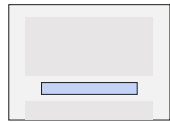


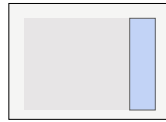
## CLASSIC DISPLAY



### Leaderboard

728 x 90 px  
Desktop  
ROS CPM

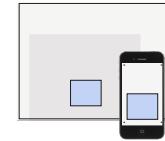
30,-



### Skyscraper

160 x 600 px  
Desktop  
ROS CPM

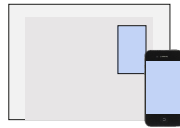
30,-



### MPU

300 x 250 px  
Desktop/Mobile  
ROS CPM

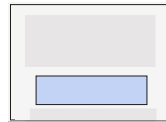
30,-



### Halfpage Ad

300 x 600 px  
Desktop/Mobile  
ROS CPM

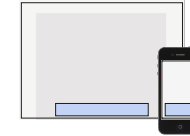
50,-



### Billboard

970 x 250 px  
Desktop  
ROS CPM

50,-

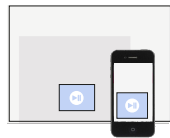


### Sticky Ad

728 x 90 px / 320 x 100 px  
Desktop/Mobile  
ROS CPM

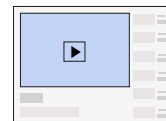
30,-

## IN- & OUTSTREAM



### Outstream

16:9  
min. 1.280 x 720 px  
max. 1.920 x 1.080 px  
  
10-25 sec  
CPM 50,-



### PRE- & MID-ROLL Spot

- Targeted placement before the livestream or before/during VoDs on ServusTV On
- Spot length of 5-30 seconds possible
- No skippable spots
- Legally labelled as advertising incl. countdown
- Frequency capping max. 5 per week
- CPP from EUR 45.

## IN- & OUTSTREAM COMBIs

### Run on network

Up to 30 sec  
CPM 65,-

bergwelten.com, servus.com, servustv.com,  
speedweek.com, YouTube ServusTV On

### Run on best view

Up to 15 sec  
CPM 75,-

servustv.com, YouTube ServusTV On

### Run on interest

Up to 20 sec  
CPM 60,-

Sport: servustv.com, YouTube ServusTV On, Speedweek.com  
Outdoor: Bergwelten.com, Servustv.com  
Homeland & Cuisine: servus.com, servustv.com

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://network.redbullmediahouse.com/d/datenanlieferung>



### Pre-Roll Video Ad

16:9  
min 1,280 x 720 px  
max 1,920 x 1,080 px

TKP 80.–



### 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.

6,450.–

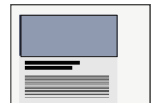
#### Running time: 1 month +

#### Services:

- The editorial team provides the customer with two topic suggestions to choose from.
- Concept and implementation by Digital Publishing
- SEO optimized article
- Content teaser placed for 1 week on [redbull.com/theredbulletin](http://redbull.com/theredbulletin)
- Social media activation

#### Guaranteed services:

- 100,000 Ad Impressions via CoBranded Banner within Red Bull Media House Network
- 40,000 Social media impressions



### 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.

5,990.–

#### Services:

- Article for 1 month+
- Placed for 1 week on [redbull.com/theredbulletin](http://redbull.com/theredbulletin)
- Social media activation
- CoBranding application via UAP formats in the Red Bull Media House network

#### Guaranteed services: :

- 100,000 Ad Impressions Promotion of the Advertorials via CoBranded Advertising material (UAP)
- 40,000 Social media impressions

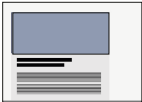


**Pre-Roll  
Video Ad**

16:9  
mind. 1.280 x 720 px  
max 1.920 x 1.080 px

CPM 20 Sec.

80,-




**Online-  
Advertorials**

Our online platform redbull.com presents incredible stories, top sporting achievements, musical highlights and special personalities from the world of Red Bull. We offer individual and customised content productions that are characterised by gripping imagery and captivating moments, so that our customers' products and key messages are presented and transported in an authentic way.

