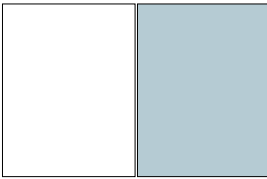
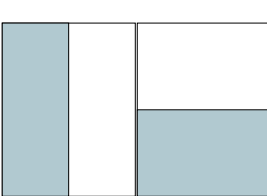
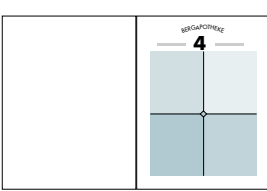
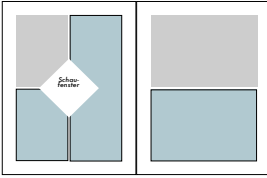
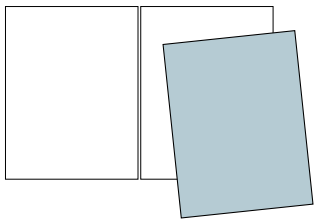
	Double spread	430 × 280 mm ¹	1 country / 2 countries / DACH U2 / page 3 page 4/5 Design costts for advertorials	14.450,- /26.000,- /36.750,- 18.900,- /34.800,- /51.000,- 17.350/31.200,- /43.800,- 1.000,- ²
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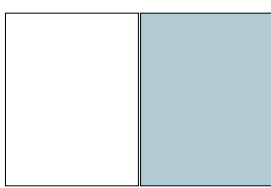
	Single page	215 × 280 mm ¹	1 country / 2 countries / DACH U3 U4 1st righthand page or U2 2nd righthand page Design costs for advertorials Surcharge for other desired placement: 10 % of the single-page rate. Surcharges are not discountable.	8.500,- /15.200,- /21.600,- 8.500,- /15.200,- /21.600,- 11.150,- /20.000,- /28.200,- 9.400,- /16.800,- /24.000,- 8.950,- /16.000,- /21.900,- 500,- ²
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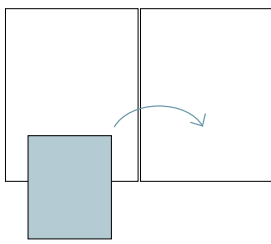
	½ page	98 × 280 mm (vertical) 215 × 140 mm (horizontal)	1 country / 2 countries / DACH	6.000,- /10.800,- /15.150,-
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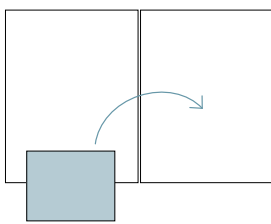
	Mountain pharmacy	1/4 page Designed with the magazines look and feel.	1 country / 2 countries / DACH incl. design costs	1.550,- /2.800,- / 3.900–
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	Schaufenster	1/4 page 1/2 page Designed with the magazines look and feel.	1 country / 2 countries / DACH 1 country / 2 countries / DACH incl. design costs	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 circulation per 1.000 pieces	105 × 148 mm 205 × 270 mm	1.000 AT & DACH up to 20 g per additional 10 g Design costs for implementation by Red Bull Media House at cost.	150,- 20,-
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	Supplement	Minimum format Head trim, foot, lateral, milling edge Placement Total circulation per 1.000 pieces	140 × 140 mm +3 mm curved	1.000 AT & DACH up to 20 g per additional 10 g Design costs for implementation by Red Bull Media House at cost.	150,- 20,-
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	Sachets ad-space (from 1/1 page)	Minimum format Maximum thickness Adhesive difference Sachet shape (other upon request) Delivery Placement Attachment by hand on request.	40 × 60 mm 2 mm ±10 mm square or rectangular upright in cardboard box curved	Total circulation per 1.000	120,-
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	TOC ad-space (from 1/1 page)	Minimum format Maximum format Adhesive difference Delivery Placement Attachment by hand on request.	40 × 60 mm 160 × 225 mm ±10 mm cut-to-size curved	Total circulation per 1.000	120,-
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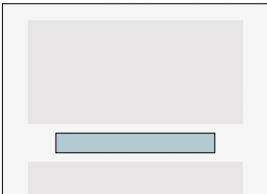
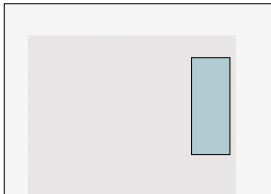
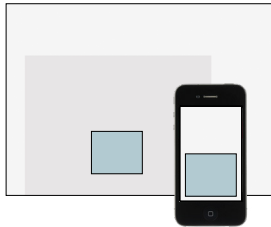
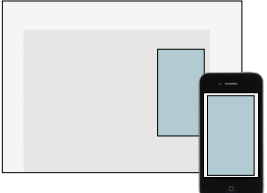

