

Red Bull MEDIA HOUSE

MEDIA KIT AUSTRIA 2019

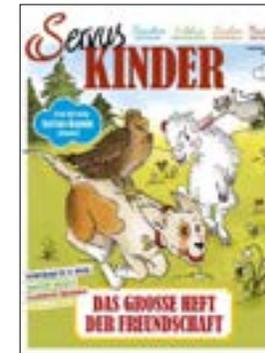
As per: March 2019. Rates in euros.



BRANDS OF RED BULL MEDIA HOUSE

Table of content

- 3 Magazines of Red Bull Media House
- 6 Servus in Stadt & Land
- 7 Servus Gute Küche
- 8 Servus Kinder
- 9 Servus Unser Garten
- 10 Servus Mein Daheim
- 11 Fischers Fritz
- 12 Bergwelten
- 13 Terra Mater
- 14 The Red Bulletin
- 15 The Red Bulletin Innovator
- 16 Contact





Austria's most successful monthly seasonal magazine

Servus in Stadt & Land is dedicated to traditional living. Its focus is on seasonal rhythm, timeless beauty, the joy of life and the down-to-earth values that represent our homeland.



Best-selling cookery magazine of Austria

Regional delicacies, traditional recipes, seasonal flavours and tasty tips from Austria and the Alpine region – Servus Gute Küche is a high-quality, twice-yearly publication.



Children's magazine for little and large explorers

Servus Kinder is an exciting and inspiring magazine imparting knowledge to children in a playful way, while at the same time inspiring adults to view the world through a child's eyes.



Major gardening special from Servus in Stadt & Land

Servus Unser Garten – an extensive annual special from Servus in Stadt & Land – offers practical tips and fascinating features and is an authentic companion through the gardening year.



The interior home magazine from Servus in Stadt & Land

Servus Mein Daheim inspires with a wealth of ideas to create beautiful interior spaces dedicated to tradition, enriched with new ideas – as a standalone annual special of Servus in Stadt & Land.



Lifestyle magazine for anglers in the German speaking region

Fischers Fritz addresses all anglers – regardless of the way of fishing they prefer – who are dedicated primarily to enjoy the experience of nature. Fischers Fritz presents fishing grounds all over the world as well.



Experiencing the fascination of nature and the mountains

Bergwelten is devoted to nature and the beauty of the mountains of the Alpine region and all over the world. The magazine is aimed at everyone who likes to get out and enjoy nature.



Science and nature magazine in premium quality

Terra Mater offers fascinating stories with outstanding-quality photographs from the most interesting areas of the world. Rediscover the Earth on a journey around the globe – with a splendid magazine!



The international active lifestyle magazine

The Red Bulletin delivers high-quality content from the world of Red Bull and beyond. Covering sport, action, culture, nightlife, the focus is on high achievers and incredible endeavours that inspire, entertain and empower our audience.



The magazine for those changing our world

The Red Bulletin Innovator features the big topics of tomorrow with fascinating pictures, exciting infographics and intelligent interviews: innovation, technology and progress – new thinking, new things and new life.

Servus in Stadt & Land

Austria's most successful monthly magazine

Servus in Stadt & Land is showing on every page the beauties that represent our homeland: tradition, nature, handicraf, the joy of life and pleasure. No matter where our readers are at home, everyone can satisfy their desire to find their own roots.

Servus in Stadt & Land is something to be enjoyed, because it inspires readers to pause and reflect on the important things. And not just casually, but at leisure. Every month – EINFACH . GUT . LEBEN

Readership/coverage
900,000/12 %*

Publication frequency
Monthly

Cover price
€ 4.60

Print run
b2b.servusmagazin.com.at

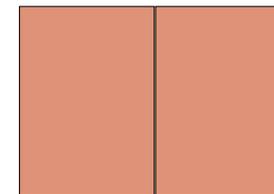
* Media Analysis 17/18



Also available as a Bavarian (Servus in Bayern) and German edition, being also distributed in Switzerland, Luxembourg and Liechtenstein. ** DACH advertising rates apply to total print run. Further details on request. Prices in euros excluding taxes and fees.

