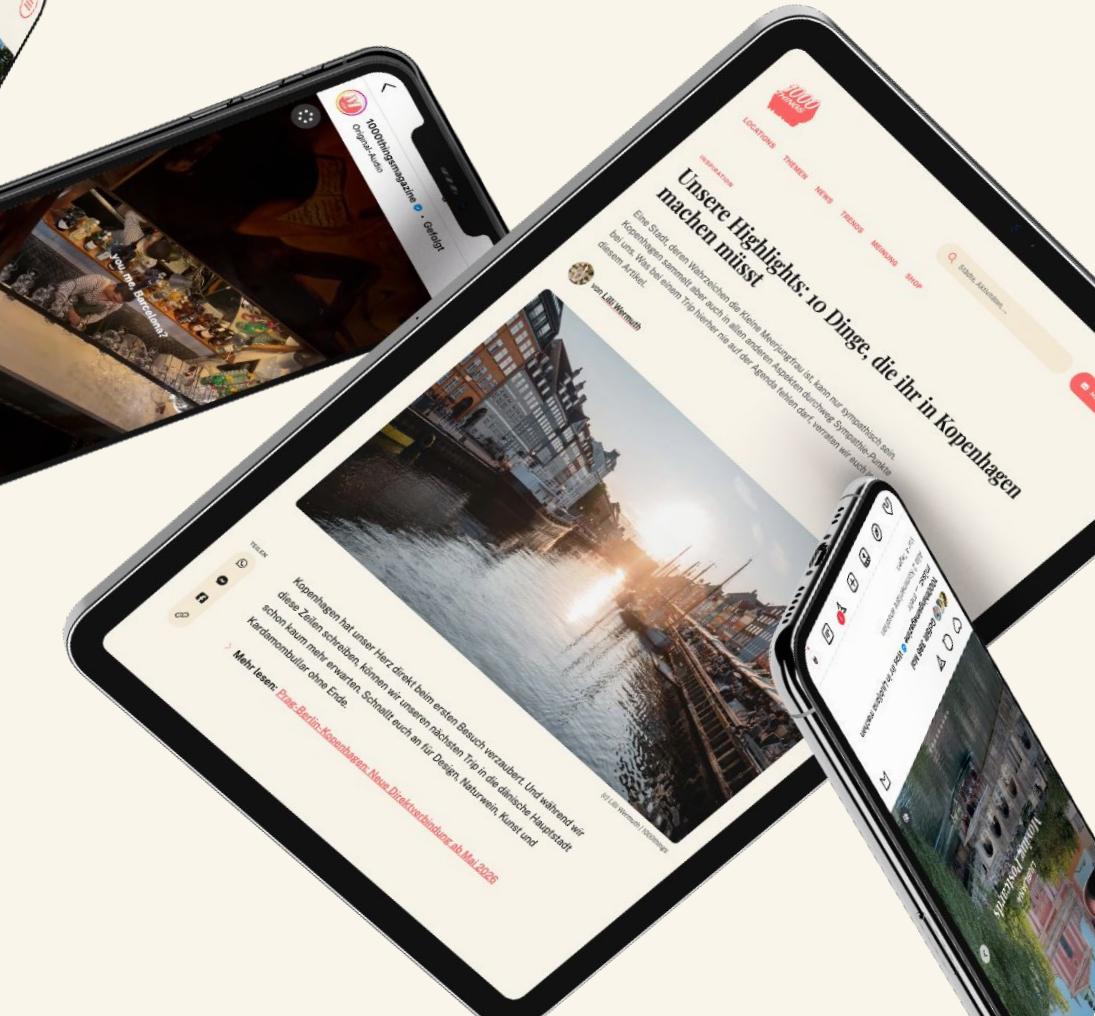


# Mediakit 2026

OFFERS, PRICES & DATA

1000  
THINGS

2025  
© 1000things



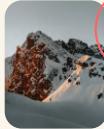
*Hi, we are  
1000things!* 

As one of the largest media houses for leisure in Austria, we inspire our community with numerous activities every day. Our centerpiece? The community that looks forward to trying out your products, exploring your region and your destination every day.

How do we do that?  
Just browse through and find out!