Service period: 1 month

7.500,-

	<b>Pre-Roll Video Ad</b>	16:9 min. 1.280 x 720 px max 1.920 x 1.080 px	<b>CPM 10 Sec.</b>	60,-
			<b>CPM 15 Sec.</b>	70,-
			<b>CPM 20 Sec.</b>	80,-
			<b>RedBull YouTube</b>	80,-

	<b>Online- Advertorials</b>	On our online platform redbull.com, we showcase incredible stories, outstanding athletic performances, musical highlights, and unique personalities from the world of Red Bull. We offer individual, tailor-made content productions that stand out through powerful visuals and captivating moments – presenting our clients’ products and key messages in an authentic and engaging way.	Price on request	



**Online-  
Advertorials**




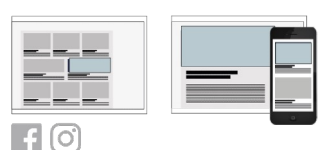
Branded content article	£8,750
Interactive content hub (Ceros)	£POA

## CLASSIC DISPLAY







	<b>Leaderboard</b>	728 x 90 px Desktop ROS TKP	30.–		<b>Billboard</b>	970 x 250 px Desktop ROS TKP	50.–		<b>Cube Ad</b>	300 x 600px Desktop/Mobile TKP	50.–
	<b>Halfpage Ad</b>	300 x 600 px Desktop/Mobile ROS TKP	50.–		<b>MPU</b>	300 x 250 px Desktop/Mobile ROS TKP	30.–		<b>Sticky Ad</b>	728 x 90 px/320 x 100 px Desktop/Mobile ROS TKP	30.–
	<b>Skyscraper</b>	160 x 600px Desktop ROS TKP	30.–		<b>Outstream</b>	16:9 mind. 1,280 x 720 px max. 1,920 x 1,080 px TKP 10-25 sec	50.–		<b>Widget</b>	Individual implementation	on request
	<b>Newsletter Integration</b>	<ul style="list-style-type: none"> <li>• Weekly dispatch</li> <li>• 70,000 Subscriptions</li> <li>• Implementation: Content-Teaser</li> </ul> TKP 70.–	price 4,900.–		<b>Newsletter Integration</b>	<ul style="list-style-type: none"> <li>• Weekly dispatch</li> <li>• 70,000 Subscriptions</li> <li>• Implementation: MPU (300 x 250 px)</li> </ul> TKP 40.–	price 2,800.–		<b>Native Touren Newsletter</b>	<ul style="list-style-type: none"> <li>• Monthly dispatch</li> <li>• 70.000 Subscriptions</li> <li>• individual implementation</li> </ul> price 9,800.–	

	<b>Home Page-Reach-Package</b>	<p>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. Your message receives the greatest possible attention through two consecutive advertising contacts.</p> <p><b>Guaranteed services GSA:</b></p> <ul style="list-style-type: none"> <li>• 400,000 Ad Impressions within 4 weeks+</li> <li>• Single country on request</li> </ul>						GSA	24,900.– Design costs included
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## CONTENT & SOCIAL MEDIA FORMATS



