

# Red Bull MEDIA HOUSE

## MEDIA KIT AUSTRIA 2018

As per: March 2018



BRANDS OF RED BULL MEDIA HOUSE

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Austria's most successful monthly seasonal magazine

Servus in Stadt & Land is a regional 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.



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.





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 the mountains.



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 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

Reading Servus in Stadt & Land is a little like coming home and realising that "there's no place like home". On every page, readers discover values that represent our homeland: tradition, naturalness, a sense of being down-to-earth, timeless beauty, the joy of life and pleasure.

No matter where home is, 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, it is almost like going on holiday.

Print run  
**187,277 copies\***

Sold copies  
**120,231 copies\***

Readership/coverage  
**951,000/12.8%\*\***

Publication frequency  
**Monthly**

Cover price  
**€ 4.60**

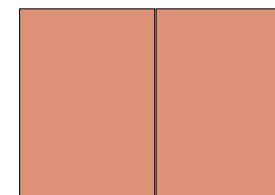
\* ÖAK Analysis for 1st half of 2017  
\*\* Media Analysis 16/17



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
02/18 February	25/01/2018	04/01/2018
03/18 March	22/02/2018	01/02/2018
04/18 April	27/03/2018	08/03/2018
05/18 May	26/04/2018	05/04/2018
06/18 June	30/05/2018	09/05/2018
07/18 July	28/06/2018	07/06/2018
08/18 August	26/07/2018	05/07/2018
09/18 September	30/08/2018	09/08/2018
10/18 October	27/09/2018	06/09/2018
11/18 November	25/10/2018	04/10/2018
12/18 December	22/11/2018	31/10/2018
01/19 January	21/12/2018	30/11/2018

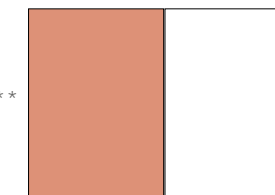
### Double-page spread



RATE  
**39,990 | AT**  
45,050 | DACH\*\*\*

FORMAT  
460 x 300mm

### Single page



RATE  
**23,600 | AT**  
26,500 | DACH\*\*\*

FORMAT  
230 x 300mm

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# 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  
**60,000 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
01/18 Spring	22/03/2018	01/03/2018
02/18 Autumn	20/09/2018	24/08/2018

### Double-page spread

	<b>RATE</b>	<b>17,900   AT</b>
		23,200   DACH**
<b>FORMAT</b>		420 x 265 mm

### Single page

	<b>RATE</b>	<b>10,450   AT</b>
		14,900   DACH**
<b>FORMAT</b>		210 x 265 mm

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# 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  
**30,000 copies\***

Publication frequency  
**6x 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/topic	Publication date	Ad copy deadline
02/18 Reading book	25/01/2018	04/01/2018
03/18 Exciting professions	29/03/2018	01/03/2018
04/18 Explorer & discoverer	30/05/2018	26/04/2018
05/18 Healthy food	26/07/2018	02/07/2018
06/18 Air & wind	27/09/2018	30/08/2018
01/19 Games & fun	22/11/2018	23/10/2018

### Double-page spread

		RATE
		9,200   AT 11,100   DACH**
FORMAT		420x265mm

### Single page

		RATE
		4,900   AT 5,900   DACH**
FORMAT		210x265mm

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# 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  
**60,000 copies\***

Publication frequency  
**annually**

Cover price  
**€ 5.80**

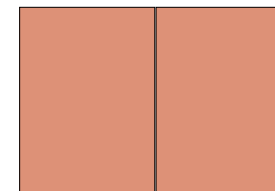
\* Publisher's imprint



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
2018	22/03/2018	01/03/2018

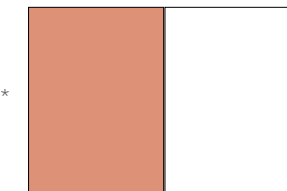
### Double-page spread



RATE  
**17,900 | AT**  
23,200 | DACH\*\*

FORMAT  
420 x 265 mm

### Single page



RATE  
**10,450 | AT**  
14,900 | DACH\*\*

FORMAT  
210 x 265 mm

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# Bergwelten

The magazine for alpine enjoyment in harmony with nature

Bergwelten is an alpine adventure 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.

Print run AT+DE  
**155,000 copies\***

Sold copies AT  
**30,386 copies\*\***

Sold copies DACH  
**77,383 copies\*\***

Readership / coverage  
**256,000 / 3.4%\*\*\***

Publication frequency  
**6+2x per year**

Cover price  
**€ 5,80**

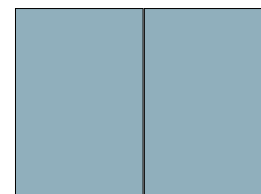


\* Publisher's imprint  
 \*\* IWW Analysis for 4th quarter of 2017  
 \*\*\* Media Analysis 16/17

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. Further details on request. Cover price specials € 7. Prices in euros excluding taxes and fees.

Edition	Publication date	Ad copy deadline
01/18	01/02/2018	05/01/2018
02/18	29/03/2018	05/03/2018
Spring special	19/04/2018	23/03/2018
03/18	01/06/2018	07/05/2018
04/18	19/07/2018	22/06/2018
05/18	13/09/2018	17/08/2018
Winter special	11/10/2018	14/09/2018
06/18	29/11/2018	31/11/2018

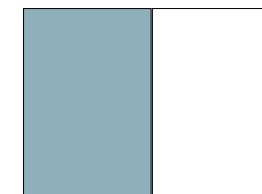
## Double-page spread



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

FORMAT  
 430x280 mm  
 400x265 mm /Special

## Single page



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

FORMAT  
 430x280 mm  
 400x265 mm /Special

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# Terra Mater

Science and nature magazine for discovering and understanding 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.