# Content Year 2026



## 01 JANUARY

**Destination:** Tirol  
**Culinary:** Healthy Kitchen (Veganuary)  
**Leisure:** Wellness



## 02 FEBRUARY

**Destination:** Slovakia  
**Culinary:** Soulfood  
**Leisure:** Ball season + concerts



## 03 MARCH

**Destination:** Upper Austria  
**Culinary:** Star cuisine  
**Leisure:** Running



## 04 APRIL

**Destination:** Carinthia  
**Culinary:** Beer  
**Leisure:** Cycling



## 05 MAY

**Destination:** Croatia  
**Culinary:** BBQ  
**Leisure:** Camping



## 06 JUNE

**Destination:** Vorarlberg  
**Culinary:** Aperitivo  
**Leisure:** Festivals



## 07 JULY

**Destination:** Mountain lakes  
**Culinary:** Foodtrends  
**Leisure:** Hiking



## 08 AUGUST

**Destination:** Alpine region  
**Culinary:** Mountain hut cuisine  
**Leisure:** Water sports



## 09 SEPTEMBER

**Destination:** Slovenian wine route  
**Culinary:** Autumn Cuisine (Wine)  
**Leisure:** Wine hiking



## 10 OCTOBER

**Destination:** Salzburgerland  
**Culinary:** Austrian classics  
**Leisure:** Autumn sports



## 11 NOVEMBER

**Destination:** Switzerland  
**Culinary:** Traditions of the regions  
**Leisure:** Culture (2026 + 2027)



## 12 DECEMBER

**Destination:** Skiregionen im Alpenraum  
**Culinary:** Sweet Dishes (X-Mas Cookies)  
**Leisure:** Winter sports (Skiing)

# *Content*

**1**

## **OFFER**

Our product range  
in detail

**2**

## **PRICES & SERVICES**

All products &  
prices

**3**

## **MEDIADATA**

Key numbers &  
Community figures

**4**

## **OUR MEDIA HOUSE**

Who we are &  
what we do



# The 1000things *product world*

ONE 1000THINGS CAMPAIGN TO GO, PLEASE!



# Website

## OUR OFFER

In the following slides, you will find an overview of the editorial services we offer on 1000thingsmagazine.com. Whether individually, as a package or in combination with other products: Our partnerships managers will be happy to put together a customized campaign for you.



# Advertisorial

With your input, our copywriters create a well-rounded reading experience that showcases a **topic** in all its facets. Whether it's a feature story, product test, unboxing, or photo series - our advertorials are the perfect stage for your topic.

The advertorial is **promoted** and shared on the relevant **1000things social media channels**.

