

carpe diem

TIME FOR A GOOD LIFE

Nutrition, exercise, relaxation, awareness: carpe diem means concrete inspiration that reminds us of the essentials in everyday life - to take time for our personal well-being and health. carpe diem is like a good friend. A media world that encourages us to turn useful things into good habits - including an extra portion of joy of life!



Newsletter subscriptions (publisher's statement, January 2025)

45,000



Social Media Follower (Meta January 2025)

38,000



Podcast Downloads/Episode (Spreaker Ø after 30 days)

3,900



Highlights 2025

Timing
Timing
Timing
Timing

**January
whole year
Autumn
2-monthly**

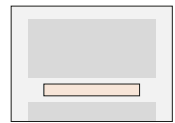
**Retreat
„Fit mit Anna Veith“
„carpe diem Auszeit“
carpe diem Challenge**

Highlight
Highlight
Highlight
Highlight

carpe diem

DIGITAL

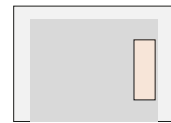
CLASSISC DISPLAY



Leaderboard

728 x 90 px
Desktop
ROS TKP

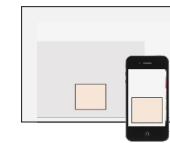
30.-



Skyscraper

160 x 600px
Desktop
ROS TKP

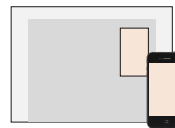
30.-



MPU

300 x 250 px
Desktop/Mobile
ROS TKP

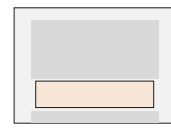
30.-



Halfpage Ad

300 x 600 px
Desktop/Mobil
ROS TKP

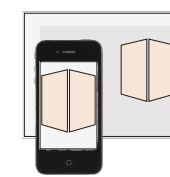
50.-



Billboard

970 x 250 px
Desktop
ROS TKP

50.-



Cube Ad

300 x 600 px
Desktop/Mobile
TKP

50.-



**Newsletter
Integration**

- 45.000 Subscriptions
- Weekly dispatch
- Implementation:
Content-Teaser
(Image/Text Combination)

TKP

70.- / Price 3,150.-



**Newsletter
Integration**

- 45.000 Subscriptions
- Weekly dispatch
- Implementation: MPU (300 x 250 px)

TKP

40,- / Price 1,800,-



**Native
Newsletter**

- 45.000 Subscriptions
- Monthly dispatch
- Individual Implementation

Price 5,900,-

Last update March 2025

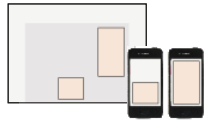
Social media activities are implemented by the editorial team.

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>

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

CLASSIC DISPLAY



Home Page-Reach-Package

The advertising format in a class of its own: Fixed advertising formats and an individual background color allow the carpediem.life homepage to appear in your layout for one week. This allows you to achieve maximum attention for your advertising message.

9,900.-

- Billboard and Halfpage Ad / MPU
- Background color (Background image upon request)

Guaranteed services Red Bull Media House Network GSA:
200,000 Ad Impressions within 4 weeks

Running time: 1 week for fixed placement of advertising material by agreement and coloring
Total running time: 4 weeks

CONTENT & SOCIAL MEDIA FORMATS



Native Reel

An IG format to put products/services in the spotlight and present them to the carpe diem community. You define the topic, the idea for implementation comes from the editorial team.

- Creation of a reel with suitable product placement in the look & feel of carpe diem
- Tagging in the caption
- Optional: Collab post on the Instagram account

Services
• 20-60 seconds
• speech or music
• Inserts

3,450,-
Design costs included

Duration: 1 month+



Wardrobe

The editorial team is dressed by the customer. A format to integrate your products into 2 social clips from the editorial team. These give authentic tips on longevity.

- Creation of a "carpe diem" Instagram clip

Services
• Design in the look & feel of the channel by Red Bull Media House
• Customer is tagged in the caption

GSA

1,000.-
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 GSA:

- 1,000 Ad Impressions via Content Teaser
- 10,000 Social-Media-Impressions

1,450.–
Design costs included



Native Story

You define the communication message and we present you with an 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
- Social media activation

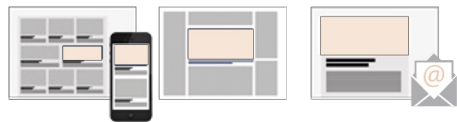
Running time: 1 month+

Guaranteed services GSA:

- 1,000 Ad Impressions via Content Teaser
- 10,000 Social-Media-Impressions

Price upon request

PRIZE GAME



The online prize game on carpediem.life

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

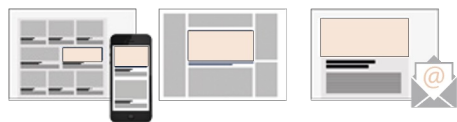
Running time: 1 month+

Services:

- Promotion of the post with a content teaser
- Social-Media-Aktivation (Facebook-Posting)
- 1x Integration of the article teaser in the newsletter

1,450.–
Design costs included

SUMMER-LOTTERY



Provides the ideal environment to focus on selected products relating to the four editorial pillars - nutrition, exercise, relaxation and awareness - and to advertise them to specific target groups.

- 1x prize game on carpediem.life/10-days-11-prizes
- 1x Facebook-Feed-Posting
- 1x Facebook-Story
- 1x Instagram-Feed-Posting (Ad)
- 1x Instagram-Stor

Running time: July 2025

Guaranteed reach per Prize game:

- 10,000 Social-Media-Impressions

3,450.–
Design costs included



Podcast episode exclusive

ZEIT FÜR EIN GUTES LEBEN

Exclusive sponsor of the episode as presenting partner and max. up to 3 roles (pre-/mid/post-roll)

Advertising message

- Recorded as a host read (text provided by the customer)
- Recorded as a commercial by one of our speakers¹
- Delivered as a finished commercial²

GSA

1,800.-



Podcast Package (4 Episodes)

ZEIT FÜR EIN GUTES LEBEN

Exclusive sponsor of the episode as presenting partner and max. up to 3 roles (pre-/mid/post-roll)

Advertising message

- Recorded as a host read (text provided by the customer)
- Recorded as a commercial by one of our speakers¹
- Delivered as a finished commercial²

GSA

6,600.-



Native Podcast

Our special editorial team produces a podcast episode (or series on the subject, with the Red Bull Media House quality standards in the desired brand world.

Topic is defined together:

- 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)

Hosting: 1 Year

GSA

7,900.-

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.