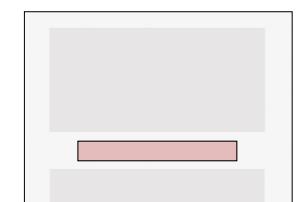
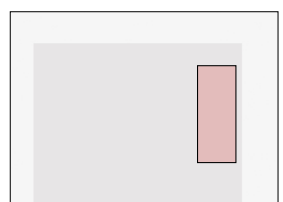
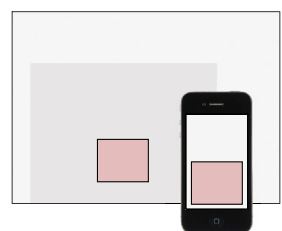
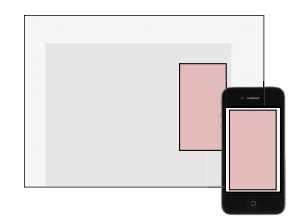
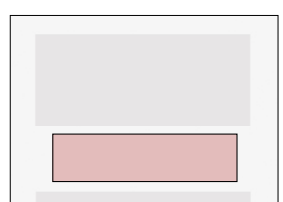
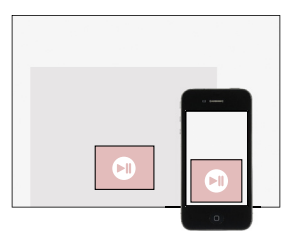
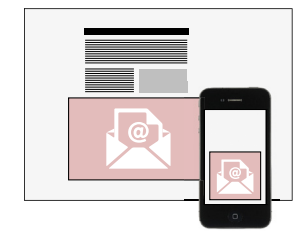
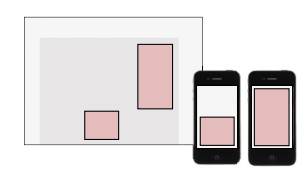


**CLASSIC DISPLAY**

|   |                               |   |      |   |                   |                                    |      |   |                  |  |      |
|---|-------------------------------|---|------|---|-------------------|------------------------------------|------|---|------------------|--|------|
|   | <b>Leaderboard</b>            | 728 x 90 px<br>Desktop<br>ROS TKP   | 30,- |  | <b>Skyscraper</b> | 160 x 600 px<br>Desktop<br>ROS TKP | 30,- |  | <b>MPU</b>       | 300 x 250 px<br>Desktop/Mobile<br>ROS TKP                              | 30,- |
|   | <b>Halfpage Ad</b>            | 300 x 600 px<br>Desktop/Mobile<br>ROS TKP   | 50,- |  | <b>Billboard</b>  | 970 x 250 px<br>Desktop<br>ROS TKP | 50,- |  | <b>Outstream</b> | 16:9<br>mind. 1.280 x 720 px<br>max. 1.920 x 1.080 px<br>TKP 10-25 sec | 50,- |
|  | <b>Newsletter Integration</b> | <ul style="list-style-type: none"> <li>• 46.000 recipients</li> <li>• Weekly dispatch</li> <li>• Implementation: MPU (300 x 250 px) or Content-Teaser</li> </ul> TKP 70,- / price 3.220,- |      |   |                   |                                    |      |   |                  |  |      |

|  |                                |   |  |
|--|--------------------------------|---|--|
|  | <b>Home Page-Reach-Package</b> | <p>The advertising form in a class of its own: Billboard and Half Page Ad as well as an individual background colour let the start page servus.com 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 is given the greatest possible maximum attention through two successive advertising contacts.</p> | 10.900,-   |
|  |                                | <ul style="list-style-type: none"> <li>• Billboard and Half Page Ad / MPU</li> <li>• Inking of the page (background image on request)</li> </ul> Runtime: 1 week for fixed placement of advertising according to agreement and coloring<br>Total runtime: 4 weeks   | <b>Guaranteed performance values DACH:</b> <ul style="list-style-type: none"> <li>• 200.000 Ad Impressions within 4 weeks</li> </ul> |

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 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**

**Guaranteed service DACH:**

- 100.000 Ad Impressions via Content Teaser
- 30.000 Social Media Impressions

Single country upon request

DACH

3.950,-  
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 article fits in perfectly with the editorial coverage.