**3,500** characters

**Foto & video** can be embedded

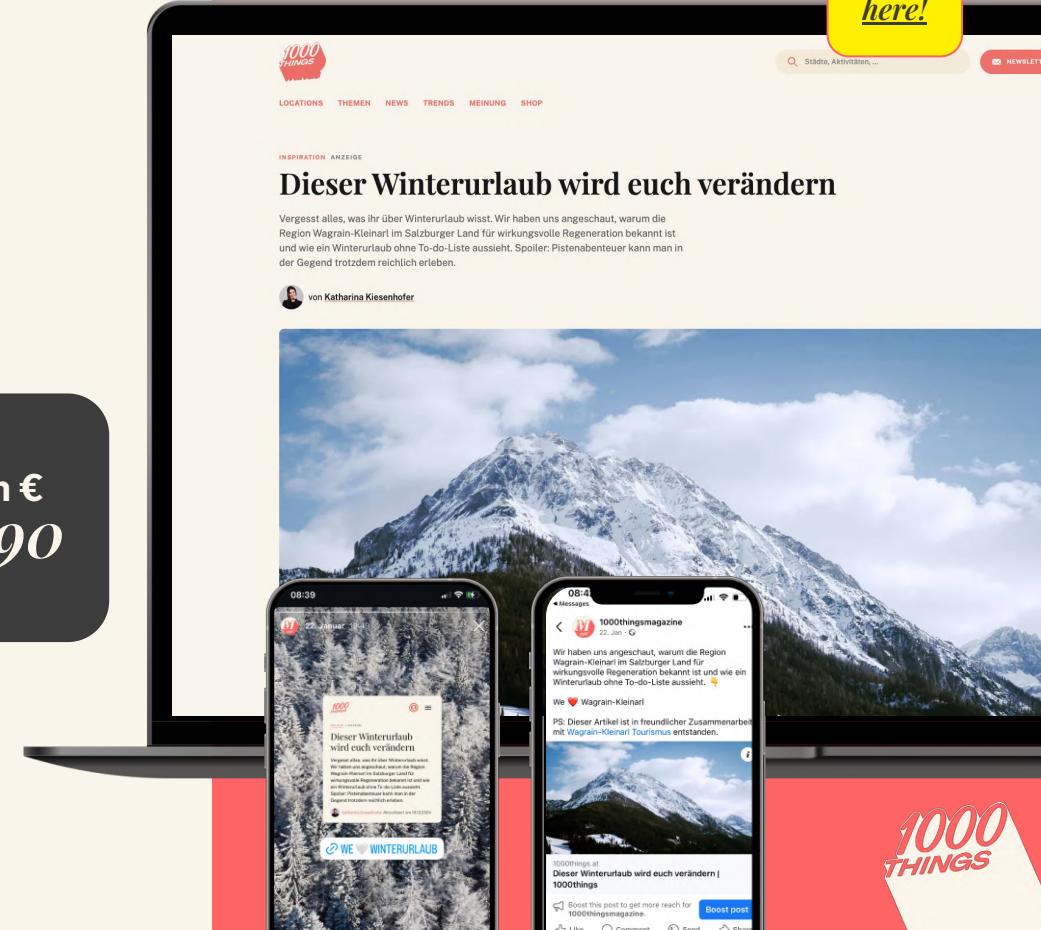
**120,000** impressions

ø **3 min** reading time

**6 months** online

**3 days** placement on our homepage

from €  
**4,990**



# Advertisorial Upgrades

## Giveaway- Upgrade

Additional integration of a giveaway within the advertorial.

All email addresses collected for newsletter sign-ups will be shared with you.

+ € 490



## Social- Upgrade

The content of the advertorial will also be posted as an Instagram album.

150,000 impressions

+ € 1,790



## Newsletter- Upgrade

The advertorial will be mentioned within the newsletter (VIE / MAG) upon request. Using a combo of text and image.

17,000 / 38,000 subscribers

+ € 590 / + € 890



## Quiz- Upgrade

Creation of your own interactive quiz on your topic/products. Includes a brief description and integration of links on the 1000things website.

+ € 1.990



# *Advertisorial Performance Upgrades*



## Performance-Booster

The corresponding Facebook post for the advertorial will be promoted with an additional ad budget in a minimum of **2 regions of your choice**.

Included ad budget: €1,000

+ € 1,390



## Reach-Booster

The advertorial is boosted with additional reach across the 1000things network.

per 100.000 Impressions

+ € 790



# Listicle Mention

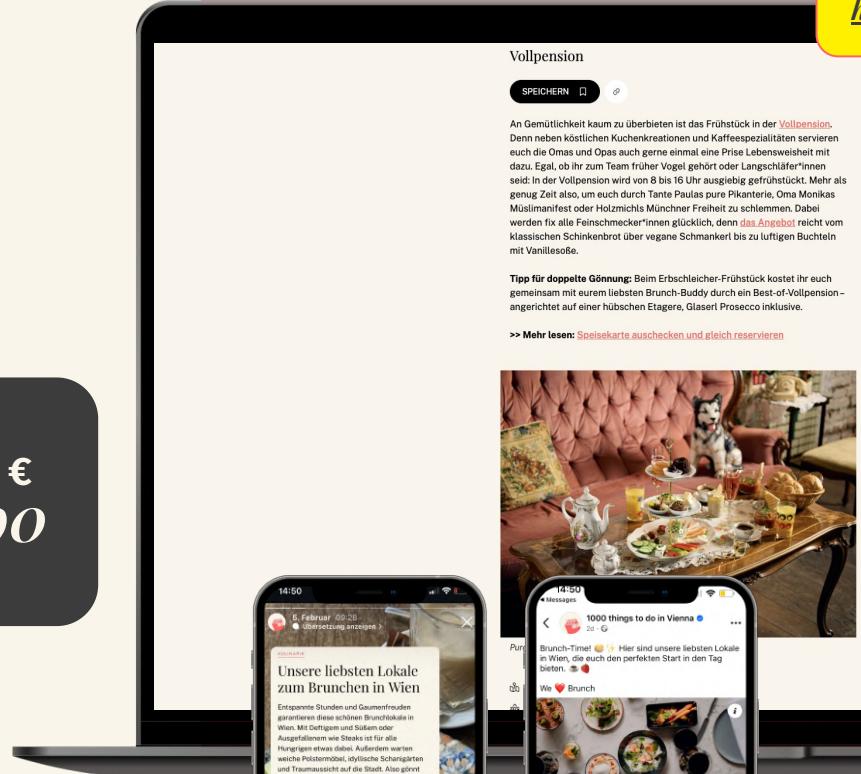
Our listicle mention is a prominent placement in a **thematically relevant article**. The product, business, or region is featured as a recommendation.