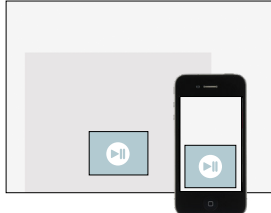
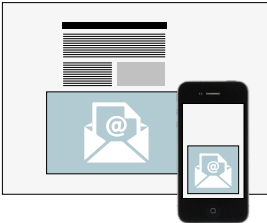
Advertorials: consist of page price + design costs. Photo costs are charged according to expenditure. Delivery of print material for advertorials, promotions, etc. 2 weeks prior to printing deadline (except for inserts and inserts - timing on request).

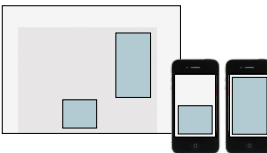
Postage costs: Postage costs according to the current postal rate apply to subscription print runs. Minimum circulation: 10,000 copies per country. Partial circulation: + 20 %.

General terms and conditions: redbullmediahouse.com/agb-print

Data delivery: redbullmediahouse.com/data-delivery

CLASSIC DISPLAY

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

	Reach Package	<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> <ul style="list-style-type: none">• Billboard and Halfpage Ad / MPU• Colouring of the page (background image on request) Runs for: 1 week	<p>Guaranteed service DACH:</p> <ul style="list-style-type: none">• 400.000 Ad Impressions in 4 weeks+ Single country: Price upon request	<p>DACH</p>	22.700,– incl. design costs
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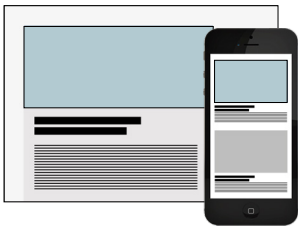







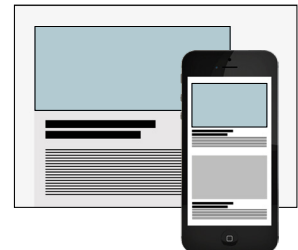
Social media activities are implemented by the editorial team.

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










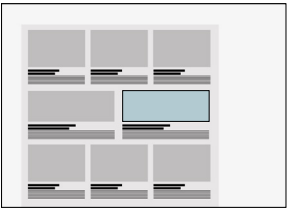



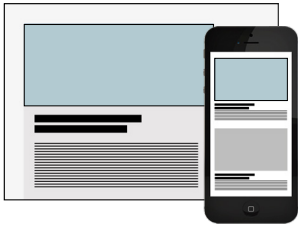
All prices in Euro and do not include statutory taxes and charges. Technical specifications: <https://redbullmediahouse.com/specs>

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

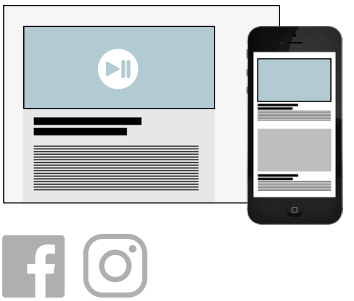
CONTENT & SOCIAL MEDIA FORMATS (1/3)