	<h3>Advertorial</h3>	<p>You supply the text and image, and we design your advertorial in the look and feel of the website. Video integration is also possible as an option.</p> <p>Running time: 1 month</p>	<p><b>Guaranteed services GSA:</b></p> <ul style="list-style-type: none"> <li>• 150,000 Ad Impressions via Content Teaser</li> <li>• 50,000 Social-Media-Impressions</li> <li>• Single country on request</li> </ul>	<p>GSA</p> <p>4,950.– Design costs included</p>
	<h3>Native Story</h3>	<p>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.</p> <ul style="list-style-type: none"> <li>• SEO optimized article</li> <li>• Placed in an editorially appropriate environment</li> <li>• Social media activation</li> </ul> <p>Running time: 1 month</p>	<p><b>Guaranteed services GSA:</b></p> <ul style="list-style-type: none"> <li>• 200,000 Ad Impressions via Content Teaser</li> <li>• 50,000 Social-Media-Impressions</li> </ul>	<p>GSA</p> <p>5,950.–</p>
	<h3>Company portrait/ The story of...</h3>	<p>Integration opportunity to present the success story of your company to the Bergwelten community. Image and text material are supplied.</p> <p>Running time: 3 month</p>	<p><b>Services:</b></p> <ul style="list-style-type: none"> <li>• Bergwelten prepares the portrait in the look and feel of bergwelten.com.</li> <li>• Social media activation (Facebook-Posting)</li> </ul> <p><b>Guaranteed services GSA:</b></p> <ul style="list-style-type: none"> <li>• 50,000 Social-Media-Impressions</li> </ul>	<p>GSA</p> <p>3,950.– Design costs included</p>
	<h3>„Nachgefragt bei..“ <i>An Inquiry with...</i></h3>	<p><b>Format for the outdoor sector:</b></p> <ul style="list-style-type: none"> <li>• Image material, product / company information are supplied.</li> <li>• Text is defined in consultation with the customer.</li> </ul> <p>Running time: 1 month</p>	<p><b>Services:</b></p> <ul style="list-style-type: none"> <li>• Bergwelten.com develops and answers an exciting question about your product/company</li> <li>• Creation of the article in the look &amp; feel of bergwelten.com</li> </ul> <p><b>Guaranteed services GSA:</b></p> <ul style="list-style-type: none"> <li>• 50,000 Social-Media-Impressions</li> </ul>	<p>GSA</p> <p>2,950.– Design costs included</p>

# CONTENT & SOCIAL MEDIA FORMATS


	<b>Region-portrait</b>	<p><b>Format for the tourism sector to present the region. Images and text material are supplied.</b></p> <ul style="list-style-type: none"> <li>The editorial team prepares the portrait in the look &amp; feel of bergwelten.com</li> <li>Integration of existing articles, tours (max. 50) videos etc.</li> <li>Possibility of integrating selected events in the Bergwelten event calendar (max. 5)</li> <li>Integration on the bergwelten.com magazine page in the "Regions" section</li> </ul>	<p><b>Guaranteed services GSA:</b></p> <ul style="list-style-type: none"> <li>100,000 ad impressions UAP formats (ad media creation on request)</li> <li>Placement on the bergwelten.com magazine homepage</li> <li>1× integration of the article teaser in the newsletter (takes place in the booked season)</li> <li>Social media activation (Facebook posting)</li> </ul>	GSA	<p>4,950.– Design costs included</p> <p>Running time: 3 months</p>
	<b>Module 1</b>	<p><b>Native Story (Guaranteed services GSA):</b></p> <ul style="list-style-type: none"> <li>200,000 Ad Impressions via Content Teaser</li> <li>50,000 Social-Media-Impressions</li> </ul>		GSA	<p>4,400.– Design costs included</p>
	<b>Module 2</b>	<p><b>Social-Story (IG,FB,FB Messenger):</b></p> <ul style="list-style-type: none"> <li>Creation of a Servus Insta story</li> <li>Link to the regional portrait on servus.com</li> </ul>		GSA	<p>1,200.– Design costs included</p>
	<b>Module 3</b>	<p><b>Integration of existing online tours on the TVB website incl. adaptation to the quality standards of Bergwelten:</b></p> <ul style="list-style-type: none"> <li>Only the overhead costs of 30.- per tour will be charged.</li> <li>Optional: Research and creation of tours according to Bergwelten quality standards incl. text, GPS track and images</li> </ul>		GSA	Price upon request
	<b>Module 4</b>	<p><b>Extension of the regional portrait:</b></p> <ul style="list-style-type: none"> <li>Adaptation of the content (images, texts)</li> <li>Social media posting</li> <li>Creation of Co-branded Banners</li> </ul>		GSA	<p>1,450.– Design costs included</p>
	<b>Module 5</b>	<p><b>Banner package:</b></p> <ul style="list-style-type: none"> <li>Only bookable in Combination with Module 5</li> <li>100.000 Ad Impressions via Content Teaser</li> </ul>	<p><b>Services:</b> Guaranteed Ad Impressions of the CoBranded banners from Module 4 (UAP-format)</p>	DACH	840.–