The article will be **promoted** and shared on the relevant **1000things social media channels**.

Integration of a text-image-link combination into the chosen article.

**100.000** impressions  
**3 months** online

from €  
**2,190**



**Click  
here!**

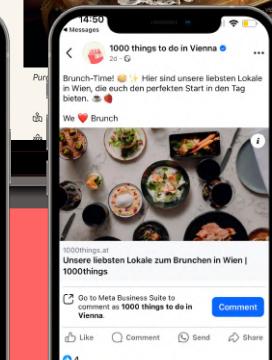
Vollpension

**SPAR**

An Gemütlichkeit kaum zu überbieten ist das Frühstück in der **Vollpension**. Denn neben köstlichen Kuchenkreationen und Kaffeesspezialitäten servieren euch die Omas und Opas auch gerne einmal eine Prise Lebensweisheit mit dazu. Egal, ob ihr zum Team früher Vogel gehört oder Langschwärfer\*innen seit: In der Vollpension wird von 8 bis 16 Uhr ausgiebig gefrühstückt. Mehr als genug Zeit also, um euch durch Tante Paulas pure Pikanterie, Oma Monikas Muslimanifest oder Holzmühs Münchner Freiheit zu schlennen. Dabei werden fix alle Feinschmecker\*innen glücklich, denn [das Angebot](#) reicht vom klassischen Schinkenbrot über vegane Schrankert bis zu luftigen Buchtei mit Vanilleisöße.

**Tipp für doppelte Gönning:** Beim Erschleicher-Frühstück kostet ihr euch gemeinsam mit eurem liebsten Brunch-Buddy durch ein Best-of-Vollpension-angerichtet auf einer hübschen Etage, Glaseri Prosecco inklusive.

[>> Mehr lesen: Speisekarte auschecken und gleich reservieren](#)



**1000  
THINGS**

# Listicle Upgrades

## Premium- Upgrade

Incorporation into one of our most-clicked articles -availability upon request.

7,500 readers

+ € 990



## Social- Upgrade

The content of the mention will also be posted as an Instagram slide in a post.

+ € 890



## Newsletter- Upgrade

The mention will be included in the newsletter (VIE / MAG) upon request. Using a combo of text and image.

17,000 / 38,000 subscribers

+ € 590 / + € 890



## Performance- Booster

The corresponding Facebook post for the article will be promoted with an additional ad budget in a minimum of **2 regions of your choice**.

Included ad budget: €1,000

+ € 1,390



## Reach- Booster

The article is boosted with additional reach across the 1000things network.

per 100.000 Impressions

+ € 790



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# Website Giveaway

Engagement + product placement = website giveaway.

The Giveaway is also advertised and **shared on the 1000things social media channels**.

**150,000** impressions  
**4-6 weeks** running time  
**We share all emails addresses** that sign-up to your newsletter.

from €  
**2,290**

The image shows a laptop and two smartphones displaying a website giveaway. The laptop screen shows the 1000things website with a banner for a Frequency Festival giveaway. The banner text reads: "Gewinne 1x2 VIP-Festivalpässe für das FM4 Frequency Festival + Emmi CAFFÈ LATTE Goodiebag". Below the banner, there is a message: "Für dich ist Sommer einfach nur ein anderes Wort für Festivalsaison? Dann aufgepasst: Wir verlosen ein Sommer mit Emmi CAFFÈ LATTE®-Paket inklusive VIP-Festivalpässe für das FM4 Frequency Festival." A post by Marlene Scheuch is visible. The two smartphones show social media posts from the 1000things Instagram account (@1000thingsmagazine). The posts feature a woman with an afro hairstyle, smiling and holding a coffee cup. The posts include captions about the Frequency Festival and Emmi CAFFÈ LATTE Goodiebag, and encourage users to participate in the giveaway. A yellow button in the top right corner of the laptop screen says "Click here!".

# Website Giveaway Upgrades



## Newsletter- Upgrade

The giveaway will be included in the newsletter (VIE / MAG) upon request.

Using a combo of text and image.

17,000 / 38,000 subscribers

+ € 590 / + € 890



## Performance- Booster

The corresponding Facebook post for the article will be promoted with an additional ad budget in a minimum of **2 regions of your choice**.

