

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.



Dates 2024

18.01.24	Publication date	Bergwelten 01/24
21.03.24	Publication date	Bergwelten 02/24
16.05.24	Publication date	Bergwelten 03/24
11.07.24	Publication date	Bergwelten 04/24
05.09.24	Publication date	Bergwelten 05/24
21.11.24	Publication date	Bergwelten 06/24

Adcopy deadline	13.12.24 (Ads)	04.12.24 (Advertorials)
Adcopy deadline	19.02.24 (Ads)	09.02.24 (Advertorials)
Adcopy deadline	10.04.24 (Ads)	02.04.24 (Advertorials)
Adcopy deadline	12.06.24 (Ads)	04.06.24 (Advertorials)
Adcopy deadline	01.08.24 (Ads)	24.07.24 (Advertorials)
Adcopy deadline	17.10.24 (Ads)	09.10.24 (Advertorials)

	Double spread	430 x 280 mm ¹	1 country / 2 countries / DACH Inside front cover + page 3 Pages 4/5 Design costs for advertorials ³	14.450,- / 26.000,- / 36.750,- 18.900,- / 34.800,- / 51.000,- 17.350 / 31.200,- / 43.800,- 1.000,- ²
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	Single page	215 x 280 mm ¹	1 country / 2 countries / DACH Inside back cover Outside back cover 1. righthand page 2. righthand page Design costs for advertorials ³ 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,- 8.950,- / 16.000,- / 21.900,- 500,- ²
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	1/2 page	98 x 280 mm (portrait) 215 x 140 mm (landscape)	1 country / 2 countries / DACH	6.000,- / 10.800,- / 15.150,-
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	„Berg-Apotheke“	1/4 page designed in the look & feel of the magazine	1 country / 2 countries / DACH Design costs included ⁴	1.670,- / 3.000,- / 4.200,-
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	„Schaufenster“	1/4 page 1/2 Seite designed in the look & feel of the magazine	1 country / 2 countries / DACH 1 country / 2 countries / DACH Design costs included ⁴	3.250,- / 5.400,- / 7.800,- 4.300,- / 7.000,- / 10.200,-
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	Enclosure	Minimum format Maximum format The larger page must be enclosed. Total edition per 1.000	105 x 148 mm 205 x 270 mm	Total edition up to 20 g (AT&DACH) Per additional 10 g Design costs by Red Bull Media House according to extent of work done ¹	150,- 20,-
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	Supplement	Minimum format Maximum format Top edge, base, side, fold Placement Gesamtauflage pro 1.000 Stk.	115 x 140 mm 215 x 280mm +3mm curved	Total edition up to 20 g (AT&DACH) Per additional 10 g Design costs by Red Bull Media House according to extent of work done ¹	150,- 20,-
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	Sachets ad-space (from 1/1 page)	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	Total edition per 1.000	120,-
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	TOC ad-space (from 1/1 page)	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	Total edition per 1.000	120,-
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	Gate-Cover	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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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.

AGB: redbullmediahouse.com/agb-print

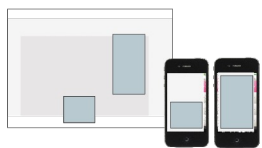
Letzte Aktualisierung Jänner 2024

Data delivery : <https://network.redbullmediahouse.com/en/d/datenanlieferung>

All prices in euros do not include statutory taxes and charges. ¹ 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. ² Not eligible for discount and AE. ³ One-time feedback loop included ⁴ 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 a Inspiration or tip.

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-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. Mobile your message receives the greatest possible attention through two consecutive advertising contacts.

- Billboard und Halfpage Ad / MPU
 - Background color (Background image upon request)
- Running time: 1 week**

- Guaranteed services DACH:**
- 400.000 Ad Impressions within 4 weeks+
 - Single country on request

DACH 22.700,-
Design costs included

CONTENT & SOCIAL MEDIA FORMATS



Advertorial

You supply the text and image material 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)



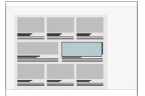



DACH




2.950,-
Design costs included

CONTENT & SOCIAL MEDIA FORMATS

 	<p>Region-portfolio</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 Sekunden • Sprechen oder Musik • Inserts • Kunde wird in der Caption getagged 	<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" insta-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>

	<p>Podcast episode exclusive</p>	<p>Exclusive sponsor of the episode as presenting partner and max. up to 3 roles (pre-/mid/post-roll)</p>	<p>Advertising message</p> <ul style="list-style-type: none"> recorded as a host read (text provided by the customer) recorded as a commercial by one of our speakers¹ delivered as a finished commercial² 	<p>DACH</p>	<p>1.800,-</p>
	<p>Podcast Package (4 Episodes)</p>	<p>Exclusive sponsor: As presenting partner and max. 3 rolls (pre-/mid/post-roll)</p>	<p>Advertising message</p> <ul style="list-style-type: none"> recorded as a host read (text provided by the customer) recorded as a commercial by one of our speakers¹ delivered as a finished commercial² 	<p>DACH</p>	<p>6.600,-</p>
	<p>Native Podcast</p>	<p>Our special editorial team produces a podcast episode (or series on the subject, with the RBMH's quality standards in the desired brand world.</p>	<p>Topic is defined together:</p> <ul style="list-style-type: none"> Podcast is designed and produced in interview format Length approx. 20-30 minutes Exclusive mention of the cooperation ("This podcast was created in cooperation with...") as pre- and post-roll with a length of approx. 15 seconds per roll Distribution of the native podcast under the brand podcast (Bergwelten, Carpe Diem, Servus) Labeling on the website and all common podcast channels (e.g. spotify) <p>Hosting: 1 Year</p>	<p>DACH</p>	<p>7.900,-</p>

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

¹ The speaker is not necessarily the host.

² Format: wav; Duration: max. 30 sec.

Prices are exclusive of statutory taxes and duties.