

ADVENTURE magazin.de

www.adventure-magazin.de

MEDIA KIT 2017



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ADVENTURE-magazin.de

The online magazine for adventure, travel and outdoor sports

ADVENTURE-magazin.de is the online magazine for all outdoor enthusiasts, made for people who love to discover the world and have the desire to live their dreams. ADVENTURE-magazin.de stands for joy of life, freedom and adventure.

The newly redesigned ADVENTURE-magazin.de is fully responsive, ensuring a consistent, optimal reading experience across all devices.

ADVENTURE-magazin.de delivers to thousands engaged and active readers useful content and is motivating and inspiring numerous of outdoor enthusiasts.



Concept

The adventure starts at the front door

ADVENTURE-magazin.de offers the highest possible value and emphasizes a clear, reader-friendly design. Adapted to the personal needs of our readers, the visual presentation plays an important role in our contributions. We avoid disturbing elements.

The ADVENTURE-magazin.de topics:

- **Travel and adventure:**

ADVENTURE-magazin.de delivers exciting travel stories from all over the world, reports on unique trips and shows how fascinating the world can be off the beaten tracks.

- **Outdoor activities:**

Mountainbiking, enduro, running, climbing, wintersports, hiking, exploring.

- **Equipment and tests:**

Clothing, shoes, tents, sleeping bags, backpacks, accessories, travel vehicles (bike, motorcycle, 4x4), first aid.

- **Tips:**

Equipment checklists for the most diverse outdoor activities, tips for the maintenance of the gear, outdoor apps and more.

- **Books:**

We introduce: guides, picture books, books by outdoor protagonists.

- **About countries.**

Travelers and adventurers find many useful information about: entry requirements, travel warnings, health care, visa services and so on.