- SEO optimized article with a target value of 1,000 page views

**Duration: 1 month+**

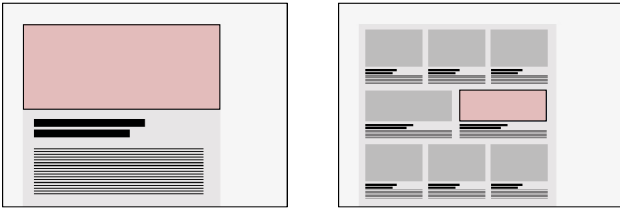
**Guaranteed services DACH:**




- 100.000 Ad Impressions via Content Teaser
- 30.000 Social Media Impressions

Single country upon request.

DACH

4.950,-  
incl. design costs



**Region portrait**

Format for the tourism industry to present the region. Image and text material supplied by the client.

**BASE**

Duration: 3 months

**Basic package**

- The editorial team prepares the portrait in the look & feel of servus.com.
- Integration of existing contributions (recipes, excursion tips, craftsmen ...)

DACH

3.980,-  
incl. design costs



**Region portrait**

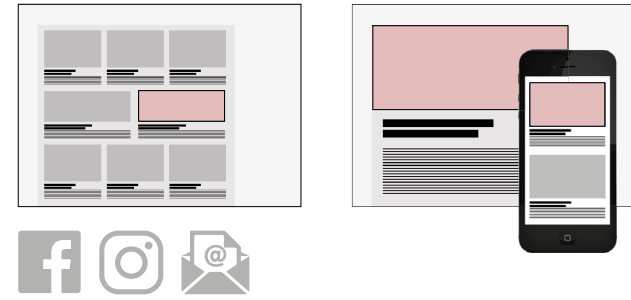
**BASE version plus guaranteed services (during the term):**

- 100.000 ad impressions UAP-formats (ad creation on request)
- 1x integration of the article teaser in the newsletter
- Social media activation (Facebook posting)

DACH

4.950,-  
incl. design costs

## PRIZE GAME



### **Servus prize game**

The online sweepstakes on [servus.com](http://servus.com)

You choose the prize.

- Prepared and placed in the form of an advertorial (product presentation & direct linking)
- Duration: 1 month+

#### Services:

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

DACH

2.950,-  
incl. design costs

CLASSIC DISPLAY

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

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

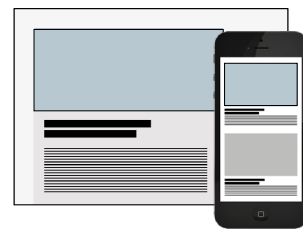
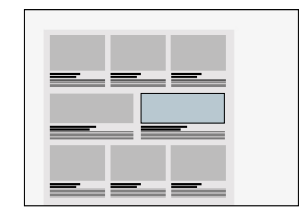
Social media activities are implemented by the editorial team.

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

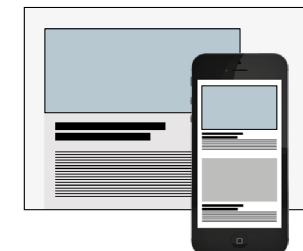
You supply text and images, and we design your advertorial in the your advertorial in the look & feel of the website.  
Video integration is also possible as an option.  
**Runs for: at least one month**

#### Guaranteed service DACH:

- 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

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

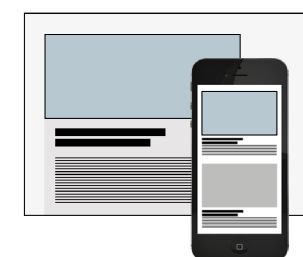
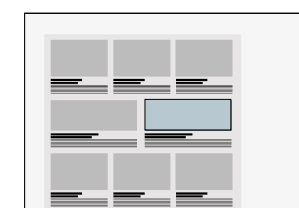
- SEO optimized article with a target value of 3,000 page views
- Placed in an editorially appropriate environment
- Social media posting

**Runs for: at least one month**

#### Guaranteed service DACH

- 200.000 Ad Impressions via Content Teaser
- 50.000 Social Media Impressions

5.950,-



### Company profile

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**

#### Service:

- The editorial team prepares the portrait in the bergwelten.com look & feel
- Social Media Posting (Facebook)

#### Optional service (price upon request)

- Interview
- Video („Bergwelten at home with ...“)

DACH

3.950,-  
incl. design costs

## CONTENT & SOCIAL MEDIA FORMATS (2/3)



### Region portrait

BASE

Format for the tourism industry to present the region.  
Image and text material supplied by the client.

