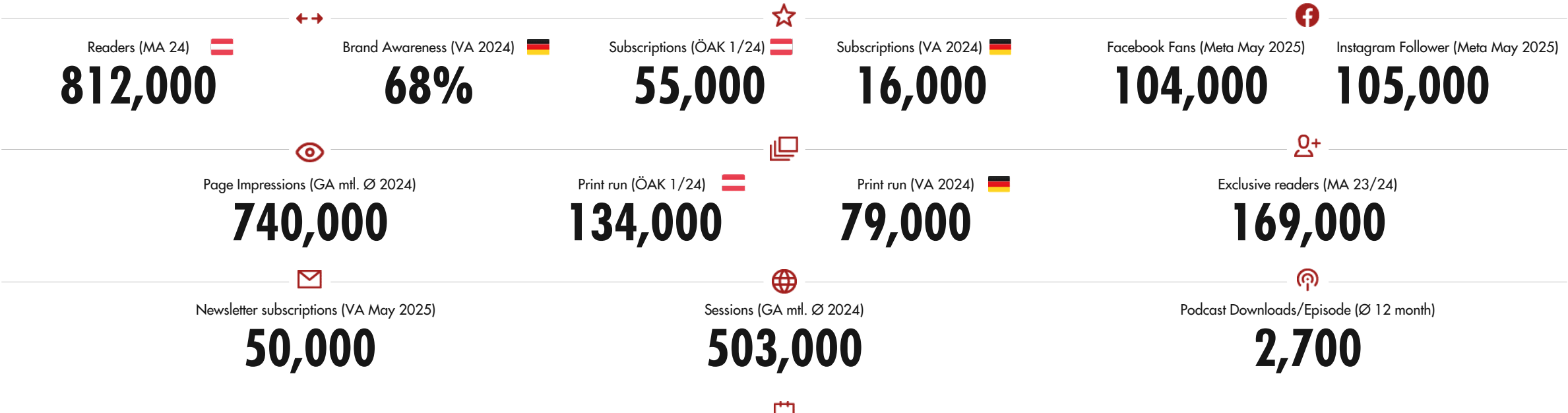




A DECLARATION OF LOVE TO HOME

Servus celebrates regional traditions and customs, preserves honest craftsmanship, and showcases the unspoiled beauty of our homeland at its finest. Each month, Servus invites you to pause and enjoy. And all this in a quality that makes you want to say: that such a thing still exists today!



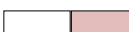
Dates 2026


29.01.26	Publication date	Servus in Stadt & Land 02/26	Adcopy deadline:	02.01.26 (Ads)	19.12.25 (Advertorials)
26.02.26	Publication date	Servus in Stadt & Land 03/26	Adcopy deadline:	02.02.26 (Ads)	23.01.26 (Advertorials)
26.03.26	Publication date	Servus in Stadt & Land 04/26	Adcopy deadline:	02.03.26 (Ads)	20.02.26 (Advertorials)
23.04.26	Publication date	Servus in Stadt & Land 05/26	Adcopy deadline:	27.03.26 (Ads)	23.03.26 (Advertorials)
28.05.26	Publication date	Servus in Stadt & Land 06/26	Adcopy deadline:	28.04.26 (Ads)	21.04.26 (Advertorials)
26.06.26	Publication date	Servus in Stadt & Land 07/26	Adcopy deadline:	28.05.26 (Ads)	21.05.26 (Advertorials)
24.07.26	Publication date	Servus in Stadt & Land 08/26	Adcopy deadline:	29.06.26 (Ads)	19.06.26 (Advertorials)
27.08.26	Publication date	Servus in Stadt & Land 09/26	Adcopy deadline:	31.07.26 (Ads)	23.07.26 (Advertorials)
25.09.26	Publication date	Servus in Stadt & Land 10/26	Adcopy deadline:	31.08.26 (Ads)	21.08.26 (Advertorials)
29.10.26	Publication date	Servus in Stadt & Land 11/26	Adcopy deadline:	01.10.26 (Ads)	23.09.26 (Advertorials)
26.11.26	Publication date	Servus in Stadt & Land 12/26	Adcopy deadline:	02.11.26 (Ads)	23.10.26 (Advertorials)
24.12.26	Publication date	Servus in Stadt & Land 01/27	Adcopy deadline:	17.11.26 (Ads)	27.11.26 (Advertorials)