Target group

Outdoor enthusiasts

Athletes

Adventurer

Life artists

Explorers

Families who want to

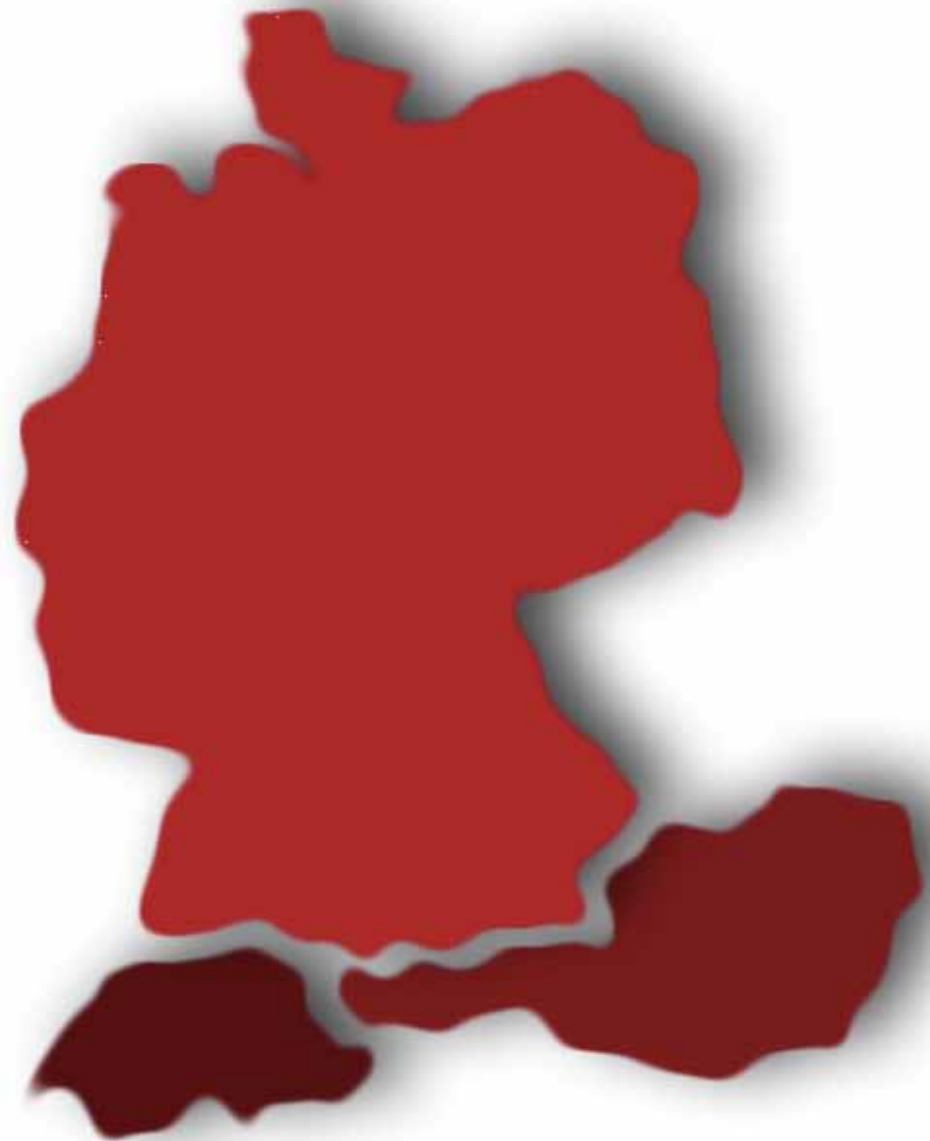
have more fun



Distribution

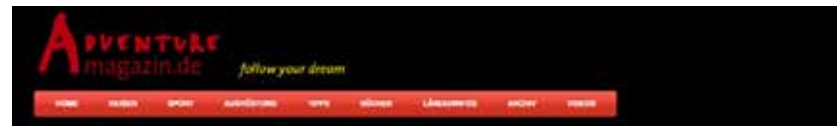
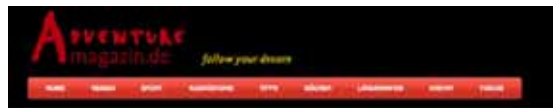
In the entire German-speaking region and beyond - mainly Germany, Austria and Switzerland (G.A.S.).

Monthly Unique Visitors:
35.000+



Rates

homepage visible area



Example 1:

1100 x 130 px, 120KB

1 month: € 410,-

Example 2:

800 x 250 px, 100KB

1 month: € 580,-

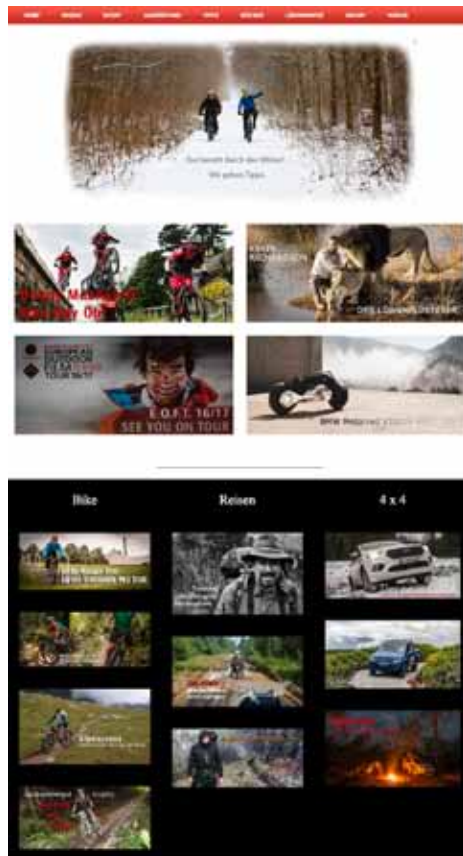
Example 3: Sky

255 x 1150 px, 150KB

1 month: € 850,-

The formats shown on this page and the following page do not show all possibilities. Other adverts on request. We would be pleased to make you an individual offer. The prices exclude the technical production of the adverts. All prices are in Euro and are excl. VAT. **Agency commission:** 15% on invoicing to the Agency. Invoicing is made at the beginning of the booking.

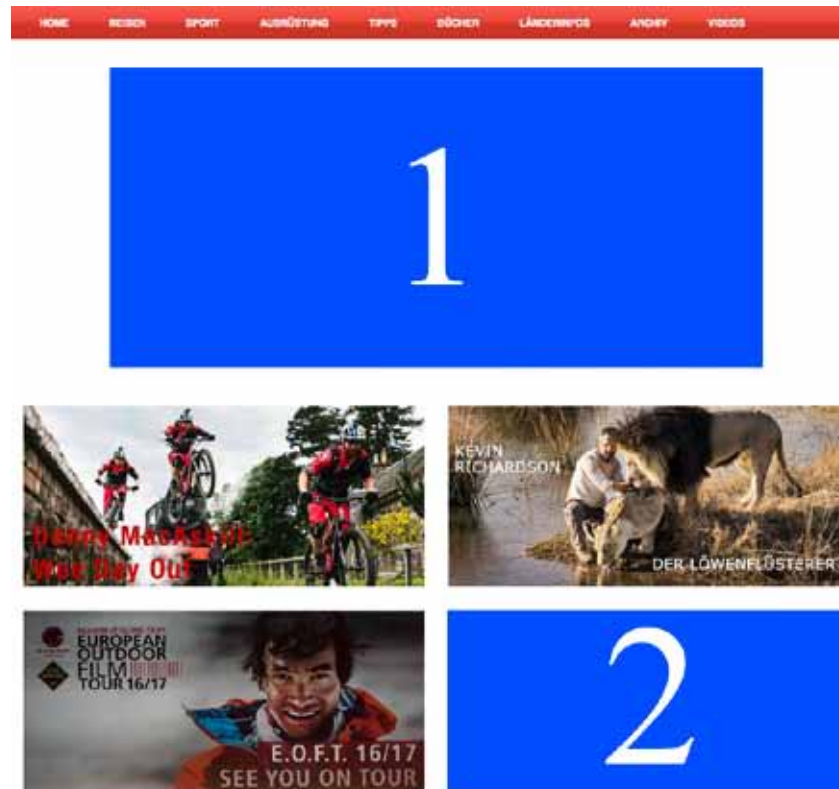
Rates homepage scroll area



Sammelsurium:



Follow Us  



Example 1:

800 x 370 px, 100KB
1 month: € 590,-

Example 2:

500 x 225 px, 70KB
1 month: € 225,-

Example 3:

300 x 200 px, 50KB
1 month: € 120,-

Again, we have got a lot more solutions for you, which we can tailor to your individual needs.



Rates for ads in posts



Neue MTB-Reifen 2016: MICHELIN Wild Race'R Enduro Rear

Neuer 2016 - High-Performance-Reifen für Grip und Effizienz. An die sportliche Kundschaft im Segmente Mountainbike wendet sich der neue MTB-Reifen MICHELIN Wild Race'R Enduro Rear. Die jüngste Generation des High-Performance-Mountainbike-Reifen ist ab Februar auch in Deutschland auf dem Markt und soll herausragendem Grip auf jedem Terrain bieten.



Der speziell für eine Top-Performance auf festem, trockenem Untergrund konzipierte Hinterreifen soll besonders auf rutschigen Böden mit exzellentem Grip aufwarten. Darüber hinaus soll sich die Neuentwicklung wie bereits der gleichnamige Vorgänger durch niedrigen Rollwiderstand und hohe Lebensdauer auszeichnen.



Test Thermoflaschen Welche ist die Beste?

So viel schon mal verschickt, nicht alle Thermoflaschen sind gleich und wir konnten auch nicht alle testen, die es auf dem Markt gibt. In der Test aufgenommen haben wir ausschließlich Thermoflaschen und Thermobehälter aus Edelstahl. Unser Ziel war auch nicht Produkt A mit Produkt B direkt zu vergleichen, sondern die (unvollständige) unternehmerische Packungen aufzuzeigen. Seit der Winterzeit wollten wir herausfinden, wie lange heiße Getränke in den jeweiligen Behältern warm bleiben. In dem Test aufgenommen haben wir Produkte der Marken Dowalco (Deutschland), Hydro Flask (USA), Klean Kanteen (USA), Sigg (Schweiz) und Stanley (USA). Hergestellt werden alle Thermobehälter in China.



Wie gesagt, wollten wir wissen, wie lange heiße Getränke warm bleiben. Der Test, wie lange heiße Getränke kalt bleiben, folgt zu einem späteren Zeitpunkt. Es wurden zwei Tests durchgeführt. Beim ersten Test wurden die Thermoflaschen und -behälter bei 20°C Zimmertemperatur mit kochendem Wasser gefüllt. Direkt nach dem Einfüllen wurde mit einem Digitalthermometer die Temperatur gemessen und die Behälter fest verschlossen. Die nächsten Messungen fanden im

For ad placements within editorial content, product presentations, tests etc., many different forms of advertising are possible. These are just two examples.

Important notice for you:
Your ad in these posts will have NO EXPIRATION DATE!
This means that your ad will appear as a part of this article as long as the article appears on ADVENTURE-magazin.de, itself. A running time of at least 2 years is guaranteed!

If you wish to change the artwork after a while (same format), we will charge you only a small processing fee.

Example 6
 950 x 200 px, 100KB
 Unlimited appearance: € 350,-

Example 7:
 1000 x 500 px, 100KB
 Unlimited appearance: € 930,-

Special Offers

Advertising in our newsletter: For an advertising format of, for example, 640 x 300 px, price per newsletter: 250 Euro. Other formats are possible.

Special conditions for hotels and restaurants: For hotel and restaurant operators, we have particularly attractive offers regarding duration and price. Please ask for our special offer.

Native Advertising/Advertorials: We integrate your themes into the layout of ADVENTURE-magazin.de. For this purpose all you need to do is provide us with the content (copy and images, max. 3,500 characters and up to 7 images), and we will do the rest. Duration and rate according to individual negotiation. You can also have special print-outs from these pages.

Video-Ads: You can also present your advertising messages in our videos. For this we offer the possibility of mid- and post-rolls. Unfortunately, we are unable to offer pre-rolls. Please contact us for further details.

Affiliate-Marketing/Online Cooperations: Would you like to reach the readers of ADVENTURE-magazin.de with your products and services and are interested in a fair cooperation? Talk to us.

Discount rate (by total turnover per year): From 2,000 EUR 2%, from 5,000 EUR 3%, from 7,500 EUR 5%, from 10,000 EUR 10%, from 15,000 EUR 15%, from 20,000 EUR 20%.

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Subject to change.