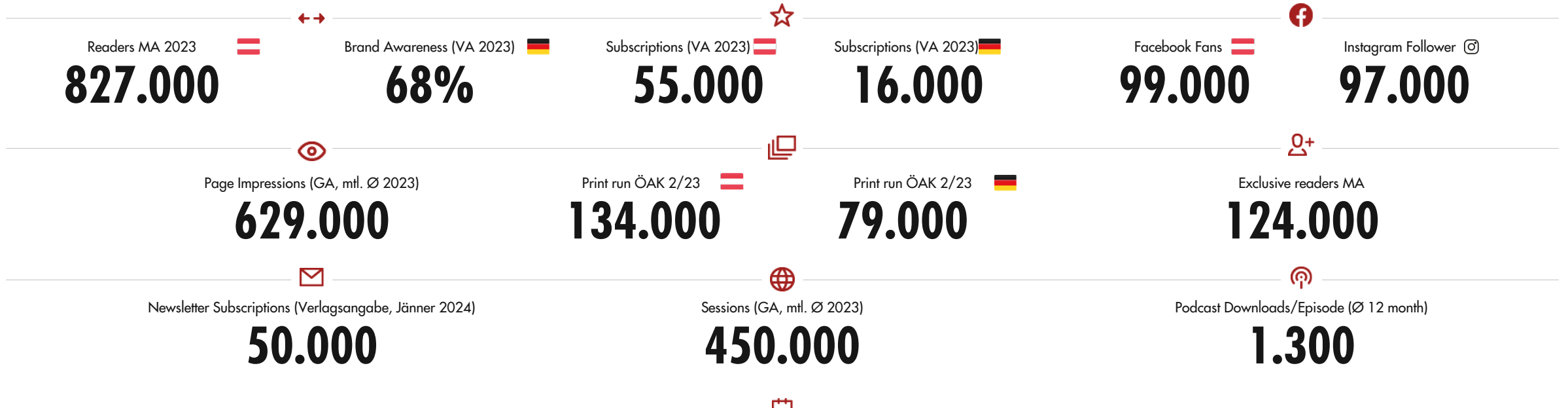




## A DECLARATION OF LOVE FOR HOME

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 2024/25

25.01.24	Publication date	<b>Servus in Stadt &amp; Land 02/24</b>	Adcopy deadline	<b>29.12.23 (Ads)</b>	<b>18.12.23 (Advertorials)</b>
29.02.24	Publication date	<b>Servus in Stadt &amp; Land 03/24</b>	Adcopy deadline	<b>05.02.24 (Ads)</b>	<b>29.01.24 (Advertorials)</b>
28.03.24	Publication date	<b>Servus in Stadt &amp; Land 04/24</b>	Adcopy deadline	<b>04.03.24 (Ads)</b>	<b>26.02.24 (Advertorials)</b>
25.04.24	Publication date	<b>Servus in Stadt &amp; Land 05/24</b>	Adcopy deadline	<b>29.03.24 (Ads)</b>	<b>25.03.24 (Advertorials)</b>
29.05.24	Publication date	<b>Servus in Stadt &amp; Land 06/24</b>	Adcopy deadline	<b>30.04.24 (Ads)</b>	<b>24.04.24 (Advertorials)</b>
27.06.24	Publication date	<b>Servus in Stadt &amp; Land 07/24</b>	Adcopy deadline	<b>03.06.24 (Ads)</b>	<b>27.05.24 (Advertorials)</b>
25.07.24	Publication date	<b>Servus in Stadt &amp; Land 08/24</b>	Adcopy deadline	<b>01.07.24 (Ads)</b>	<b>24.06.24 (Advertorials)</b>
28.08.24	Publication date	<b>Servus in Stadt &amp; Land 09/24</b>	Adcopy deadline	<b>02.08.24 (Ads)</b>	<b>26.07.24 (Advertorials)</b>
26.09.24	Publication date	<b>Servus in Stadt &amp; Land 10/24</b>	Adcopy deadline	<b>02.09.24 (Ads)</b>	<b>26.08.24 (Advertorials)</b>
24.10.24	Publication date	<b>Servus in Stadt &amp; Land 11/24</b>	Adcopy deadline	<b>30.09.24 (Ads)</b>	<b>23.09.24 (Advertorials)</b>
21.11.24	Publication date	<b>Servus in Stadt &amp; Land 12/24</b>	Adcopy deadline	<b>25.10.24 (Ads)</b>	<b>21.10.24 (Advertorials)</b>
27.12.24	Publication date	<b>Servus in Stadt &amp; Land 01/25</b>	Adcopy deadline	<b>27.11.24 (Ads)</b>	<b>18.11.24 (Advertorials)</b>

last update January 2024  
VA = Publishers Statement brand reach study  
All figures rounded