MA = Media Analysis |  
VA = publisher information; GA = Google Analytics;  
Podcast source: Spreaker  
All figures rounded

Last updated: November 2025


	<b>Double spread</b>	460 x 300 mm <sup>1</sup>	AUT / GER / Combi	43,900.- / 17,850.- / 49,400.-
			Inside front cover + page 3	57,050.- / 23,200.- / 64,200.-
			Pages 4/5	52,650.- / 21,400.- / 59,300.-
			Design costs for advertorials <sup>3</sup>	1,000.- <sup>2</sup>

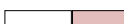
	<b>Single page</b>	230 × 300 mm <sup>1</sup>	AUT / GER / Combi	25,900.- / 10,500.- / 29,100.-
			Outside back cover	36,900.- / 15,000.- / 41,600.-
			1. righthand page, Inside front cover or Inside back cover	29,700.- / 12,050.- / 33,400.-
			Design costs for advertorials <sup>3</sup>	500.- <sup>2</sup>
			Surcharge for another desired placement: 10 % of the single-page rate. Surcharges are not discountable.	


	<b>1/2 page</b>	108 x 300 mm (portrait) 230 x 141 mm (landscape)	AUT / GER / Combi Design costs included <sup>9</sup>	15,540.- / 6,300.- / 17,450.-
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	<b>„Freizeit- oder Produktipp“<sup>4</sup> (themed)</b>	1/4 page	AUT / GER / Combi	4,500.- / 2,350.- / 6,700.-
		1/2 page	AUT / GER / Combi	9,000.- / 4,700.- / 13,400.-
		designed as an advertorial	Design costs included	

	<b>„Schaufenster“<sup>4</sup></b>	1/1 page*	GER	7,200.-
		1/2 page	AUT/GER/Combi	8,700.- / 4,500.- / 12,700.-
		1/4 page	AUT / GER / Combi	4,400.- / 2,300.- / 6,400.-
		1/8 page	AUT / GER / Combi	3,000.- / 1,450.- / 3,900.-
		Designed as an advertorial	Design costs included	
		*also possible as a classic display		

	<b>Enclosure</b>	Minimum format	105 x 148 mm	Total edition up to 20 g (AUT & GSA)	150.-
		Maximum format	200 x 290 mm	Per additional 10 g	20.-
		The larger page must be enclosed.			
		Total edition per 1,000			
		Design costs by Red Bull Media House according to extent of work done			

	<b>Supplement</b>	Minimum format	115 × 140 mm	Total edition up to 20 g (AUT & GSA)	150.-
		Maximum format	230 × 300 mm	Per additional 10 g	20.-
		Top edge, base, side, fold	+3 mm	Design costs by Red Bull Media House according to extent of work done	
		Placement	curved		
		Total edition per 1,000			

	<b>Sachets ad-space (from 1/1 page)</b>	Minimum format	60 x 100 mm	Total edition per 1,000 AUT & GER	120.-
		Maximum thickness	2 mm		
		Adhesive difference	±10 mm		
		Sachet shape	square or rectangular (others upon request)		
		Delivery	upright in cardboard box		
		Placement	curved		
		Manual gluing on request			

	<b>TOC ad-space</b> (from 1/1 page)	Minimum format	60 × 100 mm	Total edition per 1,000 AUT & GER	120.-
		Maximum format	180 × 260 mm		
		Adhesive difference	±10 mm		
		Delivery	cut-to-size		
		Placement	curved		
		Manual gluing on request			

	<b>Gate-Cover</b>	Cover	218 x 300 mm (page 1)	on request
		page 1	218 x 300 mm (page 2)	
		page 2	228 x 300 mm (page 3)	
		page 3	230 x 300 mm (page 4)	
		page 4		

**Advertorials:** made up of page price + design costs. Photo costs are charged at cost. Delivery of print material for advertorials, promotions, etc. 2 weeks before the print material deadline (except for inserts and insert buckets - timing on request). **Postage costs:** Postage costs according to the current postal rate apply to the subscription circulation. **Minimum circulation:** 10,000 copies per country. Partial circulation: + 20%.