| Edition | Publication date | Ad copy deadline |
|-----------------|------------------|------------------|
| 02/19 February | 31/01/2019 | 01/01/2019 |
| 03/19 March | 28/02/2019 | 06/02/2019 |
| 04/19 April | 28/03/2019 | 06/03/2019 |
| 05/19 May | 25/04/2019 | 02/04/2019 |
| 06/19 June | 24/05/2019 | 02/05/2019 |
| 07/19 July | 27/06/2019 | 04/06/2019 |
| 08/19 August | 25/07/2019 | 02/07/2019 |
| 09/19 September | 29/08/2019 | 06/08/2019 |
| 10/19 October | 26/09/2019 | 03/09/2019 |
| 11/19 November | 24/10/2019 | 01/10/2019 |
| 12./19 December | 22/11/2019 | 31/10/2019 |
| 01/20 January | 20/12/2019 | 26/11/2019 |

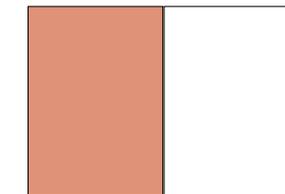
Double-page spread



RATE IN EURO
39,990 | AT
45,050 | DACH**

FORMAT
460 x 300mm

Single page



RATE IN EURO
23,600 | AT
26,500 | DACH**

FORMAT
230 x 300mm

b2b.servusmagazin.com

Servus Gute Küche

Best-selling cookery magazine of Austria

Whether at home, on a trip to the country or on holiday, regional delicacies are popular – and Austria and the Alpine region boast so many of them it's almost impossible to try them all. Friendly and down-to-earth, Servus Gute Küche whets the appetite for good food over 168 pages.

In these tales of enjoying fine food, we peek into the cooking pots of traditional inns, discover culinary rarities, enjoy the vibrant range of seasonal flavours, are impressed by passionate food artisans, immerse ourselves in indulgent food odysseys and are inspired by traditional recipes and tasty tips.

Print run
70,000 copies*

Publication frequency
2x annually
Spring/autumn

Cover price
€ 5.80

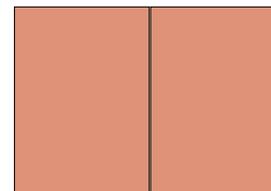
* Publisher's imprint



Servus Gute Küche is also available and distributed in Germany.
**DACH advertising rates apply to total print run in Austria & Germany.
Further details on request. Prices in euros excluding taxes and fees.

| Edition | Publication date | Ad copy deadline |
|--------------|------------------|------------------|
| 01/19 Spring | 21/02/2019 | 25/01/2019 |
| 02/19 Autumn | 19/09/2019 | 21/08/2019 |

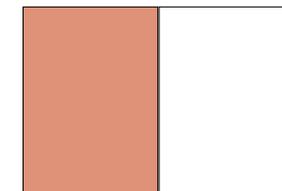
Double-page spread



RATE IN EURO
17,900 | AT
23,200 | DACH**

FORMAT
420 x 265 mm

Single page



RATE IN EURO
10,450 | AT
14,900 | DACH**

FORMAT
210 x 265 mm

b2b.servusmagazin.com

Servus Kinder

Children's magazine for little and large explorers

Children want to know everything, and people never learn more easily than during childhood. In a time when knowledge is often consumed superficially, and television, computers and smartphones are ubiquitous, it is good that a magazine such as Servus Kinder exists. Every issue is

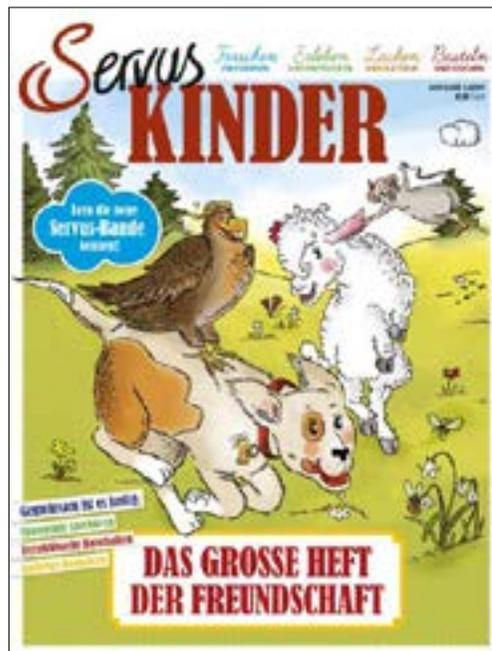
dedicated to one specific theme, inspiring children in exciting and varied ways to find out the hows and whys of things, either independently or together with their parents and teachers. It enables them to discover nature and their way of life, to do handicrafts, cook and play.