  		Advertorial <p>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</p>	Guaranteed service DACH: <ul style="list-style-type: none">• 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 <p>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</p> <ul style="list-style-type: none">• SEO optimized article with a target value of 3,000 page views• Placed in an editorially appropriate environment• Social media posting <p>Runs for: at least one month</p>	Guaranteed service DACH <ul style="list-style-type: none">• 200.000 Ad Impressions via Content Teaser• 50.000 Social Media Impressions		5.950,-
  		Company profile <p>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</p>	Service: <ul style="list-style-type: none">• We are preparing the portrait in the bergwelten.com look & feel• Social Media Posting (Facebook)	Optional service (price upon request) <ul style="list-style-type: none">• Interview• Video („Bergwelten at home with ...“)	DACH 3.950,- incl. design costs

CONTENT & SOCIAL MEDIA FORMATS (2/3)

   		Region portrait BASE	<p>Format for the tourism industry to present the region. Image and text material supplied by the client.</p> <p>Duration: 3 months</p>	<p>Basic package</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 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	<p>BASE version plus guaranteed services (during the term):</p> <ul style="list-style-type: none">• 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	<p>Format for the outdoor industry</p> <ul style="list-style-type: none">• Image material, product/company information is supplied• Text is defined in coordination with the customer <p>Runs for: at least one month</p>	<p>Services:</p> <ul style="list-style-type: none">• 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:

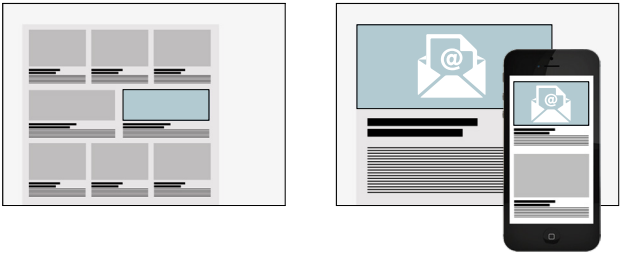
- All product posts incl. video are permanently placed on: <https://www.bergwelten.com/lp/60-sekunden-1-produkt>
- Placement of the video on the homepage (1 week)
- Activation via social media (Facebook posting) incl. link to the online store in the subtitle/insert/caption
- Payout of the video in a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



Podcast
episode

- Presence in an episode (max. 30 Sec.)
- Advertising placement freely selectable:
 - Pre-Roll
 - Mid-Roll
 - Post-Roll

Advertising message

- Recorded as host read (text template from customer)
- Recorded as commercial by one of our speakers¹
- delivered as finished commercial²

DACH

1.000,–



Podcast
episode
exclusive

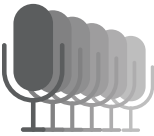
- Exclusive sponsor of the episode
- Exclusive presenting partner („This podcast is presented to you by ...“)
up to three placements (Pre-Roll, Mid-Roll & Post-Roll)

Advertising message

- Recorded as host read (text template from customer)
- Recorded as commercial by one of our speakers¹
- delivered as finished commercial²

DACH

1.800,–



Podcast
package
exclusive

Bookable from 4 episodes

VARIANT 1:
Pre-Roll and Post-Roll

Advertising message

- Recorded as host read (text template from customer)
- Recorded as commercial by one of our speakers¹
- delivered as finished commercial²

4 episodes package

3.400,–

VARIANT 2 (EXCLUSIVE SPONSOR):
Exclusive presenting partner („This podcast is presented to you by ...“)
incl. Pre-Roll, Mid-Roll & Post-Roll

Advertising message

- Recorded as host read (text template from customer)
- Recorded as commercial by one of our speakers¹
- delivered as finished commercial²

4 episodes package

6.600,–

Further integration options on request

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

¹ The speaker is not necessarily the host.

² Format: wav; duration: max. 30 sec.

Prices do not include statutory taxes and duties.