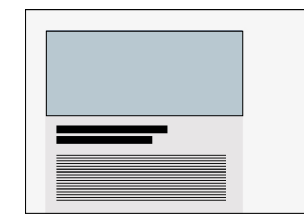
Duration: 3 months

Basic package

- 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



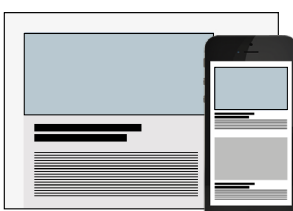
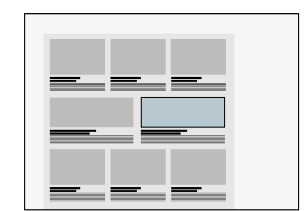
### Region portrait

BASE version plus guaranteed services (during the term):

- 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

Format for the outdoor industry

- Image material, product/company information is supplied
- Text is defined in coordination with the customer

Runs for: at least one month

Services:

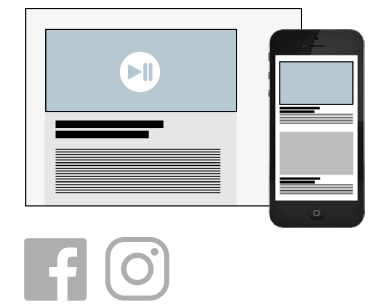
- Co-publishing develops a central question for the customer
- Creation of the article in the look & feel of bergwelten.com
- Activation via social media (Facebook posting)

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)

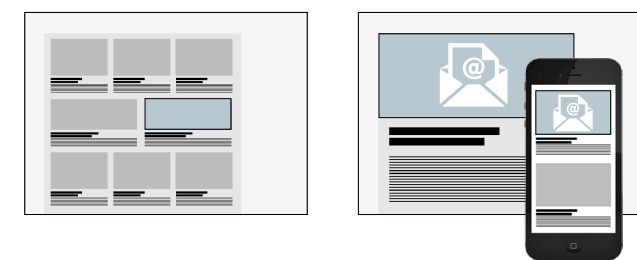
**Average performance values GSA:**

- 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

- You choose the prize

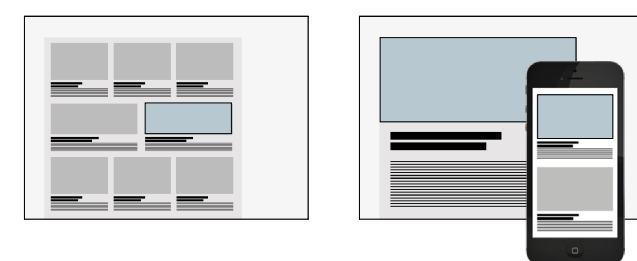
**Runs for: one month**

**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



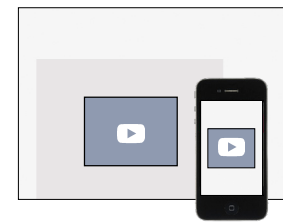
**30 days, 30 prices**

Bergwelten summer price game, period: August

- Raffle of a product of your choice (minimum value: € 100,-)
- Social media activation (Facebook posting)

AT & DE

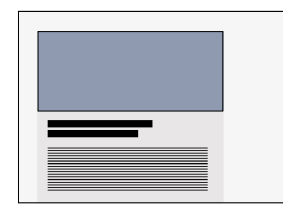
1.450,-  
incl. design costs


**Pre-Roll Video Ad**

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

TKP 20 sec.

80,-


**Native Story**

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 reporting.

6.450,-

Artikel search engine optimized.  
Runs for: 1 month

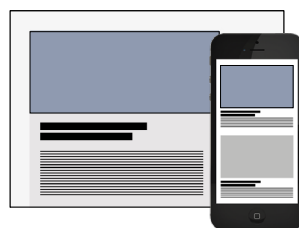
**SERVICES**

- The editorial team provides the customer with two topic proposals to choose from
- Concept and implementation by Digital Publishing
- SEO optimized article with a target value of 1,500 page views
- Content teaser placed for 1 week on redbull.com/theredbulletin
- Social media activation

**GUARANTEED VALUES AT:**

- 100.000 Ad Impressions Application of the Native Story via CoBranded advertising media (UAP)
- 40.000 Social Media impressions

## CONTENT & SOCIAL MEDIA FORMATS


**Advertorial**

You supply text and image material and we design your advertorial in the look & feel of the website.  
Video integration is also possible as an option.

