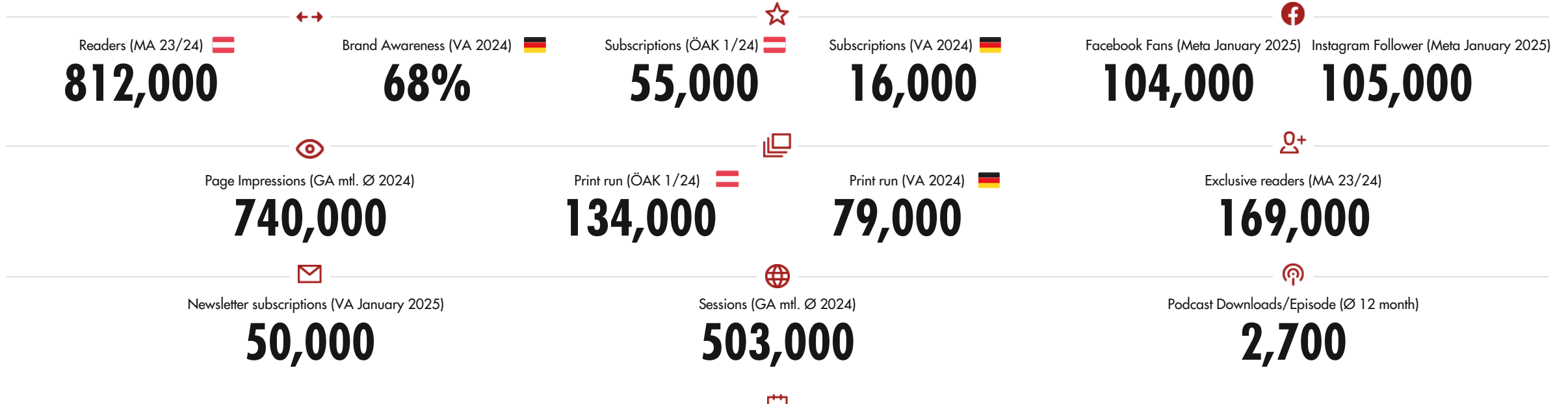




A DECLARATION OF LOVE FOR HOME

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

30.01.25	Publication date	Servus in Stadt & Land 02/25	Adcopy deadline	03.01.25 (Advertorials)		20.12.24 (Ads)
27.02.25	Publication date	Servus in Stadt & Land 03/25	Adcopy deadline	03.02.25 (Advertorials)		24.01.25 (Ads)
27.03.25	Publication date	Servus in Stadt & Land 04/25	Adcopy deadline	03.03.25 (Advertorials)		21.02.25 (Ads)
25.04.25	Publication date	Servus in Stadt & Land 05/25	Adcopy deadline	27.03.25 (Advertorials)		19.03.25 (Ads)
28.05.25	Publication date	Servus in Stadt & Land 06/25	Adcopy deadline	29.04.25 (Advertorials)		21.04.25 (Ads)
27.06.25	Publication date	Servus in Stadt & Land 07/25	Adcopy deadline	28.05.25 (Advertorials)		21.05.25 (Ads)
24.07.25	Publication date	Servus in Stadt & Land 08/25	Adcopy deadline	30.06.25 (Advertorials)		20.06.25 (Ads)
28.08.25	Publication date	Servus in Stadt & Land 09/25	Adcopy deadline	01.08.25 (Advertorials)		25.07.25 (Ads)
25.09.25	Publication date	Servus in Stadt & Land 10/25	Adcopy deadline	01.09.25 (Advertorials)		22.08.25 (Ads)
30.10.25	Publication date	Servus in Stadt & Land 11/25	Adcopy deadline	06.10.25 (Advertorials)		26.09.25 (Ads)
27.11.25	Publication date	Servus in Stadt & Land 12/25	Adcopy deadline	03.11.25 (Advertorials)		24.10.25 (Ads)
27.12.25	Publication date	Servus in Stadt & Land 01/26	Adcopy deadline	26.11.25 (Advertorials)		18.11.25 (Ads)

Last update March 2025
VA = publisher information; GA = Google Analytics;
Podcast source: Spreaker
All figures rounded

	Double spread	460 x 300 mm ¹	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 ³	1,000.- ²

	Single page	230 x 300 mm ¹	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.-
			2. righthand page	28,350.- / 11,550.- / 32,000.-
			Design costs for advertorials ³	500.- ²
			Surcharge for another desired placement: 10 % of the single-page rate. Surcharges are not discountable.	