Included ad budget: €1,000

+ € 1,390



## Reach- Booster

The giveaway is boosted with additional reach across the 1000things network.

per 100.000 Impressions

+ € 790



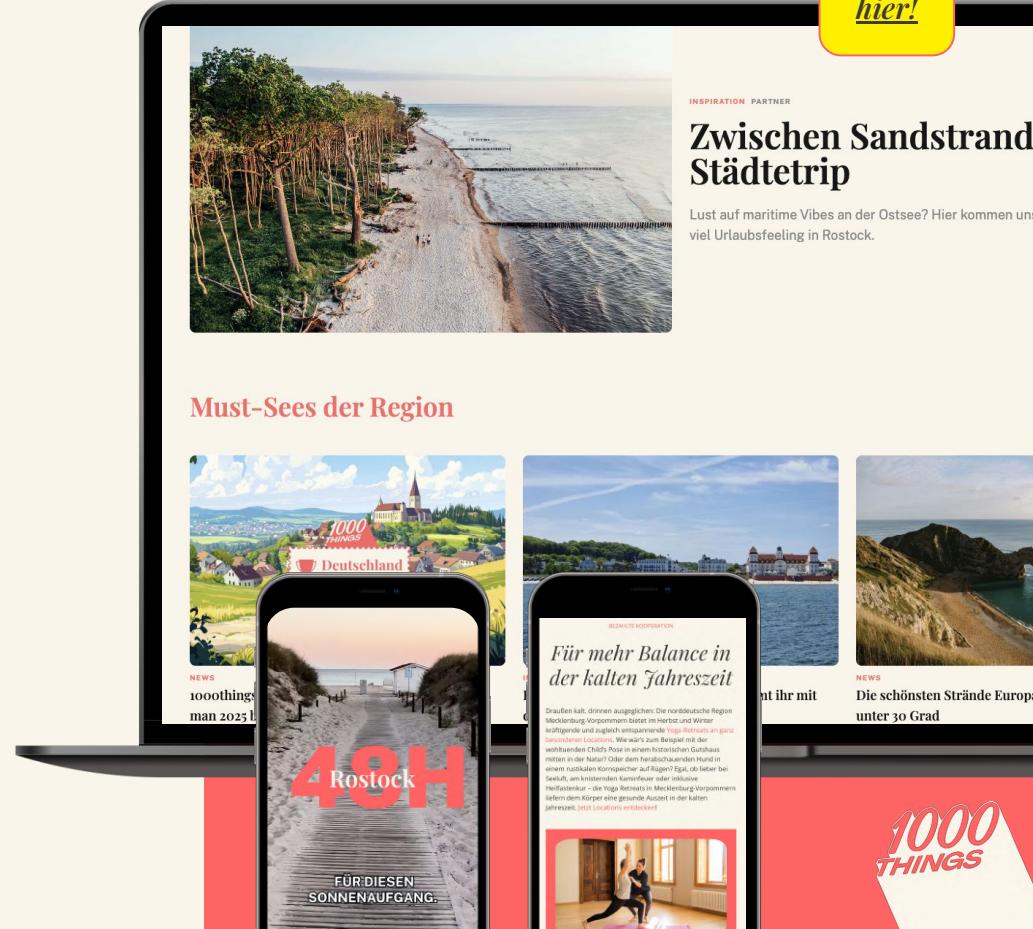
# Feature

On an **exclusive subpage**, at least five specially created content pieces are displayed together with other editorial pieces to a specific topic.

The feature is also **advertised** and shared on the **1000things social media channels**.

**5 Articles** (e.g. 2 Advertorials,  
2 Listicle mentions,  
1 Website Giveaway)  
**500,000** impressions  
**6 months** online

from €  
**16,990**



**click  
hier!**

**Must-Sees der Region**

**48H Rostock**

**FÜR DIESEN SONNENAUFGANG,**

**INSPRIATION PARTNER**

**Zwischen Sandstrand  
Städtetrip**

Lust auf maritime Vibes an der Ostsee? Hier kommen viel Urlaubsfeeling in Rostock.

**1000 THINGS**

# Feature Upgrade



## Upgrade Yearly Feature

8 Articles  
800.000 impressions  
12.000 views  
12 months online

from € 5,990



## Performance-Booster

The corresponding Facebook post for the article will be promoted with an additional ad budget in a minimum of **2 regions of your choice.**

Included ad budget: €1,000

+ € 1,390



## Reach-Booster

The feature's content is boosted with additional reach across the 1000things network.

per 100,000 impressions.

+ € 790



# Native-Ad

This dynamic form of advertising consists of an image or video and text that links directly to the desired landing page.

We draw from an arsenal of over **6,000 articles** on **1000thingsmagazine.com**. The placement is **exclusive** and only in **thematically and target group relevant articles**.