## CONTENT & SOCIAL MEDIA FORMATS

	<b>Native Reel</b>	<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"> <li>• Creation of a Bergwelten Insta-Story</li> <li>• Link/Swipe Up to the customer</li> </ul> <p><b>Running time 1 month</b></p>	<p><b>Services</b></p> <ul style="list-style-type: none"> <li>• 20-60 seconds</li> <li>• speaking or music</li> <li>• Inserts</li> <li>• Customer is tagged in the caption</li> </ul>	GSA	3,950.– Design costs included
	<b>Wardrobe</b>	<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"> <li>• Creation of a "Bergwelten" Instagram clip</li> </ul> <p><b>Running time 1 year (March-March)</b></p>	<p><b>Services</b></p> <ul style="list-style-type: none"> <li>• Design in the look &amp; feel of the channel by Red Bull Media House Publishing</li> <li>• Customer is tagged in the caption</li> </ul>	GSA	1,700.– Design costs included

## Contests & Giveaways

	<b>„Bergfest“</b> <i>Mountain party</i>	<p>Every Wednesday: the exclusive Bergwelten sweepstakes/giveaway.</p> <ul style="list-style-type: none"> <li>• You choose the price</li> <li>• Prepared and placed in the form of an advertorial</li> <li>• (product presentation &amp; direct link)</li> </ul> <p><b>Running time 1 month</b></p>	<p><b>Services:</b></p> <ul style="list-style-type: none"> <li>• Promotion of the post with the content teaser</li> <li>• Social media activation (Facebook posting)</li> <li>• 1 x Integration of the article teaser in the newsletter</li> </ul>	GSA	4,350.– Design costs included
	<b>14 days, 14 prices</b>	<p><b>Bergwelten summer sweepstakes, period: August 2025</b></p> <ul style="list-style-type: none"> <li>• Price draw for a product of your choice (minimum value: € 100.–)</li> <li>• Social media activation (Facebook posting)</li> </ul>	<p><b>Services:</b></p> <ul style="list-style-type: none"> <li>• Promotion of the post with the content teaser</li> <li>• Social media activation (Facebook posting)</li> <li>• 1 x Integration of the article teaser in the newsletter</li> </ul>	AUT & GER	1,450.– Design costs included

CLASSIC DISPLAY

	<b>Leaderboard</b>	728 x 90 px Desktop ROS TKP	30.–		<b>Skyscraper</b>	160 x 600px 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 Integration</b>	<ul style="list-style-type: none"> <li>• 50,000 Subscriptions</li> <li>• Weekly dispatch</li> <li>• Implementation: MPU (300 x 250 px) or content teaser</li> </ul>	TKP 70.– price 3,500.–		<b>Sticky Ad</b>	728 x 90 px / 320 x 100 px Desktop/Mobil ROS TKP	30.–		<b>Cube Ad</b>	300 x 600 px Desktop/Mobile TKP	50.–
	<b>Native Newsletter</b>	<ul style="list-style-type: none"> <li>• 50,000 Subscriptions</li> <li>• monthly dispatch</li> <li>• Individual integration options</li> </ul>	price 6,440.–		<b>Newsletter Integration</b>	<ul style="list-style-type: none"> <li>• 50,000 Subscriptions</li> <li>• Weekly dispatch</li> <li>• Implementation: MPU (300 x 250 px)</li> </ul>	TKP 40 ,– Preis 2,000,–				



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.










10,900.–

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





- Guaranteed services GSA**
- 200,000 Ad Impressions within 4 weeks+

**Running time: 1 week for fixed placement and coloring**  
**Running time in total: 4 weeks**


























## CONTENT & SOCIAL MEDIA FORMATS

   	<b>Advertorial</b>	<p>You supply the text and images, and we design your advertorial in the look and feel of the website. Video integration is also possible as an option.</p> <p><b>Running time: 1 month+</b></p>	<p><b>Guaranteed services GSA:</b></p> <ul style="list-style-type: none"> <li>• 100,000 Ad impressions via content teaser</li> <li>• 30,000 Social media impressions</li> <li>• Single country on request</li> </ul>	GSA	3,950.– Design costs included
   	<b>Native Story</b>	<p>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.</p> <ul style="list-style-type: none"> <li>• SEO optimized article</li> <li>• Placed in an editorially appropriate environment</li> <li>• Social media activation</li> </ul> <p><b>Running time: 1 month+</b></p>	<p><b>Guaranteed services GSA:</b></p> <ul style="list-style-type: none"> <li>• 100,000 Ad impressions via content teaser</li> <li>• 30,000 Social media impressions</li> </ul>	GSA	4,950.–
	<b>Whatsapp Add-On</b>	<p>The WhatsApp extension for your native story, advertorial, or competition on servus.com.</p> <p>Reach your target group via content teaser in the WhatsApp channel "Servus Küche   Cooking &amp; Baking – Recipes from the Alpine region".</p>	<p><b>Services:</b></p> <ul style="list-style-type: none"> <li>• Creation of a post including the mention of your company or brand</li> <li>• Look &amp; Feel of servus.com</li> <li>• Target-URL on servus.com</li> </ul>	DACH	2.100.–