**T&C:** [network.redbullmediahouse.com/T&C](https://network.redbullmediahouse.com/T&C)

**Data delivery:** <https://network.redbullmediahouse.com/d/datenanlieferung>


All prices in euros excluding statutory taxes and duties. 1 Plus 3 mm bleed on all sides; motifs running across the gutter: 3 mm displacement in the core, allow 5 mm gutter allowance between U2/U3 and core. 2 Not eligible for discount and AE. 3 One-off feedback loop included. 4 On the small format side, a minimum booking of three ads is required to obtain the desired formats. If this number is not reached, the ads will be compiled as a showcase or tip.



## SERVUS SPECIALS

Discover culinary highlights with 'Servus Küche', experience green oases with 'Servus Garten', look forward to child-friendly content with 'Servus Kinder' and to inspiring travel ideas with 'Servus Reisen'. There's something to suit every season and every taste.



Servus „Gute Küche“ Print run  75 %  25 %

68,000

„Servus Garten“ Print run  75 %  25 %

80,000

„Servus Ausflug“ Print run  75 %  25 %

50,000

„Servus Kinder“ print run  75 %  25 %

36,000



Dates 2026

<b>27.03.26</b>	Publication date	<b>Servus Garten 01/26</b>
<b>29.05.26</b>	Publication date	<b>Servus Reisen 01/26</b>
<b>26.06.26</b>	Publication date	<b>Servus Kinder 01/26</b>
<b>25.09.26</b>	Publication date	<b>Servus Küche 01/26</b>

Adcopy deadline	<b>24.02.26 (Ads)   16.02.26 (Advertorials)</b>
Adcopy deadline	<b>24.04.26 (Ads)   17.04.26 (Advertorials)</b>
Adcopy deadline	<b>26.05.26 (Ads)   18.05.26 (Advertorials)</b>
Adcopy deadline	<b>25.08.26 (Ads)   18.08.26 (Advertorials)</b>

## SPECIALS | Garten / Reisen / Küche

	<b>Double spread</b> 420 x 265 mm <sup>1</sup>		19,600.-
		Inside front cover + page 3	25,500.-
		Pages 4/5	23,550.-
		Design costs for advertorials <sup>3</sup>	1,000.- <sup>2</sup>
		Surcharge for other preferred placement: 10% of the individual rate.	

	<b>Single page</b> 210 x 265 mm <sup>1</sup>		11,500.-
		Outside back cover	14,900.-
		1st righthand page, Inside front Cover, Inside back cover	13,150.-
		Design costs for advertorials <sup>3</sup>	500.- <sup>2</sup>
		Surcharge for another desired placement: 10 % of the single-page rate. Surcharges are not discountable.	

	<b>1/2 page</b>	1/2 page portrait (105 x 265 mm)	7,450.-
		1/2 page landscape (210 x 132 mm)	

	<b>„Freizeit- oder Produkttipp“<sup>4</sup></b> (themed)	1/2 page	5,400.-
		1/4 page	2,700.-
		designed as an advertorial	Design costs included

	<b>Enclosure</b>	Minimum format	105 x 148 mm	Total edition up to 20 g AT & DE	150.-
		Maximum format	200 x 255 mm	Per additional 10 g	20.-
		The larger page must be enclosed.		Design costs by Red Bull Media House according to extent of work done <sup>1</sup>	

**Advertorials:** made up of page price + design costs. Photo costs are charged at cost. Delivery of print material for advertorials, promotions, etc. 2 weeks before the print material deadline (except for inserts and insert buckets - timing on request). **Postage costs:** Postage costs according to the current postal rate apply to the subscription circulation. **Minimum circulation:** 10,000 copies per country. Partial circulation: + 20%.