## Native 20

**20.000 impressions** in the articles  
Immune against Ad-Blocker

from € **2,990**

## Native 40

**40.000 impressions** in the articles  
Immune against Ad-Blocker

from € **4,490**

## Video-Native 20

**20.000 video views**  
Immune against Ad-Blocker

from € **3,490**

## Video-Native 40

**20.000 video views**  
Immune against Ad-Blocker

from € **4,990**

[Click here!](#)

ANZEIGE



(c) Die Reisereporter

Na, Lust auf ...

- endlose Kilometer [Fahrradrouten](#) mit Weitsichten auf das Weinviertel?
- tolle Kellergassenführungen & Verkostungen prämiertener Weine?
- [Wanderungen](#) durch das hügelige Retzer Land samt Weingärten-Touren?
- einen Abstecher zu einer der beiden letzten betriebsfähigen Windmühlen Österreichs?

(c) Bild | Die Reisereporter

AUF INS RETZER LAND!

# New!

## *News Native Ad*

**Current announcement? New campaign?**

**Opening?** With our News Native, you'll be exclusively featured for one week (Mon–Fri or flexibly as needed) in all of our up-to-date 1000things editorial articles. Thanks to their timeliness and wide reach, this provides the perfect environment for your message.

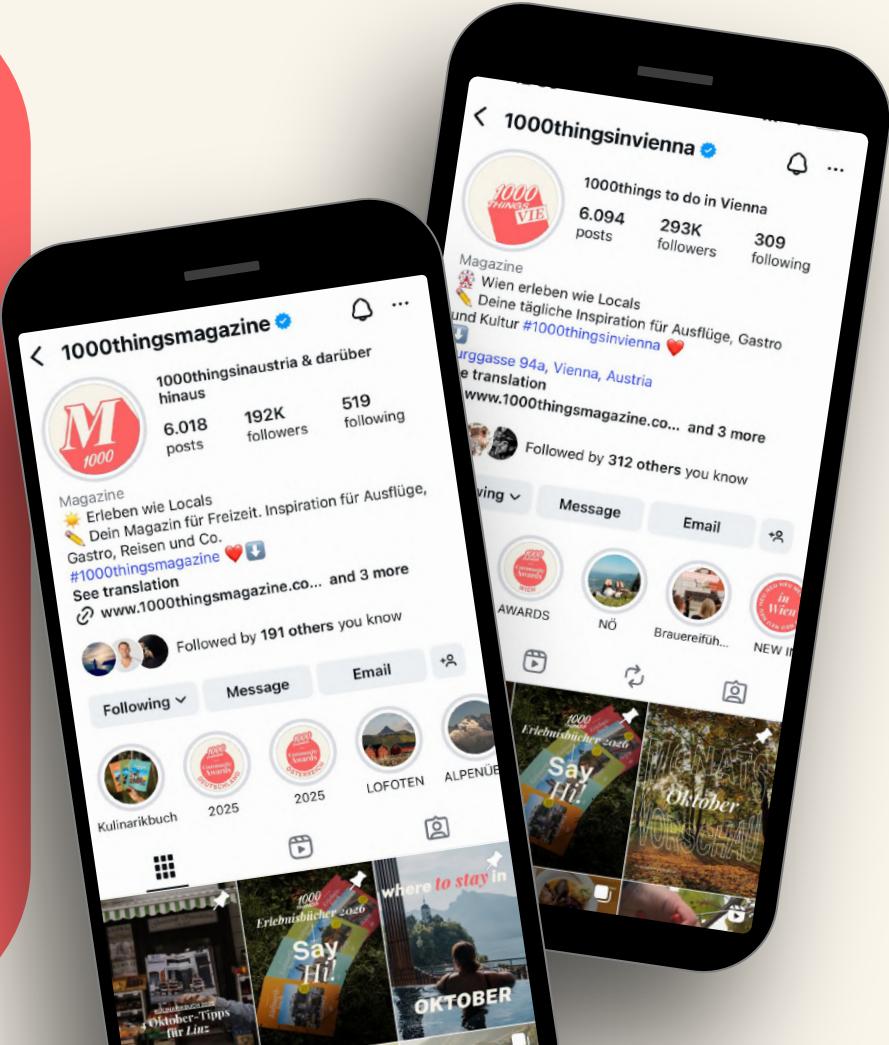
€ 4.990

exklusiven Rabattcode bekommt ihr 10% auf das teuerste Produkt!'. A red button at the bottom right of the ad says 'GLEICH RABATT CHECKEN'." data-bbox="384 180 990 790"/&gt;

# Social Media

With over 880,000 fans and followers, our social media channels are a real megaphone when it comes to reaching users. We use this platform as colorfully and creatively as possible for our partners.