	<b>Double spread</b>	460 x 300 mm <sup>1</sup>	AT / DE / Combi Inside front cover + page 3 Pages 4/5 Design costs for advertorials <sup>3</sup>	43.900,- / 17.850,- / 49.400,- 57.050,- / 23.200,- / 64.200,- 52.650,- / 21.400,- / 59.300,- 1.000,- <sup>2</sup>
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	<b>Single page</b>	230 x 300 mm <sup>1</sup>	AT / DE / Combi Outside back cover 1. righthand page, Inside front cover or Inside back cover 2. righthand page Design costs for advertorials <sup>3</sup> Surcharge for other desired placement: 10 % of the single-page rate. . Surcharges are not discountable.	25.900,- / 10.500,- / 29.100,- 36.900,- / 15.000,- / 41.600,- 29.700,- / 12.050,- / 33.400,- 28.350,- / 11.550,- / 32.000,- 500,- <sup>2</sup>
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	<b>1/2 page</b>	108 x 300 mm (portrait) 230 x 141 mm (landscape)	AT / DE / Combi Design costs included <sup>3</sup>	15.540,- / 6.300,- / 17.450,-
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	<b>„Apotheker-tipps“<sup>4</sup></b>	1/4 page Required documents: Packshot (300 dpi) & Text (max. 300 characters incl. spaces)	AT / DE / Combi Design costs included <sup>3</sup>	4.500,- / 2.350,- / 6.700,-
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	<b>„Schaufenster“<sup>4</sup></b>	1/1 page 1/2 page portrait 1/2 page landscape 1/4 page portrait 1/4 page landscape 1/8 page Designed as an advertorial or as a classic ad.	DE AT/DE/Combi AT / DE / Combi AT / DE / Combi	7.200,- 9.450,- / 4.050,- / 11.400,- 5.300,- / 2.350,- / 6.400,- 3.000,- / 1.350,- / 3.600,-
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	<b>Tip<sup>4</sup> (Topic related)</b>	1/4 page Required documents: a high-resolution Image (300 dpi) & text (max. 400 characters) incl. spaces)	AT / DE / Combi Design costs included <sup>3</sup>	4.500,- / 2.350,- / 6.700,-
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	<b>Enclosure</b>	Minimum format Maximum format The larger page must be enclosed. Total edition per 1.000	105 x 148 mm 200 x 290 mm	Total edition up to 20 g (AT&DACH) Per additional 10 g Design costs by Red Bull Media House according to extent of work done	150,- 20,-
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	<b>Supplement</b>	Minimum format Maximum format Top edge, base, side, fold Placement Total edition per 1.000	115 x 140 mm 230 x 300 mm +3 mm curved	Total edition up to 20 g (AT&DACH) Per additional 10 g Design costs by Red Bull Media House according to extent of work done	150,- 20,-
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	<b>Sachets ad-space (from 1/1 page)</b>	Minimum format Maximum thickness Adhesive difference Sachet shape Delivery Placement Manual gluing on request	60 x 100 mm 2 mm ±10 mm square or rectangular (others upon request) Upright in cardboard box curved	Total edition per 1.000 AT&DE	120,-
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	<b>TOC ad-space (from 1/1 page)</b>	Minimum format Maximum format Adhesive difference Delivery Placement Manual gluing on request	60 x 100 mm 180 x 260 mm ±10 mm cut-to-size curved	Total edition per 1.000 AT&DE	120,-
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	<b>Gate-Cover</b>	Cover page 1 page 2 page 3 page 4	218 x 300 mm (page 1) 218 x 300 mm (page 2) 228 x 300 mm (page 3) 230 x 300 mm (page 4)	on request
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**Advertorials:** are charged at page price + design costs. Costs for photography are calculated according to complexity. Print material for advertorials, promotions, etc. to be delivered 2 weeks before ad copy deadline. (except for enclosures and supplements – timing as per agreement). **Postage costs:** current postage costs apply to the subscription edition. Minimum allocation: 10.000 copies per country. Partial print run surcharge: +20%.. **AGB:** redbullmediahouse.com/agb-print **Data delivery:** : <https://network.redbullmediahouse.com/en/d/datenanlieferung> All prices in euros do not include statutory taxes and charges.. <sup>1</sup> Plus 3 mm bleed on all sides; motifs running over the collar: 3 mm displacement in the core, Allow 5 mm margin between U2/U3 and core. Delivery of print material 1 week before the print material deadline. <sup>2</sup> Not eligible for discount and AE.. <sup>3</sup> One-time feedback loop included <sup>4</sup> On the small format page, a minimum booking of three ads is required to obtain the desired formats. If this number is not reached, the ads will be put together as a Schaufenster or tip.