Print run AT+DE  
**53,136 copies\***

Sold copies AT  
**12,338 copies\***

Sold copies DACH  
**30,099 copies\***

Readership/coverage  
**155,000 / 2.1%\*\***

Publication frequency  
**6x per year**

Cover price  
**€ 7**

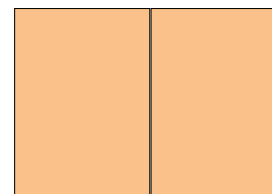


\* IWW Analysis for 4th quarter of 2017  
 \*\* Media Analysis 16/17

Terra Mater 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
02/18 February	15/02/2018	25/01/2018
03/18 April	05/04/2018	09/03/2018
04/18 June	07/06/2018	09/05/2018
05/18 August	09/08/2018	17/07/2018
06/18 October	04/10/2018	10/09/2018
01/19 December	06/12/2018	13/11/2018

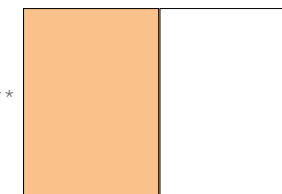
## Double-page spread



RATE  
**14,450 | AT**  
**17,500 | DACH\*\*\***

FORMAT  
 460 x 300mm

## Single page



RATE  
**8,500 | AT**  
**10,600 | DACH\*\*\***

FORMAT  
 230 x 300mm

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# 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.

Print run AT  
**468,917 copies\***

Distributed copies AT  
**466,707 copies\***

Readership/coverage  
**695,000 / 9.3%\*\***

Publication frequency  
**12x per year**

Cover price  
**€ 3.50**

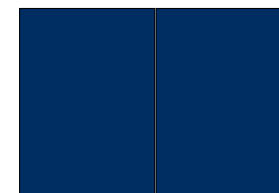


\* ÖAK Analysis for 1st half of 2017  
\*\* Media Analysis 16/17

The Red Bulletin is distributed in Austria as a supplement to 8 leading newspapers and with own local country editions in our key markets – Germany, Switzerland, UK, US, South Africa, Mexico and France. Further details on request. Prices in euros excluding taxes and fees.

Edition	Publication date	Ad copy deadline
01/18 January	12/12/2017	13/11/2017
02/18 February	09/01/2018	11/12/2017
03/18 March	13/02/2018	16/01/2018
04/18 April	13/03/2018	13/02/2018
05/18 May	10/04/2018	12/03/2018
06/18 June	08/05/2018	10/04/2018
07/18 July	12/06/2018	15/05/2018
08/18 August	10/07/2018	12/06/2018
09/18 September	14/08/2018	17/07/2018
10/18 October	11/09/2018	16/08/2018
11/18 November	09/10/2018	11/09/2018
12/18 December	13/11/2018	16/10/2018

### Double-page spread



RATE  
**42,200**

FORMAT  
404 x 276 mm

### Single page



RATE  
**24,400**

FORMAT  
202 x 276 mm

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# 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

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. Further details on request.

Edition	Publication date	Ad copy deadline
Innovator 1	13/04/2018	12/03/2018
Innovator 2	17/08/2018	17/07/2018
Innovator 3	16/11/2018	16/10/2018

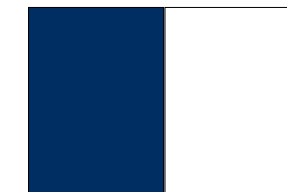
### Double-page spread



RATE  
12,200

FORMAT  
404 x 276 mm

### Single page



RATE  
7,400

FORMAT  
202 x 276 mm

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# Publication days 2018

- The Red Bulletin
- Terra Mater
- Bergwelten
- Fischers Fritz
- Servus in Stadt&Land
- Servus Kinder
- Servus Gute Küche
- Servus Unser Garten
- Servus Mein Daheim
- Servus Unser Salzburg

January		February		March		April		May		June		July		August		September		October		November		December	
1 M		1 T	1	1 T		1 S		1 T		1 F	3	1 S		1 W		1 S		1 M		1 T		1 S	
2 T		2 F		2 F		2 M		2 W		2 S		2 M		2 T		2 S		2 T		2 F		2 S	
3 W		3 S		3 S		3 T		3 T		3 S		3 T		3 F		3 M		3 W		3 S		3 M	
4 T		4 S		4 S		4 W		4 F		4 M		4 W		4 S		4 T		4 T	6	4 S		4 T	
5 F		5 M		5 M		5 T	3	5 S		5 T		5 T		5 S		5 W		5 F		5 M		5 W	
6 S		6 T		6 T		6 F		6 S		6 W		6 F		6 M		6 T	2	6 S		6 T		6 T	1/19
7 S		7 W		7 W		7 S		7 M	6	7 T	4 1	7 S		7 T		7 F		7 S		7 W		7 F	
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30 T				30 F		30 M		30 W	6 4	30 S		30 M		30 T	9	30 S		30 T		30 F		30 S	
31 W				31 S				31 T				31 T		31 F				31 W				31 M	

Subject to change.

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Global Head of Media Sales

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