## OUR OFFER





## Instagram- Reel Giveaway

Creation from existing material  
**Guarantee:**  
90,000 views

from € 2,590

VIE MAG



## Instagram- Reel

**Guarantee:**  
80,000 views  
Protagonists on request

from € 2,990

VIE MAG

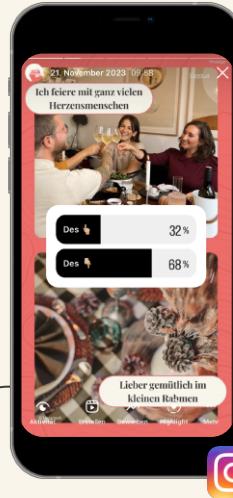


## TikTok

**Guarantee:**  
80,000 views  
Protagonists on request

from € 2,390

MAG



## Instagram- Story

Creation by 1000things or  
from existing material  
**Protagonists** on request

from € 2,090

VIE MAG

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## Instagram- Post or -Album

Guarantee:  
150.000 impressions

from € 2,290

VIE MAG



## Instagram- Giveaway

Guarantee:  
150.000 impressions

from € 2,190

VIE MAG



## Facebook- Giveaway

Guarantee:  
150,000 impressions

from € 1,790

VIE MAG



## Instagram- & Facebook- Giveaway

Guarantee:  
250,000 impressions in total

from € 2,590

VIE MAG

# *Social Media Upgrades*



## *Instagram- Story Highlight*

Only in combination with an  
Instagram Story.

Online for 2 weeks, any additional  
time upon request.



from + € 990

*VIE* *MAG*



## *Combo Social Video Block*

Combines all three video  
services into one package.

160,000 video views

*VIE* *MAG*



## *Upgrade Co-Autor Posting*

Use our post for your feed and reach  
your community as well.

+ € 290

## OUR OFFER

# Newsletter

Our two newsletters (Vienna & Magazine) provide our subscribers with editorially curated content from the 1000things world a few times a week.



# Magazine Newsletter

More than 38,000 subscribers receive the best tips on must-visit destinations, hotels, travel inspiration, giveaways, and much more every Friday.

## Mention

Incorporation of an **editorial**

**mention**

**38,000** subscribers

Approx. **31%** open rate

from €  
**1,090**

**MAG**

## Upgrade

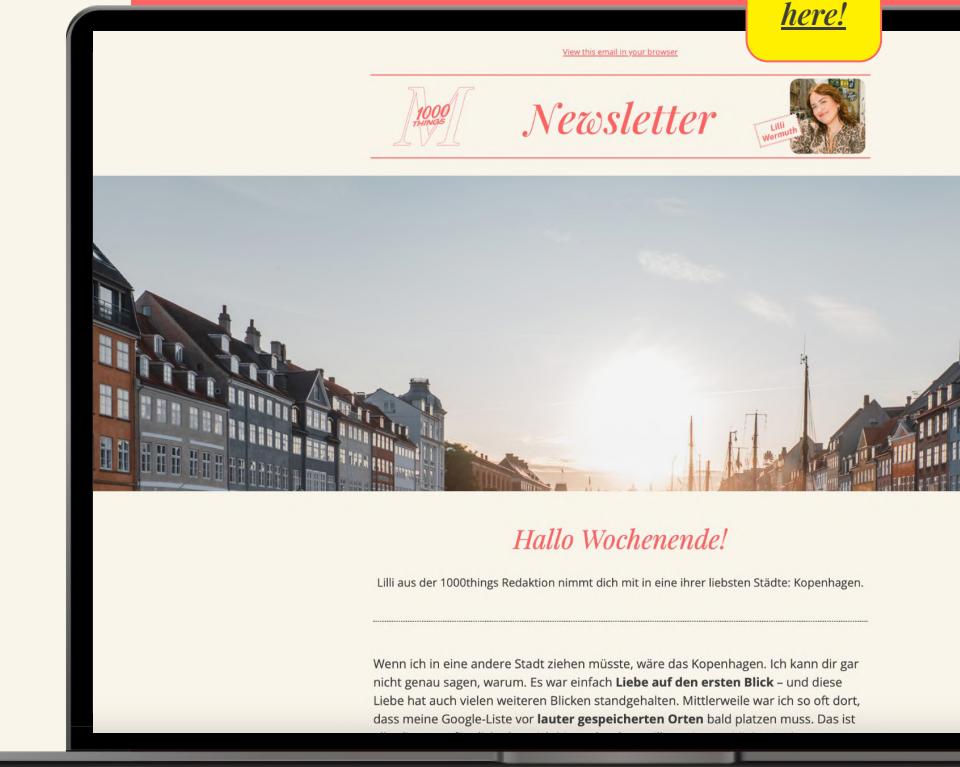
4x **mentions** in our newsletter

152,000 subscribers reached

+

for €  
**3,490**

**MAG**



[Click here!](#)

