

# Red Bull MEDIA HOUSE

## MEDIA KIT GERMANY 2019

As per: April 2019. Rates in euros.



BRANDS OF RED BULL MEDIA HOUSE

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Premium-quality monthly seasonal magazine

Servus in Stadt & Land is a magazine 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.



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 decorating magazine from Servus in Stadt & Land

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



Lifstyle 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 and beauty of nature

Bergwelten is a lifestyle outdoor magazine – at home in the German-speaking region – that inspires readers all over the world to experience the beauty and fascination of 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 Red Bulltin Better Future Edition

The "INNOVATOR by The Red Bulletin" 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

## Premium quality 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  
430,000/0.6%\*

Publication frequency  
Monthly

Cover price  
€ 4.60

Print run  
[b2b.servusmagazin.de](http://b2b.servusmagazin.de)

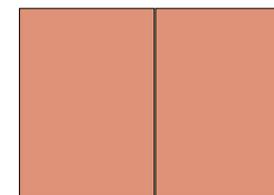
\* AWA 2018



Also available in Austria, in Germany 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	09/01/2019
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	26/07/2019	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

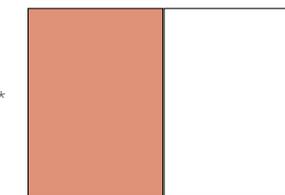
### Double-page spread



RATE IN EURO  
16,320 | DE  
45,050 | DACH\*\*

FORMAT  
460 x 300mm

### Single page



RATE IN EURO  
9,600 | DE  
26,500 | DACH\*\*

FORMAT  
230 x 300mm

[b2b.servusmagazin.com](http://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**

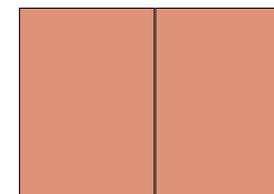
\* Publisher's imprint



Servus Kinder is also available and distributed in Austria.  
\*\*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

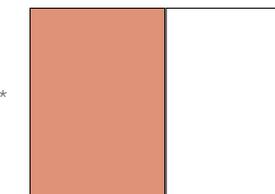
### Double-page spread



RATE IN EURO  
**6,570 | DE**  
11,100 | DACH\*\*

FORMAT  
420x265 mm

### Single page



RATE IN EURO  
**3,510 | DE**  
5,900 | DACH\*\*

FORMAT  
210x265 mm

[b2b.servusmagazin.com](http://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.

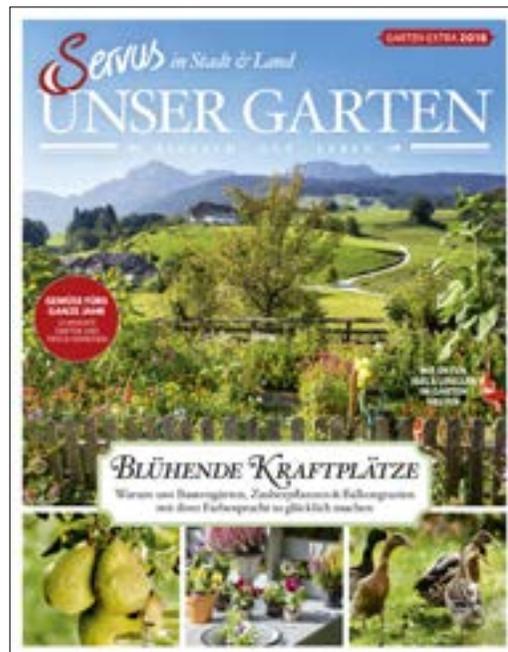
It contains everything you need to know about cottage gardens and balconies, flowers, herbs, vegetables, trees, shrubs and borders. The garden experts from Austria's largest monthly magazine guide readers through the 10 periods of the year from early spring through to winter.

Print run  
**96,000 copies\***

Publication frequency  
**annually**

Cover price  
**€ 5.80**

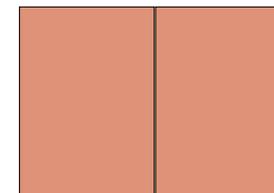
\* Publisher's imprint



Servus Unser Garten is also available and distributed in Austria.  
\*\*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

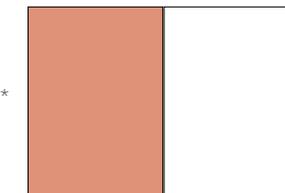
### Double-page spread



RATE IN EURO  
**12,812 | DE**  
23,200 | DACH\*\*

FORMAT  
420 x 265 mm

### Single page



RATE IN EURO  
**7,500 | DE**  
14,900 | DACH\*\*

FORMAT  
210 x 265 mm

[b2b.servusmagazin.com](http://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**

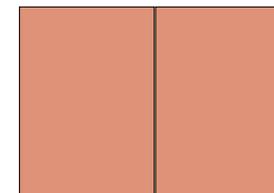


\* Publisher's imprint

Servus Unser Garten is also available and distributed in Austria.  
\*\*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

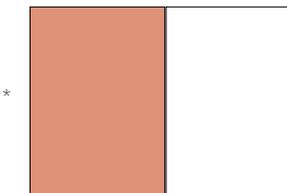
## Double-page spread



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](http://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

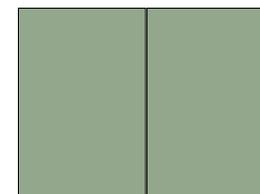
€ 6,80

\* Publisher's imprint

Also available and distributed in Austria.  
Prices in euros excluding taxes and fees.