## SWEEPSTAKE

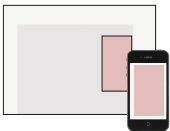
   	<b>Servus Price game</b>	<p><b>The online price game on servus.com:</b></p> <p>You choose the price.</p> <ul style="list-style-type: none"> <li>• Prepared and placed in the form of an advertorial</li> <li>• (product presentation &amp; direct link)</li> </ul> <p><b>Running time 1 month+</b></p>	<p><b>Services:</b></p> <ul style="list-style-type: none"> <li>• Promotion of the post with the content teaser</li> <li>• Social media activation (Facebook posting)</li> <li>• 1x Integration of the article teaser in the newsletter</li> </ul>	GSA	2,950.– Design costs included
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## CONTENT & SOCIAL MEDIA FORMATS

  <div>    </div>	<b>Regional portrait</b>	<p><b>Format for the tourism industry to present their region. Images and text material are supplied.</b></p> <ul style="list-style-type: none"> <li>• The editorial team prepares the portrait in the look &amp; feel of servus.com</li> <li>• Integration of existing articles (recipes, excursion tips, craftsmen ...)</li> </ul> <p><b>Running time 3 month</b></p>	<p><b>Guaranteed services GSA:</b></p> <ul style="list-style-type: none"> <li>• 100,000 ad impressions UAP formats (ad media creation on request)</li> <li>• 1x integration of the article teaser in the newsletter (takes place in the booked season)</li> <li>• Social media activation (Facebook posting)</li> </ul>	GSA	4,950.– Design costs included
  <div>    </div>	<b>Modul 1</b>	<p><b>Native Story (Guaranteed services GSA):</b></p> <ul style="list-style-type: none"> <li>• 200,000 Ad impressions via content teaser</li> <li>• 50,000 Social media impressions</li> </ul>		GSA	3,640.– Design costs included
  <div>    </div>	<b>Modul 2</b>	<p><b>Social-Story (IG,FB,FB Messenger):</b></p> <ul style="list-style-type: none"> <li>• Creation of a Servus Instagram story</li> <li>• Link to the regional portrait on servus.com</li> </ul>		GSA	960.– Design costs included
  <div>    </div>	<b>Modul 3</b>	<p><b>Extension of the regional portrait:</b></p> <ul style="list-style-type: none"> <li>• Adaptation of the content (images, texts)</li> <li>• Social media posting</li> <li>• Creation of co-branded banners</li> </ul>		GSA	1,450.– Design costs included
  <div>    </div>	<b>Module 4</b>	<p><b>Banner Package:</b></p> <ul style="list-style-type: none"> <li>• Only bookable in combination with Module 3</li> <li>• 100.000 Ad Impressions via Content Teaser</li> </ul>	<p><b>Services:</b></p> <p>Guaranteed ad impressions of the co-branded banners from Module 3 (UAP-format)</p>	DACH	840,–



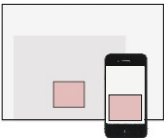
CLASSIC DISPLAY



Halfpage Ad

300 x 600 px  
Desktop/Mobile  
ROS TKP

50.–



MPU

300 x 250 px  
Desktop/Mobile  
ROS TKP

30.–



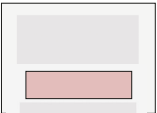
Newsletter  
Integration

- 19,500 Subscriptions
- Weekly dispatch  
(AT: on thursdays, DE: on fridays)

Integration options:

