

CLASSIC DISPLAY

	<b>Leaderboard</b>	728 x 90 px Desktop ROS TKP	30,-		<b>Skyscraper</b>	160 x 600 px Desktop ROS TKP	30,-		<b>MPU</b>	300 x 250 px Desktop/Mobile ROS TKP	30,-
	<b>Halfpage Ad</b>	300 x 600 px Desktop/Mobile ROS TKP	50,-		<b>Billboard</b>	970 x 250 px Desktop ROS TKP	50,-		<b>Outstream</b>	16:9 mind. 1.280 x 720 px max. 1.920 x 1.080 px TKP 10-25 sec	50,-
	<b>Newsletter inclusion</b>	<ul style="list-style-type: none"> <li>• sent out weekly</li> <li>• 70,000 recipients</li> <li>• Integration possibilities: MPU (300 x 250 px) or Content Teaser</li> </ul> TKP 70,- / price 4.900,-									

	<b>Reach Package</b>	<p>The advertising form of the extra class: Billboard and Halfpage Ad as well as an individual background color let the bergwelten.com start page as well as the magazine start page appear for one week in your layout. This allows you to achieve maximum attention for your advertising message. Only fixed placement possible. Mobile gets your message the maximum attention through two consecutive advertising contacts.</p>	DACH	22.700,- incl. design costs
		<ul style="list-style-type: none"> <li>• Billboard and Halfpage Ad / MPU</li> <li>• Colouring of the page (background image on request)</li> </ul> Runs for: 1 week		Guaranteed service DACH: <ul style="list-style-type: none"> <li>• 400.000 Ad Impressions in 4 weeks+</li> </ul> Single country: Price upon request

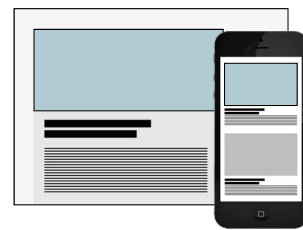
Social media activities are implemented by the editorial team.

10% surcharge pro filter and frequency capping, further ad tools upon request.

All prices in Euro and do not include statutory taxes and charges. Technical specifications: <https://redbullmediahouse.com/specs>

All information on general terms and conditions and data delivery for the online portal at: <https://redbullmediahouse.com/agb-digital>

## CONTENT & SOCIAL MEDIA FORMATS (1/3)



### Advertorial

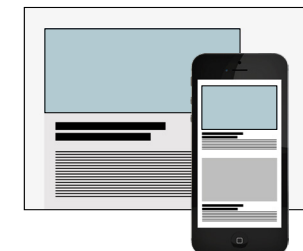
You supply text and images, and we design your advertorial in the your advertorial in the look & feel of the website.  
Video integration is also possible as an option.  
**Runs for: at least one month**

#### Guaranteed service DACH:

- 200.000 Ad Impressions via Content Teaser
  - 50.000 Social-Media Impressions
- Single country: Price upon request

DACH

4.950,-  
incl. design costs



### Native Story

You define the communication message, and we present you with an implementation idea. Concept and implementation come from the editorial team. This ensures that your contribution into the editorial coverage.  
Article search engine optimized

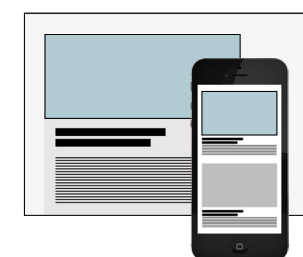
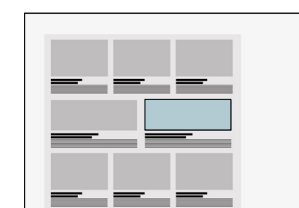
- SEO optimized article with a target value of 3,000 page views
- Placed in an editorially appropriate environment
- Social media posting

**Runs for: at least one month**

#### Guaranteed service DACH

- 200.000 Ad Impressions via Content Teaser
- 50.000 Social Media Impressions

5.950,-



### Company profile

Integration opportunity to present the success story of your company to the Bergwelten community.  
The words and images are provided by the client.  
**Runs for: 3 months**

#### Service:

- We are preparing the portrait in the bergwelten.com look & feel
- Social Media Posting (Facebook)

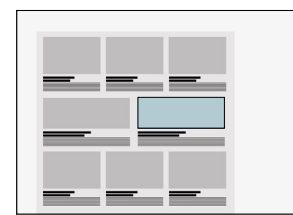
#### Optional service (price upon request)

- Interview
- Video („Bergwelten at home with ...“)

DACH

3.950,-  
incl. design costs

## CONTENT & SOCIAL MEDIA FORMATS (2/3)



### Region portrait

BASE

Format for the tourism industry to present the region.  
Image and text material supplied by the client.