5.990,-

Runs for: 1 Month+

**GUARANTEED VALUES**

- 100.000 Ad Impressions via CoBranded banner
- 40.000 Social-Media-Impressions

Social media activities are implemented by the editorial team,  
Bookable in combination with print



**KLASSISCH DISPLAY**

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

|  |                                |   |  |
|--|--------------------------------|---|--|
|  | <b>Home Page Range Package</b> | <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"> <li>• Billboard and Half Page Ad / MPU</li> <li>• Inking of the page (background image on request)</li> </ul> Runtime: 1 week for fixed placement of advertising according to agreement and coloring<br>Total runtime: 4 weeks   | <b>Guaranteed performance values in the RBMH network DACH:</b> <ul style="list-style-type: none"> <li>• 200.000 Ad Impressions within 4 weeks</li> </ul> |

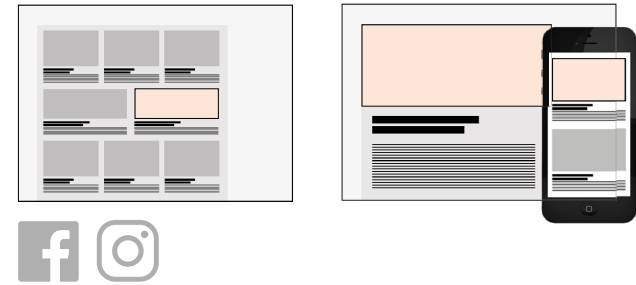
Social media activities are implemented by the editorial team.

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.

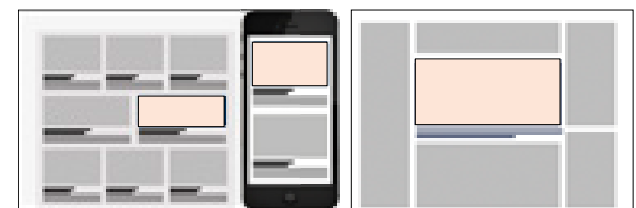
**Performance values DACH**

- 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:**

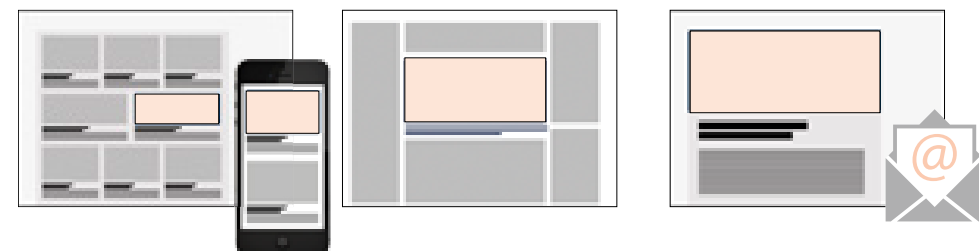
- Placement of the video on the homepage (1 week)
- Activation via social media (Facebook posting) incl. link to the online store in the subtitle/insert/caption
- Layout of the video in a carpe diem Instagram story (incl. swipe-up linking + hashtags)

**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+**

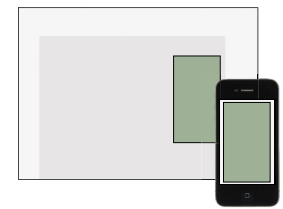
**Services:**

- 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

**CLASSIC DISPLAY**

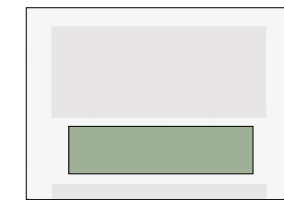
Only bookable in combination with print, prices upon request



**Half Page Ad**

300 x 600 px  
Desktop/Mobile  
ROS TKP

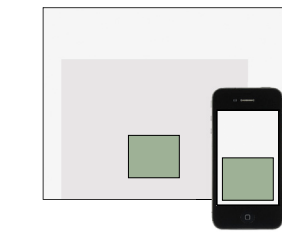
50,-



**Billboard**

970 x 250 px  
Desktop  
ROS TKP

50,-



**MPU**

300 x 250 px  
Desktop/Mobile  
ROS TKP

30,-



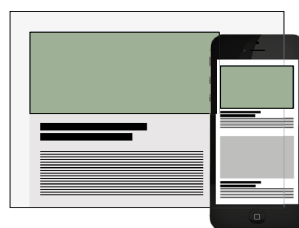
**Newsletter Integration**

- on a weekly base
- Integration options MPU (300 x 250 px) or Content-Teaser

1.450,-

**CONTENT & SOCIAL MEDIA FORMATS**

Social media activities are implemented by the editorial team, bookable in combination with print