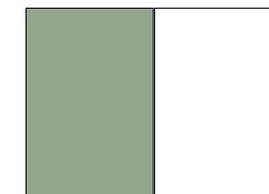
Edition	Publication date	Ad copy deadline
2019	16/05/2019	16/04/2019

## Double-page spread



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

## Single page



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

[b2b.servusmagazin.com](http://b2b.servusmagazin.com)

# Bergwelten

## The magazine for enjoying the beauty of nature

Bergwelten is a lifestyle outdoor magazine for everyone who likes getting out 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 German speaking 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, and a longing for a special kind of awareness of life.

Readership/coverage  
340,000/0.5%\*

Publication frequency  
6+2x per year

Cover price  
€ 5,80

Print run  
[b2b.bergweltenmagazin.com/de](http://b2b.bergweltenmagazin.com/de)

Print run Bergwelten Special  
110.000 copies

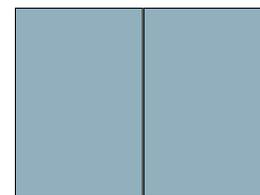
\* AWA 2018



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

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



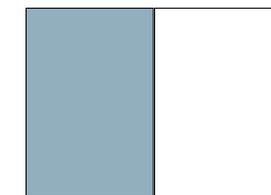
#### RATE IN EURO

13,200 | 1 country  
21,300 | 2 countries  
27,700 | DACH\*\*

#### FORMAT

430x280 mm  
400x265 mm /Special

### Single page



#### RATE IN EURO

7,750 | 1 country  
12,500 | 2 countries  
16,300 | DACH\*\*

#### FORMAT

430x280 mm  
400x265 mm /Special

[b2b.bergwelten.com](http://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.

Publication frequency  
**6x per year**

Cover price  
**€ 7**

Print run  
[b2b.terramatermagazin/de](http://b2b.terramatermagazin.de)

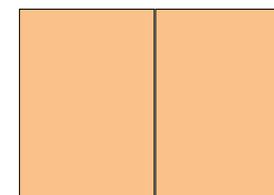


\* IVW Analysis for 3rd quarter of 2018

Terra Mater is also available and distributed in Austria.  
\*\*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
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

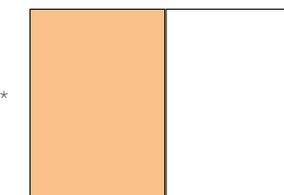
## Double-page spread



RATE IN EURO  
**11,560 | DE**  
17,500 | DACH\*\*

FORMAT  
460 x 300mm

## Single page



RATE IN EURO  
**6,800 | DE**  
10,600 | DACH\*\*

FORMAT  
230 x 300mm

[b2b.terramatermagazin.com](http://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  
280,000 / 0.4%\*

Publication frequency  
10x per year

Cover price  
€ 2.50

Print run  
[b2b.theredbulletinmagazin/de](http://b2b.theredbulletinmagazin.de)

\* AVA 2018



The Red Bulletin is distributed in Germany as a supplement to 2 leading newspapers and in cooperation with 2 partners, worldwide with own local country editions in our key markets – Austria, Switzerland, UK, US, Mexico and France. Further details on request. Prices in euros excluding taxes and fees.

Edition	Publication date	Ad copy deadline
01-02/19 January–Febr.	11/12/2018	12/11/2018
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	11/05/2019	16/04/2019
07/19 July	11/06/2019	14/05/2019
08-09/19 August–Sept.	09/07/2019	11/06/2019
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
01/20 January	10/12/2019	12/10/2019

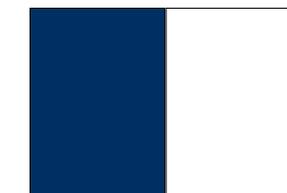
### Double-page spread



RATE IN EURO  
28,970

FORMAT  
404 x 276 mm

### Single page



RATE IN EURO  
16,700

FORMAT  
202 x 276 mm

[b2b.theredbulletin.com](http://b2b.theredbulletin.com)

# INNOVATOR by The Red Bulletin

## The Red Bulletin Better Future Edition

The INNOVATOR by Red Bulletin 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 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 DE  
60,000 copies

Publication frequency  
2x per year

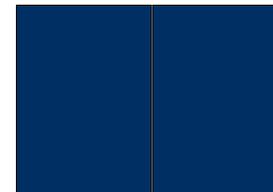
Distribution  
Universities  
Opinion leaders  
Co-working spaces  
Red Bull network  
Top Startup-  
and Innovation-Events  
Coworking Spaces



DistributionFurther details on request.

Edition	Publication date	Ad copy deadline
Innovator 1	12/03/2019	11/02/2019
Innovator 2	09/08/2019	15/07/2019

### 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

[b2b.theredbulletin.com](http://b2b.theredbulletin.com)

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[redbullmediahouse.com/advertising](http://redbullmediahouse.com/advertising)