- Content Teaser
  - Image (857x580 px)
  - Title (35 characters incl. spaces)
  - Text (120 characters incl. spaces)
- Or Banner
  - MPU (300x250 px)
- Target URL

price 1,990.–



Billboard

970 x 250 px  
Desktop  
ROS TKP

50.–



PRE- & MID-  
ROLL SPOT

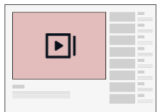
- Targeted placement before the livestream or before/during VoDs on ServusTV On
- Spot length of 5-30 seconds possible
- No skippable spots
- Legal labeling as advertising incl. countdown
- Frequency Capping max. 5 per week

TKP ROS  
5-10 sec  
11-15 sec  
16-20 sec  
21-30 sec

45.–  
55.–  
65.–  
90.–

TKP SPORT  
5-10 sec  
11-15 sec  
16-20 sec  
21-30 sec

55.–  
65.–  
75.–  
105.–



PRE-ROLL  
SPOT

- Targeted placement before the livestream or before/during VoDs on ServusTV On
- Spot length of 5-30 seconds possible
- No skippable spots
- Legal labeling as advertising incl. countdown
- Frequency Capping max. 5 per week

TKP ROS  
5-10 sec  
11-15 sec  
16-20 sec  
21-30 sec

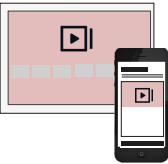
50.–  
60.–  
70.–  
95.–

TKP SPORT  
5-10 sec  
11-15 sec  
16-20 sec  
21-30 sec

60.–  
70.–  
80.–  
110.–

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>.

# SPECIAL ADVERTISING FORMATS



## „Brandship“

The special form of advertising in a class of its own:

- We make the servustv.com homepage appear in your layout: By means of header placement and your video as well as billboard, halfpage ad, MPU you achieve maximum attention for your advertising message.
- In addition, you can emotionalize your message with your videos and related content in your own brandroom channel.

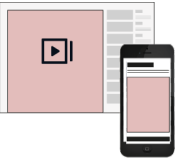
Duration: Homepage 1 day / Own channel: 4 weeks

Guaranteed Services:

- **Home page:** Tile and header image - 1st position
- Sticky navigation
- 3 fixed advertising formats (BB, HPA, MPU)
- **Own channel:** with individual background
- Fixed placement of advertising media in coordination
- Arrangement of videos and number in coordination
- Integration of related content ServusTV On in coordination

price

on request



## Native Video Story

Use our digital reach for your message:

- Publication of a 4-minute contribution<sup>1</sup> on ServusTV On
- Design of the contribution in the style/quality of a "Servus am Abend" contribution
- Posting of the contribution on Facebook
- Production and licensing of the contribution in customer CI with certain rights of use for your owned media channels

Running time: 4 weeks

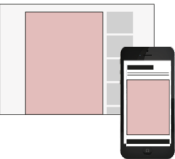
Guaranteed Services:

- 2,000 Video views
- 100,000 Social impressions

price

from 9,800.–  
Design costs included

# PRICE GAME



## Price game

The online price game on servustv.com:

You choose the price.

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

Duration: Minimum 7 days | Maximum 14 days

Services:

- Promotion of the post with a content teaser
- Social media activation (Facebook posting)
- 1x Integration of the article teaser in the newsletter (if the runtime allows it)

price

4,500.–  
Design costs included

Extension module:

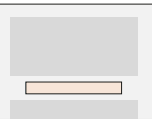

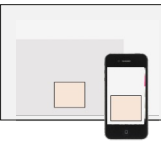
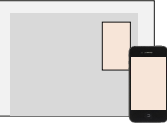
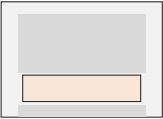
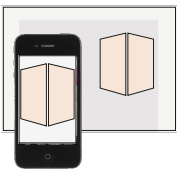



- Online for 7 additional days
- 1x social media activity (Instagram/Facebook)

price

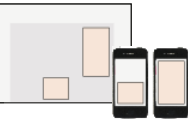
500.–

<sup>1</sup> incl. labeling with advertising. Content is agreed with you in advance.