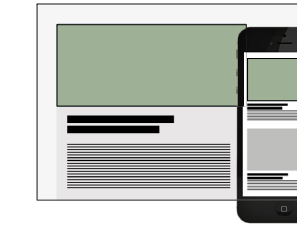
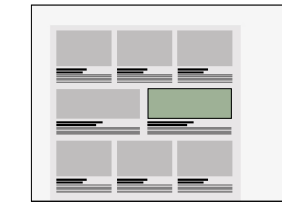


**Advertorial**

You supply 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.

Runs for: 1 month or according to agreement

1.450,-



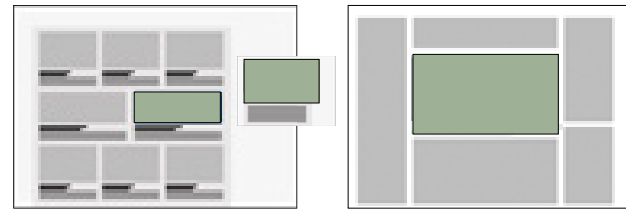
**Native Story**

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.

Runs for: 1 month or according to agreement

price upon request

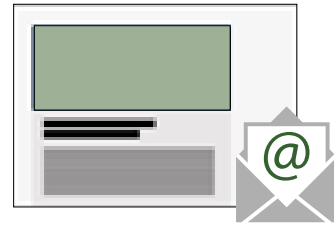
## PRIZE GAME



The exclusive competition on terramatermagazin.com

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

Runs for: at least one month

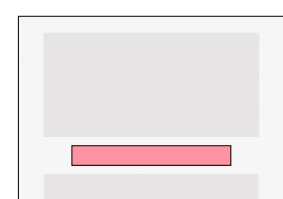


Services:

- Promotion of the post with the content teaser
- Activation via social media (Facebook posting)
- 1x integration of the article teaser in the newsletter

1.450,-  
incl. design costs

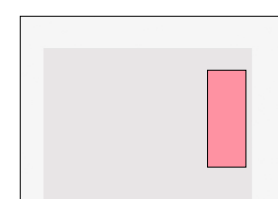
## CLASSIC DISPLAY



### Leaderboard

728 x 90 px  
Desktop  
ROS TKP

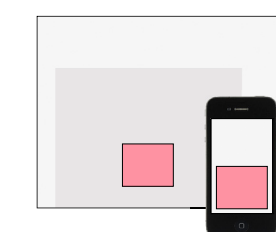
€ 30



### Skyscraper

160 x 600 px  
Desktop  
ROS TKP

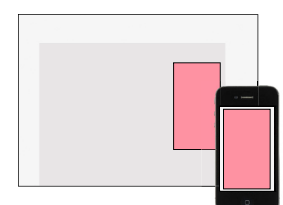
€ 30



### MPU

300 x 250 px  
Desktop/Mobile  
ROS TKP

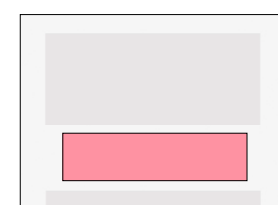
€ 30



### Halfpage Ad

300 x 600 px  
Desktop/Mobile  
ROS TKP

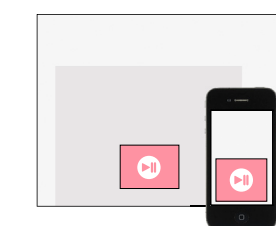
€ 50



### Billboard

970 x 250 px  
Desktop  
ROS TKP

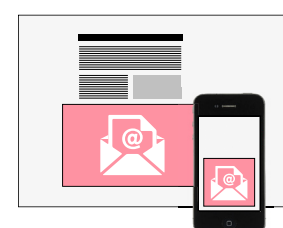
€ 50



### Outstream

16:9  
mind. 1.280 x 720 px  
max. 1.920 x 1.080 px  
TKP 10-25 sec

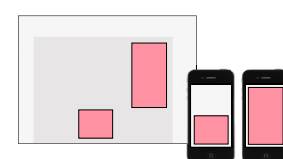
€ 50



### Newsletter (coming soon)

- monthly dispatch
- Integration options MPU (300 x 250 px) or Content-Teaser (image-text-combination)

€ 1,450



### Reach Start Page Package

The advertising form in a class of its own: Billboard and Half Page Ad as well as individual background colour let the start page of buehne-magazin.com appear in your layout for one week. This allows you to achieve maximum attention for your advertising message. Only fixed placement possible. On the move, your message will receive the greatest possible attention through two successive advertising contacts.

