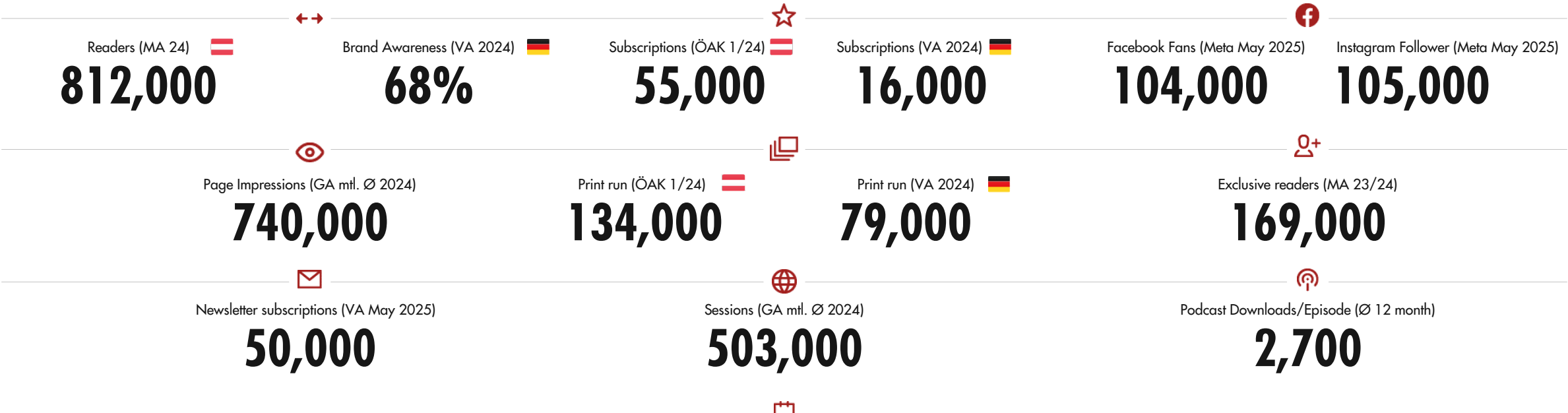




A DECLARATION OF LOVE TO HOME

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!

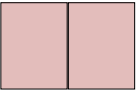


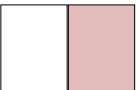
Dates 2024/25

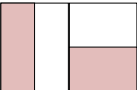
30.01.25	Publication date	Servus in Stadt & Land 02/25	Adcopy deadline	03.01.25 (Advertorials)	20.12.24 (Ads)
27.02.25	Publication date	Servus in Stadt & Land 03/25	Adcopy deadline	03.02.25 (Advertorials)	24.01.25 (Ads)
27.03.25	Publication date	Servus in Stadt & Land 04/25	Adcopy deadline	03.03.25 (Advertorials)	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)	19.11.25 (Ads)

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

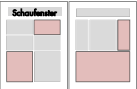
Last updated: May 2025

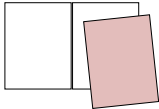
	Double spread	460 x 300 mm ¹	AUT / GER / Combi	43,900.- / 17,850.- / 49,400.-
			Inside front cover + page 3	57,050.- / 23,200.- / 64,200.-
			Pages 4/5	52,650.- / 21,400.- / 59,300.-
			Design costs for advertorials ³	1,000.- ²

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

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

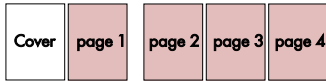
	„Schau-fenster“⁴	1/1 page*	GER	7,200.-
		1/2 page	AUT/GER/Combi	8,700.- / 4,500.- / 12,700.-
		1/4 page	AUT / GER / Combi	4,400.- / 2,300.- / 6,400.-
		1/8 page	AUT / GER / Combi	3,000.- / 1,450.- / 3,900.-
		Designed as an advertorial	Design costs included	
		*also possible as a classic display		

	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			
		Design costs by Red Bull Media House according to extent of work done			

	Supplement	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			

	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 × 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			

	Gate-Cover	218 x 300 mm (page 1)	on request
		218 x 300 mm (page 2)	
		228 x 300 mm (page 3)	
		230 x 300 mm (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%.

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, Inside back cover	13,150.-
		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.	

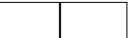
	1/2 page	¹ / ₂ page portrait (105 x 265 mm)	7,450.-
		¹ / ₂ page landscape (210 x 132 mm)	

	„Freizeit- oder Produkttipp“⁴ (themed)	¹ / ₂ page	5,400.-
		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 20 g AUT & GER	150.-
		Maximum format	210 x 265 mm	Per additional 10 g	20.-
		Top edge	+6 mm	Design costs by Red Bull Media House according to extent of work done	
		Base/ side fold	+3 mm		
		Placement	curved		

	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		

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.