Print run
43,000 copies*

Publication frequency
4x per year

Cover price
€ 3.60

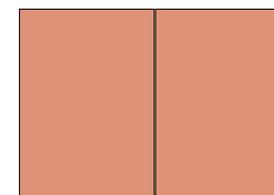
* Publisher's imprint



Servus Kinder is also available and distributed in Germany.
**DACH advertising rates apply to total print run in Austria & Germany.
Further details on request. Prices in euros excluding taxes and fees.

| Edition | Publication date | Ad copy deadline |
|----------------------|------------------|------------------|
| 01/19 April/May | 28/03/2019 | 28/02/2019 |
| 02/19 Summer Edition | 24/05/2019 | 25/04/2019 |
| 03/19 Sept./Oct. | 29/08/2019 | 30/07/2019 |
| 04/19 Nov./Dec. | 24/10/2019 | 25/09/2019 |

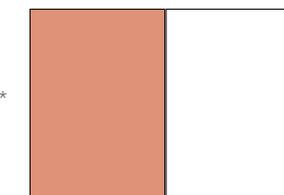
Double-page spread



RATE IN EURO
9,200 | AT
11,100 | DACH**

FORMAT
420x265 mm

Single page



RATE IN EURO
4,900 | AT
5,900 | DACH**

FORMAT
210x265 mm

b2b.servusmagazin.com

Servus Unser Garten

The yearly gardening special from Servus in Stadt & Land

Join Servus on a journey through the gardening year, divided up by nature's calendar. This major extra edition of Servus in Stadt & Land, entitled Servus Unser Garten, offers practical tips and tricks, often forgotten knowledge and fascinating features on some extraordinary gardeners.

It contains everything you need to know about cottage gardens and balconies, flowers, herbs, vegetables, trees, shrubs and borders. The garden experts from Austria's largest monthly magazine guide readers through the 10 periods of the year from early spring through to winter.

Print run
96,000 copies*

Publication frequency
annually

Cover price
€ 5.80

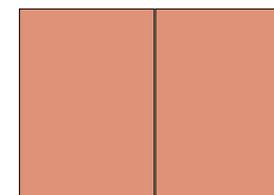
* Publisher's imprint



Servus Unser Garten is also available and distributed in Germany.
**DACH advertising rates apply to total print run in Austria & Germany.
Further details on request. Prices in euros excluding taxes and fees.

| Edition | Publication date | Ad copy deadline |
|---------|------------------|------------------|
| 2019 | 21/03/2019 | 21/02/2019 |

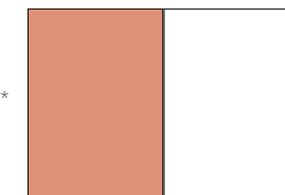
Double-page spread



RATE IN EURO
17,900 | AT
23,200 | DACH**

FORMAT
420 x 265 mm

Single page



RATE IN EURO
10,450 | AT
14,900 | DACH**

FORMAT
210 x 265 mm

b2b.servusmagazin.com

Servus Mein Daheim

The yearly interior decorating magazine from Servus in Stadt & Land

On every page of the annual issue of Servus Mein Daheim readers will be inspired to discover values that represent our homeland: tradition, timeless beauty and the joy of life and pleasure in one's own four walls.