€9,900

- 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 for RBMH DACH:

- 200.000 Ad Impressions within 4 weeks

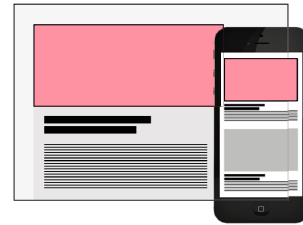
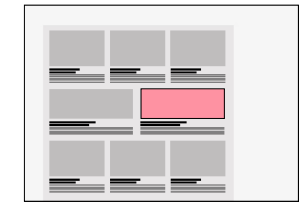
Social media activities are implemented by the editorial team.

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 deliver text and images, and we'll design your advertorial in the look and feel of the website.

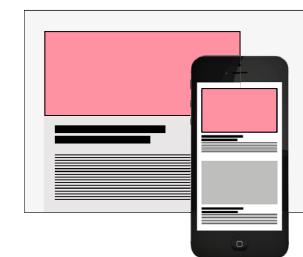
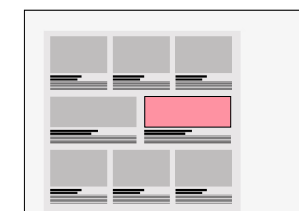
We also offer video integration as an option.

Runtime: 1 month+

#### Services:

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

€ 1,450



### Native Story

You define the marketing message and we'll present you with an implementation idea. The editorial team will then develop a concept and realise it. This ensures your advertisement fits perfectly into the editorial style.

Runtime: 1 month+

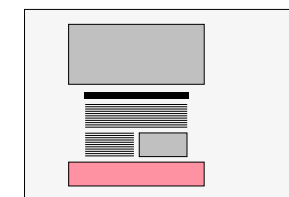
#### Services:

- SEO optimized article
- Placed in editorially appropriate environment
- Social media posting

price upon request



## COMPETITION



The exclusive competition on [buehne-magazin.com](http://buehne-magazin.com)

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

Runtime: 1 month+

#### Services:

- Promotion of the post with the content teaser
- Social media activation
- 1 x integration of the article teaser in the newsletter

€ 1,450  
incl. design costs



**KLASSISCH DISPLAY**

|  |                               |   |      |  |                   |                                    |      |  |                  |  |      |
|--|-------------------------------|---|------|--|-------------------|------------------------------------|------|--|------------------|--|------|
|  | <b>Leaderboard</b>            | 728 x 90 px<br>Desktop<br>ROS TKP                 | 30,- |  | <b>Skyscraper</b> | 160 x 600 px<br>Desktop<br>ROS TKP | 30,- |  | <b>MPU</b>       | 300 x 250 px<br>Desktop/Mobile<br>ROS TKP                              | 30,- |
|  | <b>Halfpage Ad</b>            | 300 x 600 px<br>Desktop/Mobile<br>ROS TKP         | 50,- |  | <b>Billboard</b>  | 970 x 250 px<br>Desktop<br>ROS TKP | 50,- |  | <b>Outstream</b> | 16:9<br>mind. 1.280 x 720 px<br>max. 1.920 x 1.080 px<br>TKP 10-25 sec | 50,- |
|  | <b>Newsletter Integration</b> | Versendung nach Vereinbarung<br>Preis auf Anfrage |      |  |                   |                                    |      |  |                  |  |      |

**ADVERTORIAL/NATIVE**

|  |                    |   |  |      |                                    |
|--|--------------------|---|--|------|------------------------------------|
|  | <b>Advertorial</b> | Sie liefern Text- und Bildmaterial an, und wir gestalten Ihr Advertorial im Look & Feel der Website. Optional ist auch eine Videointegration möglich.<br>Laufzeit: 1 Monat+ | <b>Garantierte Leistungswerte DACH:</b><br>• 200.000 Ad Impressions via Content Teaser | DACH | 4.950,-<br>inkl. Gestaltungskosten |
|--|--------------------|---|--|------|------------------------------------|