CLASSISC DISPLAY

	<b>Leaderboard</b>	728 x 90 px Desktop ROS TKP	30.–		<b>Skyscraper</b>	160 x 600px 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/Mobil ROS TKP	50.–		<b>Billboard</b>	970 x 250 px Desktop ROS TKP	50.–		<b>Cube Ad</b>	300 x 600 px Desktop/Mobile TKP	50.–
	<b>Newsletter Integration</b>	<ul style="list-style-type: none"><li>• 45.000 Subscriptions</li><li>• Weekly dispatch</li><li>• Implementation: Content-Teaser (Image/Text Combination)</li></ul>	TKP		<b>Newsletter Integration</b>	<ul style="list-style-type: none"><li>• 45.000 Subscriptions</li><li>• Weekly dispatch</li><li>• Implementation: MPU (300 x 250 px)</li></ul>	TKP		<b>Native Newsletter</b>	<ul style="list-style-type: none"><li>• 45.000 Subscriptions</li><li>• Monthly dispatch</li><li>• Individual Implementation</li></ul>	Price 5,900.–
		70.– / Price 3,150.–				40.– / Price 1,800.–					

CLASSISC 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

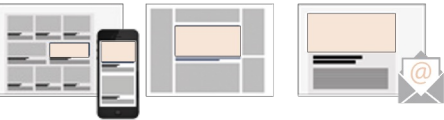
Running time: 1 month+

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)

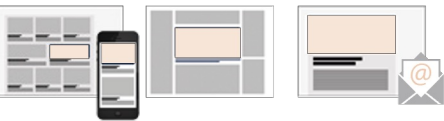
Running time: 1 month+

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

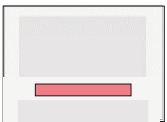
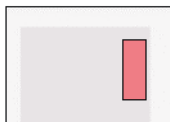
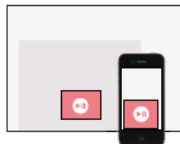
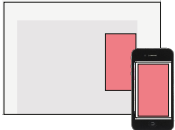
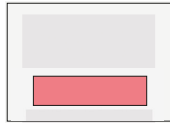
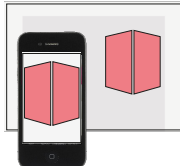

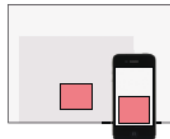
Running time: July 2025

Guaranteed reach per Prize game:

- 10,000 Social-Media-Impressions



3,450.–  
Design costs included

# CLASSIC DISPLAY

	<b>Leaderboard</b>	728 x 90 px Desktop ROS TKP	30.–		<b>Skyscraper</b>	160 x 600px Desktop ROS TKP	30.–		<b>Outstream</b>	16:9 mind. 1.280 x 720px max. 1.920 x 1.080px TKP 10-25 sec	50.–
	<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>Cube Ad</b>	300 x 600px Desktop/Mobile TKP	50.–
	<b>Newsletter Integration</b>	<ul style="list-style-type: none"> <li>• weekly dispatch (Tuesday/Friday)</li> <li>• Integration options: MPU (300 x 250 px) or content teaser (image/text combination)</li> </ul>	1,990.–		<b>MPU</b>	300 x 250 px Desktop/Mobile ROS TKP	30.–				




	<b>„Home Page-Reach-Package“</b>	The advertising form in a class of its own: we make the speedweek.com home page in your layout and you achieve maximum attention for your advertising message.					GSA		on request		
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# ADVERTORIAL/NATIVE


		<b>Advertorial</b>	<p>You supply the text and image material and we design your advertorial in the look and feel of the website</p> <p>Video integration is also possible as an option.</p> <p><b>Running time: 1 month+</b></p>	<p><b>Guaranteed services GSA:</b></p> <ul style="list-style-type: none"> <li>• 200,000 Ad Impressions via Content Teaser</li> <li>• 60,000 social media impressions</li> <li>• Individual countries on request</li> </ul>	GSA	4,950.– Design costs included
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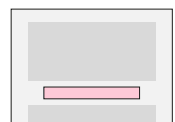
## CONTENT & SOCIAL MEDIA FORMATS