Interior design in a harmonious blend of traditional and modern ideas is the way we inspire our readers to create the home they love – EINFACH . GUT . WOHNEN

Print run
60,000 copies*

Publication frequency
annually

Cover price
€ 6.10

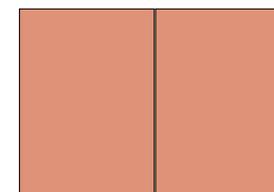


* Publisher's imprint

Servus Unser Garten is also available and distributed in Germany.
**DACH advertising rates apply to total print run in Austria & Germany.
Further details on request. Prices in euros excluding taxes and fees.

| Edition | Publication date | Ad copy deadline |
|---------|------------------|------------------|
| 2019 | 10/10/2019 | 11/09/2019 |

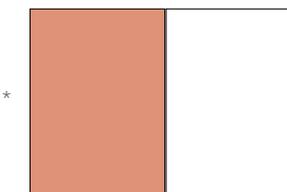
Double-page spread



RATE IN EURO
17,900 | AT
23,200 | DACH**

FORMAT
420 x 265 mm

Single page



RATE IN EURO
10,450 | AT
14,900 | DACH**

FORMAT
210 x 265 mm

b2b.servusmagazin.com

Fischers Fritz

The magazine for enjoying fishing and the beauty of nature

Fishers Fritz is a lifestyle magazine for every angler who likes spending time and experiencing nature in combination with the enjoyment of fishing. It is dedicated to the highest possible quality standards and represents profound commitment to high-grade journalism and visual performance.

The home of Fischers Fritz is the German speaking region presenting also unique fishing grounds all over the world. The magazine will attract all types of angler and is aimed to convince the 6 million leisure-time angler in Austria and Germany.

Print run AT+DE
40,00 copies*
 Sold copies AT+DE
15,000 copies*
 Publication frequency
annually
 Cover price
€ 6,80

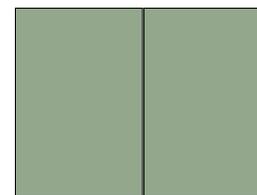
* Publisher's imprint



Prices in euros excluding taxes and fees.

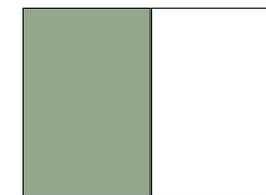
| Edition | Publication date | Ad copy deadline |
|---------|------------------|------------------|
| 2019 | 16/05/2019 | 16/04/2019 |

Double-page spread



RATE IN EURO
5,000 | AT/DE
7,000 | AT+DE**
 FORMAT
 430x280mm

Single page



RATE IN EURO
2,500 | 1 AT/DE
4,500 | AT+DE**
 FORMAT
 430x280mm

b2b.servusmagazin.com

Bergwelten

The magazine for enjoying the beauty of nature

Bergwelten is a lifestyle outdoor magazine for everyone who likes getting out into the mountains and enjoying nature. It is committed to the highest possible quality standards and represents unconditional dedication to first-class journalism and superlative visual implementation.

The home of Bergwelten is the Alpine region, but it also allows readers all over the world to experience the beauty and fascination of the mountains. The magazine stands for enjoyment in harmony with nature, active experience and a longing for a special kind of awareness of life.