	<b>Supplement</b>	Minimum format	115 x 140 mm	Total edition up to 20 g AUT & GER	150.-
		Maximum format	210 x 265 mm	Per additional 10 g	20.-
		Top edge	+6 mm		
		Base/ side fold	+3 mm		
		Placement	curved	Design costs by Red Bull Media House according to extent of work done	

	<b>Sachets ad-space</b> (from 1/1 page)	Minimum format	60 x 100 mm	Total edition per 1,000 AUT & GER	120.-
		Maximum format	2 mm		
		Adhesive difference	±10 mm		
		Sachet shape	square or rectangular (others upon request)		
		Delivery	Upright in cardboard box		
		Placement	curved		
		Manual gluing on request			

	<b>TOC ad-space</b> (from 1/1 page)	Minimum format	60 x 100 mm	Total edition per 1,000 AUT & GER	120.-
		Maximum format	160 x 225 mm		
		Adhesive difference	±10 mm		
		Delivery	cut-to-size		
		Placement	curved		

**T&C:** [network.redbullmediahouse.com/T&C](https://network.redbullmediahouse.com/T&C)

**Data delivery:** <https://network.redbullmediahouse.com/d/datenanlieferung>

All prices in euros excluding statutory taxes and duties. 1 Plus 3 mm bleed on all sides; motifs running across the gutter: 3 mm displacement in the core, allow 5 mm gutter allowance between U2/U3 and core. 2 Not eligible for discount and AE. 3 One-off feedback loop included. 4 On the small format side, a minimum booking of three ads is required to obtain the desired formats. If this number is not reached, the ads will be compiled as a showcase or tip.

## SPECIALS | Kinder

	<b>Double spread</b>	420 × 265 mm <sup>1</sup>		9,700.–
			Inside front cover + page 3	12,500.–
			Pages 4/5	11,500.–
			Design costs for advertorials <sup>3</sup>	1,000.– <sup>2</sup>
	<b>Single page</b>	210 × 265 mm <sup>1</sup>		5,400.–
			Outside back cover	6,900.–
			1. righthand page, Inside front cover or Inside back cover	6,100.–
			Design costs for advertorials <sup>3</sup>	500.– <sup>2</sup>
			Surcharge for other desired placement: 10 % of the single-page rate.	
	<b>1/2 Seite</b>	<sup>1</sup> / <sub>2</sub> page high (105 × 265 mm) <sup>1</sup> / <sub>2</sub> page transverse (210 × 132 mm)		3,240.–
	<b>Freizeit- oder Produkttipp<sup>4</sup> (themed)</b>	<sup>1</sup> / <sub>2</sub> page <sup>1</sup> / <sub>4</sub> page  designed as an advertorial		2,100.–
				1,300.–
			Design costs included	
	<b>Enclosure</b>	Minimum format	105 × 148 mm	Total edition up to 20 g (AUT & GER) 150.–
		Maximum format	200 × 255 mm	Per additional 10 g 20.–
		The larger page must be enclosed.		
		Design costs by Red Bull Media House according to extent of work done <sup>1</sup>		

**Advertorials:** made up of page price + design costs. Photo costs are charged at cost. Delivery of print material for advertorials, promotions, etc. 2 weeks before the print material deadline (except for inserts and insert buckets - timing on request). **Postage costs:** Postage costs according to the current postal rate apply to the subscription circulation. **Minimum circulation:** 10,000 copies per country. Partial circulation: + 20%.

	<b>Supplement</b>	Minimum format	115 × 140 mm	Total edition up to 20 g AUT & GER 150.–
		Maximum format	210 × 265 mm	Per additional 10 g 20.–
		Top edge	+6 mm	
		Base/ side fold	+3 mm	
		Placement	curved	Design costs by Red Bull Media House according to extent of work done <sup>1</sup>
	<b>Sachets ad-space (from 1/1 page)</b>	Minimum format	60 × 100 mm	Total edition per 1,000 AUT & GER 120.–
		Maximum format	2 mm	
		Adhesive difference	±10 mm	
		Sachet shape	square or rectangular (others upon request)	
		Delivery	Upright in cardboard box	
		Placement	curved	
	<b>TOC ad-space (from 1/1 page)</b>	Minimum format	60 × 100 mm	Total edition per 1,000 AUT & GER 120.–
		Maximum format	160 × 225 mm	
		Adhesive difference	±10 mm	
		Delivery	cut-to-size	
		Placement	curved	

**T&C:** [network.redbullmediahouse.com/T&C](https://network.redbullmediahouse.com/T&C)  
**Data delivery:** <https://network.redbullmediahouse.com/d/datenanlieferung>  
 All prices in euros excluding statutory taxes and duties. 1 Plus 3 mm bleed on all sides; motifs running across the gutter: 3 mm displacement in the core, allow 5 mm gutter allowance between U2/U3 and core. 2 Not eligible for discount and AE. 3 One-off feedback loop included. 4 On the small format side, a minimum booking of three ads is required to obtain the desired formats. If this number is not reached, the ads will be compiled as a showcase or tip.