## SERVUS SPECIALS



Servus embodies regional tradition and customs, nurtures honest craftsmanship, and showcases the unspoiled beauty of our homeland at its finest. Every 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!



Servus „Kinder „print run  75%  25%



# 25.000



Servus „Unser Garten“ Print run  75%  25%

# 72.000



Servus „Gute Küche“ Print run  75%  25%

# 65.000



Dates 2024/25

<b>01.03.24</b>	Publication date	<b>Servus Unser Garten 2024</b>	Adcopy deadline	<b>31.01.24 (Anzeigen)</b>   <b>23.01.24 (Advertorials)</b>
<b>28.03.24</b>	Publication date	<b>Servus Kinder 02/24</b>	Adcopy deadline	<b>28.02.24 (Anzeigen)</b>   <b>20.02.24 (Advertorials)</b>
<b>28.06.24</b>	Publication date	<b>Servus Kinder 03/24</b>	Adcopy deadline	<b>28.05.24 (Anzeigen)</b>   <b>21.05.24 (Advertorials)</b>
<b>27.09.24</b>	Publication date	<b>Servus Kinder 04/24</b>	Adcopy deadline	<b>28.08.24 (Anzeigen)</b>   <b>20.08.24 (Advertorials)</b>
<b>03.10.24</b>	Publication date	<b>Servus Gute Küche 01/24</b>	Adcopy deadline	<b>05.09.24 (Anzeigen)</b>   <b>28.08.24 (Advertorials)</b>
<b>27.12.24</b>	Publication date	<b>Servus Kinder 01/25</b>	Adcopy deadline	<b>20.11.24 (Anzeigen)</b>   <b>12.11.24 (Advertorials)</b>

## „GUTE KÜCHE“ | SERVUS SPECIAL

	<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>
		Zuschlag für sonstige Wunschplatzierung: 10% vom Einzeltarif	

	<b>Single page</b> 210 x 265 mm <sup>1</sup>		11.500,-
		Outside back cover	14.900,-
		1st righthand page, Inside front Cover,	13.150,-
		Inside back cover	
		2nd righthand page	12.600,-
		Design costs for advertorials <sup>3</sup>	500,- <sup>2</sup>
		Surcharge for other 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 132mm)	

	<b>„Schau-fenster“<sup>4</sup></b>	1/1 page	8.250,-
		1/2 page portrait	4.650,-
		1/2 page landscape	
		1/4 page portrait	2.650,-
		1/4 page landscape	
		1/8 page	1.550,-
	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>	

	<b>Supplement</b>	Minimum format	115 x 140 mm	Total edition up to 20g AT & DE	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 (from 1/1 page)</b>	Minimum format	60 x 100 mm	Total edition per 1.000 AT & DE	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 (from 1/1 page)</b>	Minimum format	60 x 100 mm	Total edition per 1.000 AT & DE	120,-
		Maximum format	160 x 225 mm		
		Adhesive difference	±10 mm		
		Delivery	cut-to-size		
		Placement	curved		