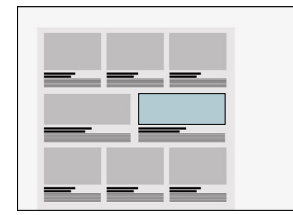
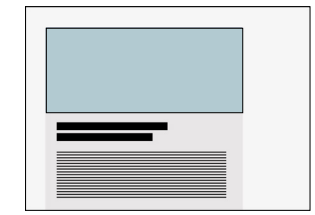
Duration: 3 months

#### Basic package

- The editorial team prepares the portrait in the look & feel of bergwelten.com.
- Integration of existing articles, tours (max. 50) videos etc.
- Possibility of integration of selected events in the Bergwelten event calendar (max. 5)
- Integration on the bergwelten.com magazine page in the "Regions" section

DACH

3.980,-  
incl. design costs



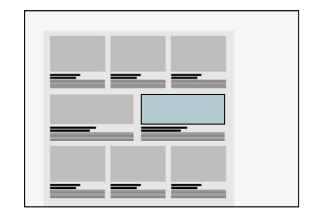
### Region portrait

#### BASE version plus guaranteed services (during the term):

- 100.000 ad impressions UAP-formats (ad creation on request)
- Placement on the bergwelten.com magazine home page
- 1x integration of the article teaser in the newsletter
- Social media activation (Facebook posting)

DACH

4.950,-  
incl. design costs



### Inquired with

#### Format for the outdoor industry

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

Runs for: at least one month

#### Services:

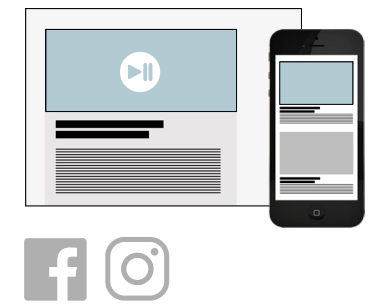
- Bergwelten.com develops and answers an exciting question about your product/company
- Creation of the article in the look & feel of bergwelten.com
- Activation via social media (Facebook posting)

DACH

2.950,-  
incl. design costs



**CONTENT & SOCIAL MEDIA FORMATS (3/3)**



**Video 60 seconds / 1 product**

Bergwelten.com puts a product prominently in the spotlight in an article including a 60" video. All features are clearly presented in a specially produced short video:

- Video format for the outdoor industry
- Product is delivered
- Subtitles/inserts/captions are defined in coordination with the customer

Runs for: **at least a month**

**Services:**

- All product posts incl. video are permanently placed on: <https://www.bergwelten.com/lp/60-sekunden-1-produkt>
- Placement of the video on the homepage (1 week)
- Activation via social media (Facebook posting) incl. link to the online store in the subtitle/insert/caption
- Payout of the video in a Bergwelten Instagram Story (incl. swipe-up linking + hashtags)
- Bergwelten Instagram Story (incl. swipe-up linking + hashtags)

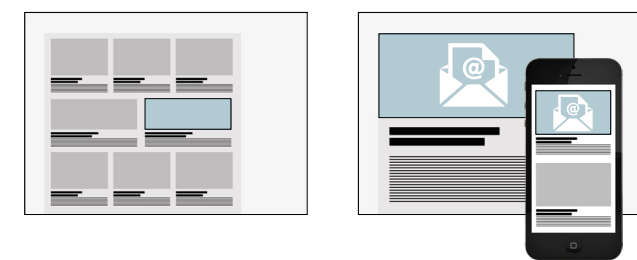
**Average performance values GSA:**

- 40.000 Social-Media-Impressions
- 10.000 3-second views on Facebook
- 20.000 impressions on 1st slide of IG story

DACH

3.600,-  
incl. design costs

**PRIZE GAME**



**Mountain festival**

Every Wednesday: the exclusive Bergwelten price game

- Prepared and placed in the form of an advertorial (product presentation & direct linking)
- You choose the prize

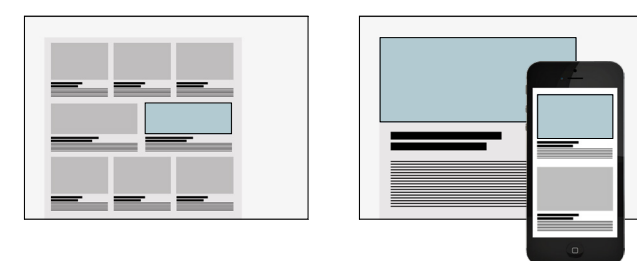
Runs for: **one month**

**Services:**

- Promotion of the post with the content teaser
- Activation via social media (Facebook posting)
- 1x integration of the article teaser in the newsletter

DACH

3.950,-  
incl. design costs



**30 days, 30 prices**

Bergwelten summer price game, period: August

- Raffle of a product of your choice (minimum value: € 100,-)
- Social media activation (Facebook posting)

AT & DE

1.450,-  
incl. design costs