

KLASSISCH DISPLAY

	Leaderboard	728 x 90 px Desktop ROS TKP	30,-		Skyscraper	160 x 600 px Desktop ROS TKP	30,-		MPU	300 x 250 px Desktop/Mobile ROS TKP	30,-
	Halfpage Ad	300 x 600 px Desktop/Mobile ROS TKP	50,-		Billboard	970 x 250 px Desktop ROS TKP	50,-		Outstream	16:9 mind. 1.280 x 720 px max. 1.920 x 1.080 px TKP 10-25 sec	50,-
	Newsletter inclusion	<ul style="list-style-type: none"> • 25.000 recipients • on a fortnightly base • Integration options MPU (300 x 250 px) or Content-Teaser ROS TKP	70,- / price 1.750,-								

	Home Page Range Package	<p>The advertising of an extra class: Billboard and Half Page Ad as well as an individual background color let the start page carpediem.life appear in your layout for one week. This allows you to achieve maximum attention for your advertising message. Only fixed placement possible. Mobile gets your message through two consecutive advertising contacts the greatest possible attention.</p>	9.900,-
		<ul style="list-style-type: none"> • Billboard and Half Page Ad / MPU • Inking of the page (background image on request) Runtime: 1 week for fixed placement of advertising according to agreement and coloring Total runtime: 4 weeks	Guaranteed performance values in the RBMH network DACH: <ul style="list-style-type: none"> • 200.000 Ad Impressions within 4 weeks

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



Advertorial

You supply text and image material, and we design your advertorial in the look and feel of the website. Video integration is also available as an option.
Runtime: 1 month+

Guaranteed performance values DACH:

- 1.000 Ad Impressions via Content Teaser
- 10.000 Social-Media-Impressions

1.450,-
incl. design costs



Native Story

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

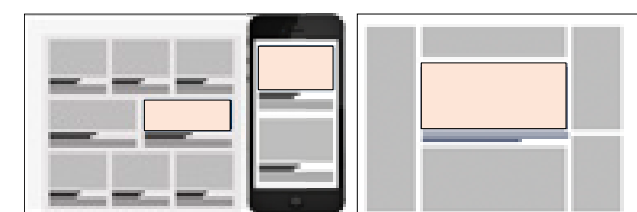
Performance values DACH

- 1.000 Ad Impressions via Content Teaser
- 10.000 Social Media Impressions

1.950,-

- SEO optimized article with a target value of 500 page views
- Social media activation

Runtime: 1 month+



**Video
60 seconds /
1 product**

carpediem.life puts a product prominently in the spotlight in an article including a 60-second video.

In a specially produced short video, the product is shown in its application and the most important details are highlighted.

- Video format for natural cosmetics and related industries
- Product is delivered
- Subtitles/inserts/captions are defined in coordination defined in coordination with the customer

Runtime: 1 month+

Services:

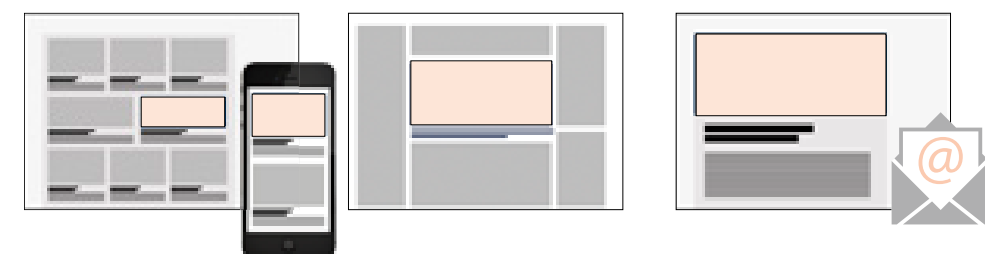
- Placement of the video on the homepage (1 week)
- Activation via social media (Facebook posting) incl. link to the online store in the subtitle/insert/caption
- Layout of the video in a carpe diem Instagram story (incl. swipe-up linking + hashtags)

Average performance values DACH

- 10.000 Social-Media-Impressions

2.450,-

PRIZE GAME



The online competition on carpediem.life

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

Runtime: 1 month+

Services:

- Promotion of the article with the content teaser
- Social media activation (Facebook posting)
- 1x integration of the article teaser in the newsletter

1.450,-
incl. design costs