online tours on the TVB website incl. adaptation to the quality standards of Bergwelten:</b> <ul style="list-style-type: none"> <li>Only the overhead costs of 30.- per tour will be charged.</li> <li>Optional: Research and creation of tours according to Bergwelten quality standards incl. text, GPS track and images</li> </ul>		GSA Price upon request
 	<b>Module 4</b>	<b>Extension of the regional portrait:</b> <ul style="list-style-type: none"> <li>Adaptation of the content (images, texts)</li> <li>Social media posting</li> <li>Creation of Co-branded Banners</li> </ul>		GSA 1,450.– Design costs included
 	<b>Module 5</b>	<b>Banner package:</b> <ul style="list-style-type: none"> <li>Only bookable in Combination with Module 5</li> <li>100.000 Ad Impressions via Content Teaser</li> </ul>	<b>Services:</b> Guaranteed Ad Impressions of the CoBranded banners from Module 4 (UAP-format)	DACH 840.–

## CONTENT & SOCIAL MEDIA FORMATS

	<b>Native Reel</b>	<p>An Instagram format to present the customer's products to the Bergwelten community. The customer defines the topic; the idea for implementation comes from the editorial team. E.g. trekking, climbing, biking, ski tours</p> <ul style="list-style-type: none"> <li>• Creation of a Bergwelten Insta-Story</li> <li>• Link/Swipe Up to the customer</li> </ul> <p><b>Running time 1 month</b></p>	<p><b>Services</b></p> <ul style="list-style-type: none"> <li>• 20-60 seconds</li> <li>• speaking or music</li> <li>• Inserts</li> <li>• Customer is tagged in the caption</li> </ul>	<p>GSA</p> <p>3,950.– Design costs included</p>
	<b>Wardrobe</b>	<p>The editorial team is dressed by the customer. A format to integrate the client's products into 2 social clips of the editorial team. These give authentic tips for outdoor activities</p> <ul style="list-style-type: none"> <li>• Creation of a "Bergwelten" Instagram clip</li> </ul> <p><b>Running time 1 year (March-March)</b></p>	<p><b>Services</b></p> <ul style="list-style-type: none"> <li>• Design in the look &amp; feel of the channel by Red Bull Media House Publishing</li> <li>• Customer is tagged in the caption</li> </ul>	<p>GSA</p> <p>1,700.– Design costs included</p>

## Contests & Giveaways

 	<p><b>„Bergfest“</b> <i>Mountain party</i></p>	<p>Every Wednesday: the exclusive Bergwelten sweepstakes/giveaway.</p> <ul style="list-style-type: none"> <li>• You choose the price</li> <li>• Prepared and placed in the form of an advertorial</li> <li>• (product presentation &amp; direct link)</li> </ul> <p><b>Running time 1 month</b></p>	<p><b>Services:</b></p> <ul style="list-style-type: none"> <li>• Promotion of the post with the content teaser</li> <li>• Social media activation (Facebook posting)</li> <li>• 1 x Integration of the article teaser in the newsletter</li> </ul>	<p>GSA</p> <p>4,350.– Design costs included</p>
 	<p><b>14 days, 14 prices</b></p>	<p><b>Bergwelten summer sweepstakes, period: August 2025</b></p> <ul style="list-style-type: none"> <li>• Price draw for a product of your choice (minimum value: € 100.–)</li> <li>• Social media activation (Facebook posting)</li> </ul>	<p><b>Services:</b></p> <ul style="list-style-type: none"> <li>• Promotion of the post with the content teaser</li> <li>• Social media activation (Facebook posting)</li> <li>• 1 x Integration of the article teaser in the newsletter</li> </ul>	<p>AUT &amp; GER</p> <p>1,450.– Design costs included</p>

	<b>Podcast episode exclusive</b>	<b>Exclusive sponsor of the episode</b> as presenting partner and max. up to 3 roles (pre-/mid/post-roll)	<b>Advertising message</b> <ul style="list-style-type: none"><li>recorded as a host read (text provided by the customer)</li><li>recorded as a commercial by one of our speakers<sup>1</sup></li><li>delivered as a finished commercial<sup>2</sup></li></ul>	GSA	1,800.-
	<b>Podcast Package (4 Episodes)</b>	<b>Exclusive sponsor:</b> As presenting partner and max. 3 rolls (pre-/mid/post-roll)	<b>Advertising message</b> <ul style="list-style-type: none"><li>recorded as a host read (text provided by the customer)</li><li>recorded as a commercial by one of our speakers<sup>1</sup></li><li>delivered as a finished commercial<sup>2</sup></li></ul>	GSA	6,600.-
	<b>Native Podcast</b>	<b>Our special editorial team produces a podcast episode (or series on the subject, with the RBMH's quality standards in the desired brand world.</b>	<b>Topic is defined together:</b> <ul style="list-style-type: none"><li>Podcast is designed and produced in interview format</li><li>Length approx. 20-30 minutes</li><li>Exclusive mention of the cooperation ("This podcast was created in cooperation with...")</li><li>as pre- and post-roll with a length of approx. 15 seconds per roll</li><li>Distribution of the native podcast under the brand podcast (Bergwelten, Carpe Diem, Servus)</li><li>Labeling on the website and all common podcast channels (e.g. spotify)</li></ul> <b>Hosting: 1 Year</b>	GSA	7,990.-

Note: The text templates must be delivered at least 3 weeks before the broadcast.

<sup>1</sup> The speaker is not necessarily the host.

<sup>2</sup> Format: wav; Duration: max. 30 sec.

Prices are exclusive of statutory taxes and duties.