SPECIALS | Kinder

	Double spread	420 × 265 mm ¹	Inside front cover + page 3 Pages 4/5 Design costs for advertorials ³	9,700.– 12,500.– 11,500.– 1,000.– ²
	Single page	210 × 265 mm ¹	Outside back cover 1. righthand page, Inside front cover or Inside back cover 2. righthand page Design costs for advertorials ³ Surcharge for other desired placement: 10 % of the single-page rate.	5,400.– 6,900.– 6,100.– 5,900.– 500.– ²
	1/2 Seite	$\frac{1}{2}$ page high (105 × 265 mm) $\frac{1}{2}$ page transverse (210 × 132 mm)		3,240.–
	Freizeit- oder Produktipp⁴ (themed)	$\frac{1}{2}$ page $\frac{1}{4}$ page designed as an advertorial	Design costs included	2,100.– 1,300.–
	Enclosure	Minimum format Maximum format The larger page must be enclosed.	105 × 148 mm 200 × 255 mm Total edition up to 20 g (AUT & GER) Per additional 10 g Design costs by Red Bull Media House according to extent of work done ¹	150.– 20.–

	Supplement	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	Design costs by Red Bull Media House according to extent of work done ¹	
		Base/ side fold	+3 mm		
		Placement	curved		
	Sachets ad-space (from 1/1 page)	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		
	TOC ad-space (from 1/1 page)	Placement	curved		
		Manual gluing on request			
		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		

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

	Leaderboard	728 x 90 px Desktop ROS TKP	30.–		Skyscraper	160 x 600px Desktop ROS TKP	30.–		MPU	300 x 250 px Desktop/Mobile ROS TKP	30.–
	Halfpage Ad	300 x 600 px Desktop/Mobile ROS TKP	50.–		Billboard	970 x 250 px Desktop ROS TKP	50.–		Outstream	16:9 mind. 1,280 x 720 px max. 1,920 x 1,080 px TKP 10-25 sec	50.–
	Newsletter Integration	• 50,000 Subscriptions • Weekly dispatch • Implementation: MPU (300 x 250 px) or content teaser	TKP 70.– price 3,500.–		Sticky Ad	728 x 90 px / 320 x 100 px Desktop/Mobil ROS TKP	30.–		Cube Ad	300 x 600 px Desktop/Mobile TKP	50.–
	Native Newsletter	• 50,000 Subscriptions • monthly dispatch • Individual integration options	price 6,440.–		Newsletter Integration	• 50,000 Subscriptions • Weekly dispatch • Implementation: MPU (300 x 250 px)	TKP 40 ,– Preis 2,000,–				

	Home Page-Reach-Package	The advertising form in a class of its own: Billboard and Halfpage Ad as well as an individual background color allow the bergwelten.com homepage and the magazine homepage to appear in your layout for one week. This allows you to achieve maximum attention for your advertising message. Only fixed placement possible. Mobile your message receives the greatest possible attention through two consecutive advertising contacts. • Billboard and Halfpage Ad / MPU • Background color (Background image upon request) Running time: 1 week for fixed placement and coloring Running time in total: 4 weeks									10,900.–
		Guaranteed services GSA • 200,000 Ad Impressions within 4 weeks+									

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 can be found at: <https://www.redbullmediahouse.com/agb-digital>.
 Last updated: May 2025

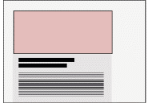
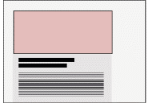
CONTENT & SOCIAL MEDIA FORMATS

   	Advertorial	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.	Guaranteed services GSA: • 100,000 Ad impressions via content teaser • 30,000 Social media impressions • Single country on request	GSA	3,950.– Design costs included
   	Native Story	You define the communication message, and we present you an implementation idea. The concept and implementation come from the editorial team. This ensures that your contribution fits perfectly into the editorial coverage.	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.–

SWEEPSTAKE

   	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)	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
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CONTENT & SOCIAL MEDIA FORMATS

 	Regional portrait	Format for the tourism industry to present their region. Images and text material are supplied. • The editorial team prepares the portrait in the look & feel of servus.com • Integration of existing articles (recipes, excursion tips, craftsmen ...) Running time 3 month	Guaranteed services GSA: • 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)	GSA	4,950.– Design costs included
 	Modul 1	Native Story (Guaranteed services GSA): • 200,000 Ad impressions via content teaser • 50,000 Social media impressions		GSA	3,640.– Design costs included
 	Modul 2	Social-Story (IG,FB,FB Messenger): • Creation of a Servus Instagram story • Link to the regional portrait on servus.com		GSA	960.– Design costs included
 	Modul 3	Extension of the regional portrait: • Adaptation of the content (images, texts) • Social media posting • Creation of co-branded banners		GSA	1,450.– Design costs included
 	Module 4	Banner Package: • Only bookable in combination with Module 3 • 100.000 Ad Impressions via Content Teaser	Services: Guaranteed ad impressions of the co-branded banners from Module 3 (UAP-format)	DACH	840,–

	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 speakers¹ - Delivered as a finished commercial²	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 speakers¹ - Delivered as a finished commercial²	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.
¹The speaker is not necessarily the host.
²Format: wav; Duration: max. 30 sec.

Prices are exclusive of statutory taxes and duties.