**Advertorials:** are charged at page price + design costs. Costs for photography are calculated according to complexity. Print material for advertorials, promotions, etc. to be delivered 2 weeks before ad copy deadline. (except for enclosures and supplements – timing as per agreement)  
**Postage costs:** current postage costs apply to the subscription edition. Minimum allocation: 10.000 copies per country. Partial print run surcharge: +20 %.  
**AGB:** [redbullmediahouse.com/agb-print](https://network.redbullmediahouse.com/agb-print)

**Data delivery:** : <https://network.redbullmediahouse.com/d/datenanlieferung>  
 All prices in euros do not include statutory taxes and charges.

<sup>1</sup> Plus 3 mm bleed on all sides; motifs running over the collar: 3 mm displacement in the core. Allow 5 mm margin between U2/U3 and core. Delivery of print material 1 week before the print material deadline. <sup>2</sup> Not eligible for discount and AE. <sup>3</sup> One-time feedback loop included

## „NATURWISSEN“ | SERVUS SPECIAL

	<b>Double spread</b> 420 x 265 mm <sup>1</sup>	Inside front cover + page 3	19.600,-
		Pages 4/5	25.500,-
		Design costs for advertorials <sup>3</sup>	1.000,- <sup>2</sup>
		Zuschlag für sonstige Wunschplatzierung: 10% vom Einzeltarif	

	<b>Single page</b> 210 x 265 mm <sup>1</sup>	Outside back cover	11.500,-
		1st righthand page, Inside front Cover, Inside back cover	14.900,-
		2nd righthand page	13.150,-
		Design costs for advertorials <sup>3</sup>	12.600,-
		Surcharge for other desired placement: 10 % of the single-page rate. .	500,- <sup>2</sup>
		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 132mm)	

	<b>„Schau-fenster“<sup>4</sup></b>	1/1 page	8.250,-
		1/2 page portrait	4.650,-
		1/2 page landscape	
		1/4 page portrait	2.650,-
		1/4 page landscape	
		1/8 page	1.550,-
	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>	

	<b>Supplement</b>	Minimum format	115 x 140 mm	Total edition up to 20g AT & DE	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 (from 1/1 page)</b>	Minimum format	60 x 100 mm	Total edition per 1.000 AT & DE	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 (from 1/1 page)</b>	Minimum format	60 x 100 mm	Total edition per 1.000 AT & DE	120,-
		Maximum format	160 x 225 mm		
		Adhesive difference	±10 mm		
		Delivery	cut-to-size		
		Placement	curved		

**Advertorials:** are charged at page price + design costs. Costs for photography are calculated according to complexity. Print material for advertorials, promotions, etc. to be delivered 2 weeks before ad copy deadline. (except for enclosures and supplements – timing as per agreement)

**Postage costs:** current postage costs apply to the subscription edition. Minimum allocation: 10.000 copies per country. Partial print run surcharge: +20 %.

**AGB:** [redbullmediahouse.com/agb-print](https://network.redbullmediahouse.com/agb-print)

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

All prices in euros do not include statutory taxes and charges.

<sup>1</sup> Plus 3 mm bleed on all sides; motifs running over the collar: 3 mm displacement in the core. Allow 5 mm margin between U2/U3 and core. Delivery of print material 1 week before the print material deadline. <sup>2</sup> Not eligible for discount and AE. <sup>3</sup> One-time feedback loop included

## „UNSER GARTEN“ | SERVUS SPECIAL

	<b>Double spread</b> 420 x 265 mm <sup>1</sup>	Inside front cover + page 3	19.600,-
		Pages 4/5	25.500,-
		Design costs for advertorials <sup>3</sup>	1.000,- <sup>2</sup>
		Zuschlag für sonstige Wunschplatzierung: 10% vom Einzeltarif	

	<b>Single page</b> 210 x 265 mm <sup>1</sup>	Outside back cover	11.500,-
		1st righthand page, Inside front Cover, Inside back cover	14.900,-
		2nd righthand page	13.150,-
		Design costs for advertorials <sup>3</sup>	12.600,-
		Surcharge for other desired placement: 10 % of the single-page rate. .	500,- <sup>2</sup>
		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 132mm)	