	1/2 page	108 x 300 mm (portrait) 230 x 141 mm (landscape)	AUT / GER / Combi	15,540.- / 6,300.- / 17,450.-
			Design costs included ⁹	

	„Freizeit- oder Produktipp“⁴ (themed)	1/4 page 1/2 page designed as an advertorial	AUT / GER / Combi	4,500.- / 2,350.- / 6,700.-
			AUT / GER / Combi	9,000.- / 4,700.- / 13,400.-
			Design costs included	

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

	Enclosure	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			

	Supplement	Minimum format	115 x 140 mm	Total edition up to 20 g (AUT & GSA)	150.-
		Maximum format	230 x 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			

	Sachets ad-space (from 1/1 page)	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			

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

	Gate-Cover	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

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%.

AGB: redbullmediahouse.com/agb-print 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 Gute Küche', experience green oases with 'Servus unser Garten', and look forward to child-friendly content with 'Servus Kinder', inspiring travel ideas with 'Servus Reisen' and festive anticipation with 'Servus Weihnachten'. There's something to suit every season and every taste.



Servus „Gute Küche“ Print run 75% 25%

65,000

„Servus Garten“ Print run 75% 25%

70,000

„Servus Ausflug“ Print run 75% 25%

40,000

„Servus Kinder“ print run 75% 25%

36,000

„Servus Weihnachten“ print run 75% 25%

55,000

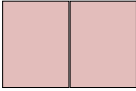


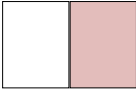
Dates 2024/25

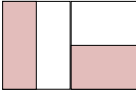
27.02.25	Publication date	Servus Garten
27.03.25	Publication date	Servus Ausflug
25.04.25	Publication date	Servus Küche 01/25
27.06.25	Publication date	Servus Kinder
25.09.25	Publication date	Servus Küche 02/25
17.10.25	Publication date	Servus Weihnachten

Adcopy deadline	28.01.25 (Advertorials)		20.01.25 (Ads)
Adcopy deadline	25.02.25 (Advertorials)		17.02.25 (Ads)
Adcopy deadline	19.03.25 (Advertorials)		11.03.25 (Ads)
Adcopy deadline	23.05.25 (Advertorials)		16.05.25 (Ads)
Adcopy deadline	25.08.25 (Advertorials)		14.08.25 (Ads)
Adcopy deadline	18.09.25 (Advertorials)		10.09.25 (Ads)

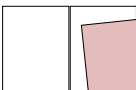
SPECIALS | Unser Garten / Reisen / Gute Küche / Weihnachten

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

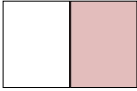
	Single page 210 x 265 mm ¹		11,500.-
		Outside back cover	14,900.-
		1st righthand page, Inside front Cover,	13,150.-
		Inside back cover	
		2nd righthand page	12,600.-
		Design costs for advertorials ³	500.- ²
		Surcharge for another desired placement: 10 % of the single-page rate.	
		Surcharges are not discountable.	

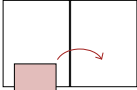
	1/2 page	1/2 page portrait (105 x 265 mm)	7,450.-
		1/2 page landscape (210 x 132 mm)	

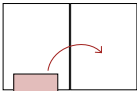
	„Freizeit- oder Produktipp“⁴	1/2 page	5,400.-
	(themed)	1/4 page	2,700.-
	designed as an advertorial		
		Design costs included	

	Enclosure	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 ¹			

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%.

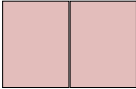

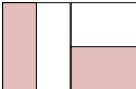
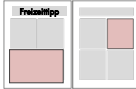
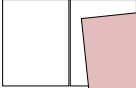
	Supplement	Minimum format	115 x 140 mm	Total edition up to 20g AUT & GER	150.-
		Maximum format	210 x 265 mm	Per additional 10 g	20.-
		Top edge	+6 mm		
		Base/ side fold	+3 mm		
		Placement	curved	Design costs by Red Bull Media House according to extent of work done	

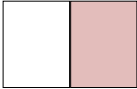
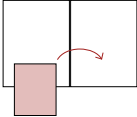
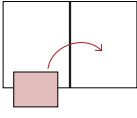
	Sachets ad-space (from 1/1 page)	Minimum format	60 x 100 mm	Total edition per 1,000 AUT & GER	120.-
		Maximum format	2 mm		
		Adhesive difference	±10 mm		
		Sachet shape	square or rectangular (others upon request)		
		Delivery	Upright in cardboard box		
		Placement	curved		
		Manual gluing on request			

	TOC ad-space (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		

ACB: redbullmediahouse.com/agb-print 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