Readership / coverage
248,000 / 3.3%*

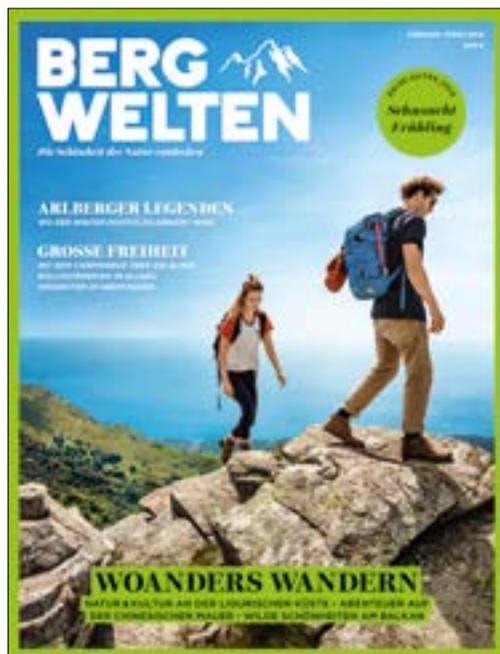
Publication frequency
6+2x per year

Cover price
€ 5,80

Print run
b2b.bergwelten.com/at

Print run Bergwelten Special
110.000 copies

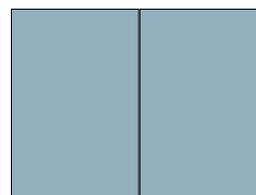
* Media Analysis 17/18



Bergwelten is also available and distributed in Germany, South Tyrol. In Switzerland is an own issue distributed. ** DACH advertising rates apply to total print run in Austria, Germany & Switzerland. Cover price specials € 7. Prices in euros excluding taxes and fees. Further details on request.

| Edition | Publication date | Ad copy deadline |
|----------------|------------------|------------------|
| 01/19 | 31/01/2019 | 04/01/2019 |
| 02/19 | 28/03/2019 | 04/03/2019 |
| Spring special | 25/04/2019 | 25/03/2019 |
| 03/19 | 23/05/2019 | 24/04/2019 |
| 04/19 | 18/07/2019 | 24/06/2019 |
| 05/19 | 12/09/2019 | 19/08/2019 |
| Winter special | 10/10/2019 | 13/09/2019 |
| 06/19 | 28/11/2019 | 31/10/2019 |

Double-page spread



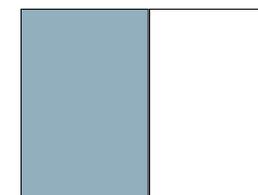
RATE IN EURO

13,200 | 1 country
23,700 | 2 countries
33,500 | DACH**

FORMAT

430x280 mm
400x265 mm /Special

Single page



RATE IN EURO

7,750 | 1 country
13,900 | 2 countries
19,800 | DACH**

FORMAT

430x280 mm
400x265 mm /Special

b2b.bergwelten.com

Terra Mater

Science and nature magazine inspiring to discover and understand the world

Elaborately produced stories from the most interesting areas of the world arouse the desire to rediscover the Earth. Terra Mater presents a contemporary picture of the world beyond all stereotypes – exceptional articles about exotic regions, fascinating animals and interesting people

and photos of outstanding pictorial quality provide insights into the world that hardly any other medium can deliver. They are complemented by historical contributions about milestones in the history of mankind as well as reports about technologies that may determine our future.

Readership/coverage
166,000 / 2.2%*

Publication frequency
6x per year

Cover price
€ 7

Print run
b2b.terramatermagazine.com/at
b2b.terramatermagazine.com/de

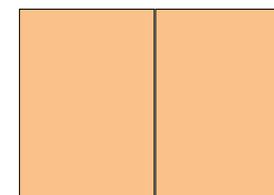
* Media Analysis 17/18



Terra Mater is also available and distributed in Germany.
**DACH advertising rates apply to total print run in Austria & Germany. Prices in euros excluding taxes and fees.
Further details on request.

| Edition | Publication date | Ad copy deadline |
|----------------|------------------|------------------|
| 02/19 February | 14/02/2019 | 18/01/2019 |
| 03/19 April | 11/04/2019 | 15/03/2019 |
| 04/19 June | 13/06/2019 | 16/05/2019 |
| 05/19 August | 16/08/2019 | 19/07/2019 |
| 06/19 October | 10/10/2019 | 12/09/2019 |
| 01/20 December | 12/12/2019 | 15/11/2019 |

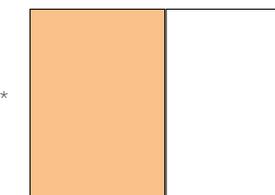
Double-page spread



RATE IN EURO
14,450 | AT
17,500 | DACH**

FORMAT
460 x 300mm

Single page



RATE IN EURO
8,500 | AT
10,600 | DACH**

FORMAT
230 x 300mm

b2b.terramatermagazin.com

The Red Bulletin

The active lifestyle magazine

Covering sport, action, music, culture, nightlife and innovation, the focus is on high achievers and adventure seekers, impossible feats and incredible endeavours that inspire, entertain and empower our audience.