	<b>„Schau-fenster“<sup>4</sup></b>	1/1 page	8.250,-
		1/2 page portrait	4.650,-
		1/2 page landscape	
		1/4 page portrait	2.650,-
		1/4 page landscape	
		1/8 page	1.550,-
	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>	

	<b>Supplement</b>	Minimum format	115 x 140 mm	Total edition up to 20g AT & DE	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 (from 1/1 page)</b>	Minimum format	60 x 100 mm	Total edition per 1.000 AT & DE	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 (from 1/1 page)</b>	Minimum format	60 x 100 mm	Total edition per 1.000 AT & DE	120,-
		Maximum format	160 x 225 mm		
		Adhesive difference	±10 mm		
		Delivery	cut-to-size		
		Placement	curved		

**Advertorials:** are charged at page price + design costs. Costs for photography are calculated according to complexity. Print material for advertorials, promotions, etc. to be delivered 2 weeks before ad copy deadline. (except for enclosures and supplements – timing as per agreement)  
**Postage costs:** current postage costs apply to the subscription edition. Minimum allocation: 10.000 copies per country. Partial print run surcharge: +20 %.  
**AGB:** redbullmediahouse.com/agb-print

**Data delivery:** : <https://network.redbullmediahouse.com/d/datenanlieferung>  
 All prices in euros do not include statutory taxes and charges.  
<sup>1</sup> Plus 3 mm bleed on all sides; motifs running over the collar: 3 mm displacement in the core. Allow 5 mm margin between U2/U3 and core. Delivery of print material 1 week before the print material deadline. <sup>2</sup> Not eligible for discount and AE. <sup>3</sup> One-time feedback loop included

## „KINDER“ | SERVUS SPECIAL

	<b>Double spread</b> 420 x 265 mm <sup>1</sup>	Inside front cover + page 3 Pages 4/5 Design costs for advertorials <sup>3</sup>	9.200,- 12.000,- 11.000,- 1.000,- <sup>2</sup>
	<b>Single page</b> 210 x 265 mm <sup>1</sup>	Outside back cover 1. righthand page, Inside front cover or Inside back cover 2. righthand page Design costs for advertorials <sup>3</sup> Surcharge for other desired placement: 10 % of the single-page rate.	4.900,- 6.400,- 5.600,- 5.400,- 500,- <sup>2</sup>
	<b>„Schaufenster“<sup>4</sup></b>	1/1 page 1/2 page 1/4 page 1/8 page Designed as an advertorial	3.650,- 2.100,- 1.300,- 800,- Design costs included <sup>3</sup>
	<b>Ausflugstipps<sup>3</sup></b>	1/3 page Required documents: Packshot (300 dpi) & Text (max. 400 characters incl. spaces)	1.200,- <sup>4</sup> Design costs included <sup>3</sup>
	<b>Apothekertipps<sup>4</sup></b>	1/4 Seite Required documents: Packshot (300 dpi) & Text (max. 300 characters incl. spaces)	1.400,- <sup>4</sup> Design costs included <sup>3</sup>
	<b>Enclosure</b>	Minimum format 105 x 148 mm Maximum format 200 x 255 mm The larger page must be enclosed. Total edition per 1.000	Total edition up to 20g (AT&DE) 150,- Per additional 10g 20,- Design costs by Red Bull Media House according to extent of work done <sup>1</sup>

	<b>Supplement</b>	Minimum format 115 x 140 mm Maximum format 210 x 265 mm Top Edge +6 mm Base, side fold +3 mm placement curved	Total edition up to 20g (AT&DE) 150,- Per additional 10g 20,- 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 x 100 mm 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	Total edition per 1.000 AT & DE 120,-
	<b>TOC ad-space (from 1/1 page)</b>	Minimum format 60 x 100 mm Maximum format 160 x 225 mm Adhesive difference ±10 mm Delivery cut-to-size Placement curved	Total edition per 1.000 AT & DE 120,-

**Advertorials:** are charged at page price + design costs. Costs for photography are calculated according to complexity. Print material for advertorials, promotions, etc. to be delivered 2 weeks before ad copy deadline. (except for enclosures and supplements – timing as per agreement)

**Postage costs:** current postage costs apply to the subscription edition. Minimum allocation: 10.000 copies per country. Partial print run surcharge: +20 %.