	<b>„Produkt-/ Modell-Portrait“</b> <i>Product Portrait</i>	<p>Format for the automotive &amp; motorsport industry to present models/products and services. Image and text material is supplied.</p> <ul style="list-style-type: none"><li>• The portrait is prepared in the look &amp; feel of speedweek.com and placed in the “Products” channel</li><li>• Integration of existing/appropriate articles, videos, etc.</li></ul> <p><b>Duration: 1 month</b></p>	<p><b>Guaranteed services GSA:</b></p> <ul style="list-style-type: none"><li>• 200,000 ad impressions via content teaser</li><li>• 60,000 social impressions</li><li>• 1 week placement on the speedweek.com homepage and speedweek.com/products</li><li>• 1x Integration of the article teaser in the newsletter</li></ul>	GSA	4,950,- Incl. design costs
	<b>„Die Geschichte von ...“</b> <i>The Story of...</i>	<p>Format for the automotive &amp; motorsport industry to tell a unique story. Storytelling offers the opportunity to bring the history, ideas and successes of your company closer and to tell your personal company story. Image and text material are supplied.</p> <ul style="list-style-type: none"><li>• The portrait is prepared in the look &amp; feel of speedweek.com and placed in the “Products” channel</li><li>• Integration of existing/appropriate articles, videos, etc.</li></ul> <p><b>Duration: 1 month</b></p>	<p><b>Guaranteed services GSA:</b></p> <ul style="list-style-type: none"><li>• 200,000 ad impressions via content teaser</li><li>• 60,000 social impressions</li><li>• 1 week placement on the speedweek.com homepage and speedweek.com/products</li><li>• 1x Integration of the article teaser in the newsletter</li></ul>	GSA	4,950,- Incl. design costs
	<b>Native Interview</b>	<p>The speedweek.com editorial team talks to people from the world of motorsport about life, work and the current situation. Informative, entertaining and inspiring for the target group.</p> <p><b>Running time: 1 week</b></p>	<p><b>Guaranteed services GSA:</b></p> <ul style="list-style-type: none"><li>• 200,000 ad impressions via content teaser</li><li>• 60,000 social impressions</li><li>• 1 week placement on the speedweek.com homepage and speedweek.com/products</li><li>• 1x Integration of the article teaser in the newsletter</li></ul>	GSA	4,950,- Incl. design costs

## CONTESTS & SWEEPSTAKES

	<b>Sweepstakes</b>	<p>The online competition on speedweek.com.</p> <p>You choose the prize Set-up and product integration in the look &amp; feel of speedweek.com</p> <p><b>Duration: 1 month</b></p>	<p><b>Services:</b></p> <ul style="list-style-type: none"><li>• Promotion of the post with the content teaser</li><li>• social media activation (Facebook posting)</li><li>• 1x Integration of the article teaser in the newsletter</li></ul>	GSA	3,950,- Incl. design costs
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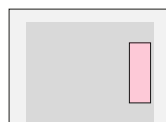
## CLASSIC DISPLAY



**Leaderboard**

728 x 90 px  
Desktop  
ROS TKP

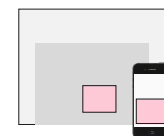
30.–



**Skyscraper**

160 x 600px  
Desktop  
ROS TKP

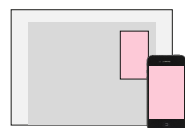
30.–



**MPU**

300 x 250 px  
Desktop/Mobile  
ROS TKP

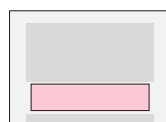
30.–



**Halfpage Ad**

300 x 600 px  
Desktop/Mobile  
ROS TKP

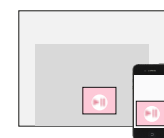
50.–



**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

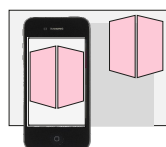
50.–



**Newsletter Integration**

- Monthly dispatch
- Implementation: MPU (300 x 250 px) or Content-Teaser (Image/Text Combination)

1,450.–





**Cube Ad**

300 x 600 px  
Desktop/Mobile  
TKP

50.–

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+

Services:

- Promotion of the post with the content teaser
- Social media activation

1,450.–

Design costs included

SWEEPSTAKES



The online sweepstakes on buehne-magazin.com

- 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