The Red Bulletin and its accompanying channels and line extensions offer exclusive access to the high-performance world of Red Bull. Benefit from this compelling environment and 360° solutions.

Readership/coverage
665,000 / 8.9%*

Publication frequency
12x per year

Cover price
€ 3.50

Print run
[b2b.therebulletinmagazin/at](http://b2b.therebulletinmagazin.at)

* Media Analysis 17/18



The Red Bulletin is distributed in Austria as a supplement to 6 leading newspapers and with own local country editions in our key markets – Germany, Switzerland, UK, US, Mexico and France. Prices in euros excluding taxes and fees. Further details on request.

| Edition | Publication date | Ad copy deadline |
|-----------------|------------------|------------------|
| 01/19 January | 11/12/2018 | 12/11/2018 |
| 02/19 February | 08/01/2019 | 06/12/2018 |
| 03/19 March | 12/02/2019 | 15/01/2019 |
| 04/19 April | 12/03/2019 | 12/02/2019 |
| 05/19 May | 09/04/2019 | 08/03/2019 |
| 06/19 June | 14/05/2019 | 16/04/2019 |
| 07/19 July | 11/06/2019 | 14/05/2019 |
| 08/19 August | 09/07/2019 | 11/06/2019 |
| 09/19 September | 13/08/2019 | 16/07/2019 |
| 10/19 October | 10/09/2019 | 15/08/2019 |
| 11/19 November | 08/10/2019 | 10/09/2019 |
| 12/19 December | 12/11/2019 | 15/10/2019 |

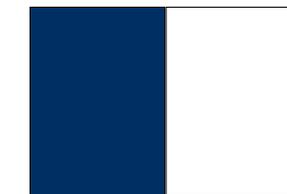
Double-page spread



RATE IN EURO
42,200

FORMAT
404 x 276 mm

Single page



RATE IN EURO
24,400

FORMAT
202 x 276 mm

therebulletin.com/media

The Red Bulletin Innovator

The magazine for those changing our world

The Red Bulletin Innovator is targeted at everyone who wants to understand how the world of tomorrow will work, and learn more about the people creating it. What drives them, who gives them wings, and where do they get their inspiration?

The interview features in The Red Bulletin Innovator go deeper and beyond the comfort zone. Behind every great idea is a person with vision. In this magazine they tell their stories of tomorrow, and talk about the latest in innovations, technology and entrepreneurship.

Print run AT
40,000 copies

Publication frequency
3x per year

Distribution
Der Standard
Newsstand bundling
with The Red Bulletin
Subscriptions

Alternative distribution
Universities
Opinion leaders
Co-working spaces
Red Bull network events
(Pioneers Festival, 4 Gamechangers)



The Red Bulletin Innovator is distributed in Austria as a supplement to Der Standard, as a bundle with The Red Bulletin and can be subscribed. Further details on request.

| Edition | Publication date | Ad copy deadline |
|-------------|------------------|------------------|
| Innovator 1 | March 2019 | 11/02/2019 |
| Innovator 2 | June 2019 | 13/05/2019 |
| Innovator 3 | September 2019 | 12/08/2019 |

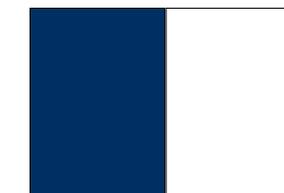
Double-page spread



RATE IN EURO
12,200

FORMAT
404 x 276 mm

Single page



RATE IN EURO
7,400

FORMAT
202 x 276 mm

theredbulletin.com/media

Contact

Theresa Sternbach
Head of Media Sales
Mobil: +43-664-88 37 95 49
theresa.sternbach@redbull.com

Peter Strutz
Head of Media Sales International
Mobil: +43-664-88 68 49 12
peter.strutz@redbull.com

Petra Kramer
Head of Sales Agencies
Mobil: + 43-664-22 69 331
petra.kramer@redbull.com

Bernhard Schmied
Digital Sales Manager
Mobil: +43/664/88 98 81 31
bernhard.schmied@redbull.com

Gerhard Riedler
Global Head of Media Sales
gerhard.riedler@redbull.com

Further information
redbullmediahouse.com/advertising

