

CLASSIC DISPLAY

	Advertorial 728 x 90 px Desktop ROS TKP	30.-		Billboard 970 x 250 px Desktop ROS TKP	50.-		Cube Ad 300 x 600px Desktop/Mobile TKP	50.-
	Halfpage Ad 300 x 600 px Desktop/Mobile ROS TKP	50.-		MPU 300 x 250 px Desktop/Mobile ROS TKP	30.-		Sticky Ad 728 x 90 px/320 x 100 px Desktop/Mobile ROS TKP	30.-
	Skyscraper 160 x 600px Desktop ROS TKP	30.-		Outstream 16:9 mind. 1,280 x 720 px max. 1,920 x 1,080 px TKP 10-25 sec	50.-		Widget Individual implementation	on request
	Newsletter Integration • Weekly dispatch • 70,000 Subscriptions • Implementation: MPU (300 x 250 px) or Content-Teaser TKP 70.-	price 4,900.-		Native Touren Newsletter • Monthly dispatch • 70.000 Subscriptions • individual implementation	price 9,800.-			

	Home Page-Rach-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. Mobile your message receives the greatest possible attention through two consecutive advertising contacts.	DACH	22,700.- Design costs included
		<ul style="list-style-type: none"> • Billboard and Halfpage Ad / MPU • Background color (Background image upon request) Running time: 1 week		Guaranteed services DACH: <ul style="list-style-type: none"> • 400,000 Ad Impressions within 4 weeks+ • Single country on request

CONTENT & SOCIAL MEDIA FORMATS



Advertorial

You supply the text and image, and we design your advertorial in the look and feel of the website. Video integration is also possible as an option.

Running time: 1 month

Guaranteed services DACH:

- 150,000 Ad Impressions via Content Teaser
- 50,000 Social-Media-Impressions
- Single country on request

DACH

4,950.–
Design costs included



Native Story

You define the communication message, and we present you an implementation idea. The concept and implementation come from the editorial team. This ensures that your contribution fits perfectly into the editorial coverage.

- SEO optimized article with a target value of 3,000 Page Views
- Placed in an editorially appropriate environment
- Social media activation

Running time: 1 month

Guaranteed services DACH:

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

DACH

5,950.–



Company portrait

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

Services:

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

Optional services (price upon request)

- Interview
- Video („Bergwelten visiting...“)

DACH

3,950.–
Design costs included



„Nachgefragt bei“

Format for the outdoor industry:

- 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
- Social media activation (Facebook-Posting)

DACH

2,950.–
Design costs included

CONTENT & SOCIAL MEDIA FORMATS

 	<p>Region-portrait</p>	<p>Format for the tourism industry to present the region. Images and text material are supplied.</p> <ul style="list-style-type: none"> The editorial team prepares the portrait in the look & feel of bergwelten.com Integration of existing articles, tours (max. 50) videos etc. Possibility of integrating selected events in the Bergwelten event calendar (max. 5) Integration on the bergwelten.com magazine page in the "Regions" section 	<p>Guaranteed services DACH:</p> <ul style="list-style-type: none"> 100,000 ad impressions UAP formats (ad media creation on request) Placement on the bergwelten.com magazine homepage 1x integration of the article teaser in the newsletter (takes place in the booked season) Social media activation (Facebook posting) 	<p>DACH</p>	<p>4,950.- Design costs included</p>
 	<p>Modul 1</p>	<p>Native Story (Guaranteed services DACH):</p> <ul style="list-style-type: none"> 200,000 Ad Impressions via Content Teaser 50,000 Social-Media-Impressions 		<p>DACH</p>	<p>4,400.- Design costs included</p>
 	<p>Modul 2</p>	<p>Social-Story (IG,FB,FB Messenger):</p> <ul style="list-style-type: none"> Creation of a Servus Insta story Link to the regional portrait on servus.com 		<p>DACH</p>	<p>1,200.- Design costs included</p>
 	<p>Modul 3</p>	<p>Integration of existing online tours on the TVB website incl. adaptation to the quality standards of Bergwelten:</p> <ul style="list-style-type: none"> Only the overhead costs of 30.- per tour will be charged. Optional: Research and creation of tours according to Bergwelten quality standards incl. text, GPS track and images 		<p>DACH</p>	<p>Price upon request</p>
 	<p>Modul 4</p>	<p>Extension of the regional portrait:</p> <ul style="list-style-type: none"> Adaptation of the content (images, texts) Social media posting 		<p>DACH</p>	<p>1,450.- Design costs included</p>

CONTENT & SOCIAL MEDIA FORMATS

	<p>Native Reel</p>	<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"> • Creation of a Bergwelten Insta-Story • Link/Swipe Up to the customer <p>Running time 1 month</p>	<p>Services</p> <ul style="list-style-type: none"> • 20-60 seconds • speaking or music • Inserts • Customer is tagged in the caption 	<p>DACH</p>	<p>3,950.– Design costs included</p>
	<p>Wardrobe</p>	<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"> • Creation of a "Bergwelten" Instagram clip <p>Running time 1 year (March-March)</p>	<p>Services</p> <ul style="list-style-type: none"> • Design in the look & feel of the channel by Red Bull Media House Publishing • Customer is tagged in the caption 	<p>DACH</p>	<p>1,700.– Design costs included</p>
<h2>PRICE GAME</h2>					
	<p>Bergfest</p>	<p>Every Wednesday: the exclusive Bergwelten price game.</p> <ul style="list-style-type: none"> • You choose the price • Prepared and placed in the form of an advertorial • (product presentation & direct link) <p>Running time 1 month</p>	<p>Services:</p> <ul style="list-style-type: none"> • Promotion of the post with the content teaser • Social media activation (Facebook posting) • 1x Integration of the article teaser in the newsletter 	<p>DACH</p>	<p>4,350.– Design costs included</p>
	<p>14 days, 14 prices</p>	<p>Bergwelten summer price game, period: August 2024</p> <ul style="list-style-type: none"> • Price draw for a product of your choice (minimum value: € 100.–) • Social media activation (Facebook posting) 	<p>Services:</p> <ul style="list-style-type: none"> • Promotion of the post with the content teaser • Social media activation (Facebook posting) • 1x Integration of the article teaser in the newsletter 	<p>AT & DE</p>	<p>1,450.– Design costs included</p>