# 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.–				

	<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. Mobile your message receives the greatest possible attention through two consecutive advertising contacts.</p> <p> <ul style="list-style-type: none"> <li>• Billboard and Halfpage Ad / MPU</li> <li>• Background color (Background image upon request)</li> </ul> </p> <p><b>Running time: 1 week for fixed placement and coloring</b>  <b>Running time in total: 4 weeks</b></p>									10,900.–
		<p><b>Guaranteed services GSA</b></p> <ul style="list-style-type: none"> <li>• 200,000 Ad Impressions within 4 weeks+</li> </ul>									

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>  
**T&C:** [network.redbullmediahouse.com/T&C](https://network.redbullmediahouse.com/T&C)

## CONTENT & SOCIAL MEDIA FORMATS



### Native Advertorial

A native advertorial is the ideal way to share your story with our community. The article, crafted with authentic storytelling, is written specifically for bergwelten.com and carefully tailored to your specific message.

Powerful visuals, combined with clearly presented information and helpful links, create added value for users and effectively enhance your online presence. Based on your materials, we'll create a professionally written, editorial-style article. Your message will be subtly and authentically integrated, seamlessly blending into the existing editorial environment.

Thanks to SEO optimization, the article will be indexed by Google and remain visible long after your campaign has ended.

**Running time: 1 month+**

#### Guaranteed services GSA:

- 100,000 Ad impressions via content teaser
- 30,000 Social media impressions

GSA

4,950.–



### Whatsapp Add-On

The WhatsApp extension for your native story, advertorial, or competition on servus.com.

Reach your target group via content teaser in the WhatsApp channel "Servus Küche | Cooking & Baking – Recipes from the Alpine region".

#### Services:

- Creation of a post including the mention of your company or brand
- Look & Feel of servus.com
- Target-URL on servus.com

DACH

2.100.–

## SWEEPSTAKES



### Servus Price game

#### The online price game on servus.com:

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

**Running time 1 month+**

#### Services:







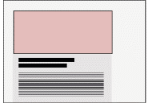








- Promotion of the post with the content teaser
- Social media activation (Facebook posting)
- 1x Integration of the article teaser in the newsletter

GSA

2,950.–

Design costs included

# CONTENT & SOCIAL MEDIA FORMATS

 		<b>Regional portrait</b>	<p>Format for the tourism industry to present their region. Images and text material are supplied.</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>Running time 3 month</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>	<p>GSA</p>	<p>4,950.–</p> <p>Design costs included</p>
 		<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>		<p>GSA</p>	<p>3,640.–</p> <p>Design costs included</p>
 		<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>		<p>GSA</p>	<p>960.–</p> <p>Design costs included</p>
 		<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>		<p>GSA</p>	<p>1,450.–</p> <p>Design costs included</p>
 		<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>	<p>DACH</p>	<p>840,–</p>





Podcast  
episode  
exclusive

**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 speakers<sup>1</sup>
- Delivered as a finished commercial<sup>2</sup>

GSA 1,200.-



Podcast  
Package

Bookable from 4 episodes  
**Exclusive sponsor:**  
As presenting partner and max. 3 rolls (pre-/mid/post-roll)

**Advertising message**

- Recorded as a host read (text provided by the customer)
- Recorded as a commercial by one of our speakers<sup>1</sup>
- Delivered as a finished commercial<sup>2</sup>

GSA 4,200.-



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 7,990.-

Note: The text templates must be delivered at least 3 weeks before broadcast.  
<sup>1</sup>The speaker is not necessarily the host.  
<sup>2</sup>Format: wav; Duration: max. 30 sec.

Prices are exclusive of statutory taxes and duties.