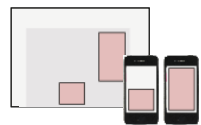
**AGB:** [redbullmediahouse.com/agb-print](https://redbullmediahouse.com/agb-print)

**Data delivery:** : <https://network.redbullmediahouse.com/d/datenanlieferung>  
All prices in euros do not include statutory taxes and charges.

<sup>1</sup> Plus 3 mm bleed on all sides; motifs running over the collar: 3 mm displacement in the core. Allow 5 mm margin between U2/U3 and core. Delivery of print material 1 week before the print material deadline. <sup>2</sup> Not eligible for discount and AE. <sup>3</sup> One-time feedback loop included

**CLASSIC DISPLAY**

	<p><b>Leaderboard</b> 728 x 90 px Desktop ROS TKP</p> <p>30,-</p>		<p><b>Skyscraper</b> 160 x 600px Desktop ROS TKP</p> <p>30,-</p>		<p><b>MPU</b> 300 x 250 px Desktop/Mobile ROS TKP</p> <p>30,-</p>
	<p><b>Halfpage Ad</b> 300 x 600 px Desktop/Mobil ROS TKP</p> <p>50,-</p>		<p><b>Billboard</b> 970 x 250 px Desktop ROS TKP</p> <p>50,-</p>		<p><b>Outstream</b> 16:9 mind. 1.280 x 720 px max. 1.920 x 1.080 px TKP 10-25 sec</p> <p>50,-</p>
	<p><b>Newsletter Integration</b></p> <ul style="list-style-type: none"> <li>• 46.000 Subscriptions</li> <li>• Weekly dispatch</li> <li>• Implementation: MPU (300 x 250 px) or Content-Teaser TKP 70,-</li> </ul> <p>price 3.220,-</p>		<p><b>Native Newsletter</b></p> <ul style="list-style-type: none"> <li>• 46.000 Subscriptions</li> <li>• Monthly dispatch</li> <li>• individual implementation</li> </ul> <p>price 6.440,-</p>		<p><b>Cube Ad</b> 300 x 600px Desktop/Mobile TKP</p> <p>50,-</p>



**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 DACH**
- 200.000 Ad Impressions within 4 weeks+

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

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>.



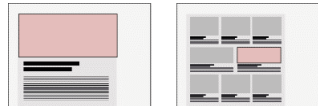







## CONTENT & SOCIAL MEDIA FORMATS

	<p><b>Advertorial</b></p>	<p>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.</p> <p>Running time: 1 month+</p>	<p><b>Guaranteed services DACH</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>	<p>DACH</p>	<p>3.950,- Design costs included</p>
	<p><b>Native Story</b></p>	<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 with a target value of 1.000 Page Views</li> <li>• Placed in an editorially appropriate environment</li> <li>• Social-media-activation</li> </ul> <p><b>Laufzeit: 1 Monat+</b></p>	<p><b>Guaranteed services DACH:</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>	<p>DACH</p>	<p>4.950,-</p>

## PRICE GAME

	<p><b>Servus Price game</b></p>	<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>	<p>DACH</p>	<p>2.950,- Design costs included</p>
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## CONTENT & SOCIAL MEDIA FORMATS

 	<p><b>Regions- portrait</b></p>	<p><b>Format for the tourism industry 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 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 DACH:</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>DACH</p>	<p>4.950,- Design costs included</p>
 	<p><b>Modul 1</b></p>	<p><b>Native Story (Guaranteed services DACH):</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>DACH</p>	<p>3.640,- Design costs included</p>
 	<p><b>Modul 2</b></p>	<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>		<p>DACH</p>	<p>960,- Design costs included</p>
 	<p><b>Modul 3</b></p>	<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> </ul>		<p>DACH</p>	<p>1.450,- Design costs included</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>

DACH 1.200,-



**Podcast Package (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>

DACH 4.200,-



**Native Podcast**

**Our special editorial team produces a podcast episode (or series on the subject, with the RBMH's 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**

DACH 7.900,-

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.