	Double spread 420 x 265 mm ¹				
		Inside front cover + page 3	9,700.-		
		Pages 4/5	12,500.-		
		Design costs for advertorials ³	11,500.-		
			1,000.- ²		
	Single page 210 x 265 mm ¹				
		Outside back cover	5,400.-		
		1. righthand page, Inside front cover or Inside back cover	6,900.-		
		2. righthand page	6,100.-		
		Design costs for advertorials ³	5,900.-		
		Surcharge for other desired placement: 10 % of the single-page rate.	500.- ²		
	1/2 Seite	1/2 page high (105 x 265 mm) 1/2 page transverse (210 x 132mm)			
			3,240.-		
	Freizeit- oder Produkttipp⁴ (themed)	1/2 page 1/4 page			
		designed as an advertorial	2,100.-		
		Design costs included	1,300.-		
	Enclosure				
		Minimum format	105 x 148 mm	Total edition up to 20 g (AUT & GER)	150.-
		Maximum format	200 x 255 mm	Per additional 10g	20.-
		The larger page must be enclosed.		Design costs by Red Bull Media House according to extent of work done ¹	

	Supplement				
		Minimum format	115 x 140 mm	Total edition up to 20g AUT & GER	150.-
		Maximum format	210 x 265 mm	Per additional 10g	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 ¹	
	Sachets ad-space (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			
	TOC ad-space (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		

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%.

AGB: redbullmediahouse.com/agb-print 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

	<p>Leaderboard</p>	<p>728 x 90 px Desktop ROS TKP</p>	<p>30.-</p>		<p>Skyscraper</p>	<p>160 x 600px Desktop ROS TKP</p>	<p>30.-</p>		<p>MPU</p>	<p>300 x 250 px Desktop/Mobile ROS TKP</p>	<p>30.-</p>
	<p>Halfpage Ad</p>	<p>300 x 600 px Desktop/Mobile ROS TKP</p>	<p>50.-</p>		<p>Billboard</p>	<p>970 x 250 px Desktop ROS TKP</p>	<p>50.-</p>		<p>Outstream</p>	<p>16:9 mind. 1,280 x 720 px max. 1,920 x 1,080 px TKP 10-25 sec</p>	<p>50.-</p>
	<p>Newsletter Integration</p>	<ul style="list-style-type: none"> • 50,000 Subscriptions • Weekly dispatch • Implementation: MPU (300 x 250 px) or content teaser 	<p>TKP 70.- price 3,500.-</p>		<p>Sticky Ad</p>	<p>728 x 90 px / 320 x 100 px Desktop/Mobil ROS TKP</p>	<p>30.-</p>		<p>Cube Ad</p>	<p>300 x 600 px Desktop/Mobile TKP</p>	<p>50.-</p>
	<p>Native Newsletter</p>	<ul style="list-style-type: none"> • 50,000 Subscriptions • monthly dispatch • Individual integration options 	<p>price 6,440.-</p>		<p>Newsletter Integration</p>	<ul style="list-style-type: none"> • 50,000 Subscriptions • Weekly dispatch • Implementation: MPU (300 x 250 px) 	<p>TKP 40,- Preis 2,000,-</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 GSA

- 200,000 Ad Impressions within 4 weeks+

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

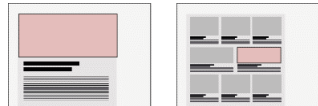







CONTENT & SOCIAL MEDIA FORMATS




 	<p>Advertorial</p>	<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>Running time: 1 month+</p>	<p>Guaranteed services GSA:</p> <ul style="list-style-type: none"> • 100,000 Ad impressions via content teaser • 30,000 Social media impressions • Single country on request 	<p>GSA</p> <p>3,950.– Design costs included</p>
 	<p>Native Story</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"> • SEO optimized article • Placed in an editorially appropriate environment • Social media activation <p>Running time: 1 month+</p>	<p>Guaranteed services GSA:</p> <ul style="list-style-type: none"> • 100,000 Ad impressions via content teaser • 30,000 Social media impressions 	<p>GSA</p> <p>4,950.–</p>

PRICE GAME

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

CONTENT & SOCIAL MEDIA FORMATS

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

 <p>Podcast episode exclusive</p>	<p>Exclusive sponsor of the episode as presenting partner and max. up to 3 roles (pre-/mid/post-roll)</p>	<p>Advertising message</p> <ul style="list-style-type: none"> Recorded as a host read (text provided by the customer) Recorded as a commercial by one of our speakers¹ Delivered as a finished commercial² 	<p>GSA 1,200.-</p>
 <p>Podcast Package</p>	<p>Bookable from 4 episodes Exclusive sponsor: As presenting partner and max. 3 rolls (pre-/mid/post-roll)</p>	<p>Advertising message</p> <ul style="list-style-type: none"> Recorded as a host read (text provided by the customer) Recorded as a commercial by one of our speakers¹ Delivered as a finished commercial² 	<p>GSA 4,200.-</p>
 <p>Native Podcast</p>	<p>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.</p>	<p>Topic is defined together:</p> <ul style="list-style-type: none"> 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) <p>Hosting: 1 Year</p>	<p>GSA 7,900.-</p>

Note: The text templates must be delivered at least 3 weeks before broadcast.

¹The speaker is not necessarily the host.

²Format: wav; Duration: max. 30 sec.

Prices are exclusive of statutory taxes and duties.