# Vienna Newsletter

Twice a week, over 17,000 recipients are provided with the hottest tips and culinary hotspots in the capital.

## Mention

Incorporation of an **editorial mention**  
**17,000** subscribers  
Approx. **39%** open rate

from €  
**890**

VIE

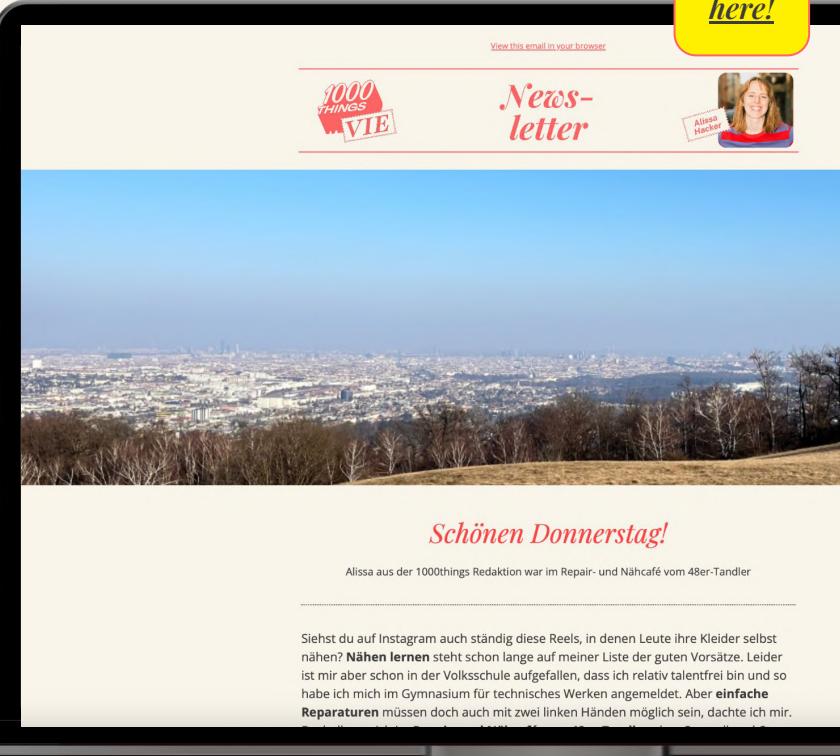
## Upgrade

4x mentions in our newsletter  
68,000 subscribers reached

+

for €  
**2,790**

VIE



*Schönen Donnerstag!*

Alissa aus der 1000things Redaktion war im Repair- und Nähcafé vom 48er-Tandler

Siehst du auf Instagram auch ständig diese Reels, in denen Leute ihre Kleider selbst nähen? **Nähen lernen** steht schon lange auf meiner Liste der guten Vorsätze. Leider ist mir aber schon in der Volksschule aufgefallen, dass ich relativ talentfrei bin und so habe ich mich im Gymnasium für technisches Werken angemeldet. Aber **einfache Reparaturen** müssen doch auch mit zwei linken Händen möglich sein, dachte ich mir.

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ONE 1000THINGS CAMPAIGN TO GO, PLEASE!

# The *Price list*



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## BASIC PRICES & SERVICES

# Website

Product	<i>Link Teaser Impressions</i>	Price
<u>Advertorial</u>	120,000	€ 4,990
<u>Advertorial x Giveaway</u>	120,000	€ 5,480
<u>Listicle-Mention</u>	100,000	€ 2,190
<u>Listicle-Premium-Mention</u>	200,000	€ 3,180
<u>Listicle &amp; Social Package</u>	100,000	€ 2,980
<u>Website-Giveaway</u>	150,000	€ 2,290
<u>Standard-Feature</u>	500,000	€ 16,990
<u>Yearly-Feature</u>	800,000	€ 22,980
Leser*innen Garantie I - 2.000 Leser*innen		€ 990
Leser*innen Garantie II - 3.000 Leser*innen		€ 1.390

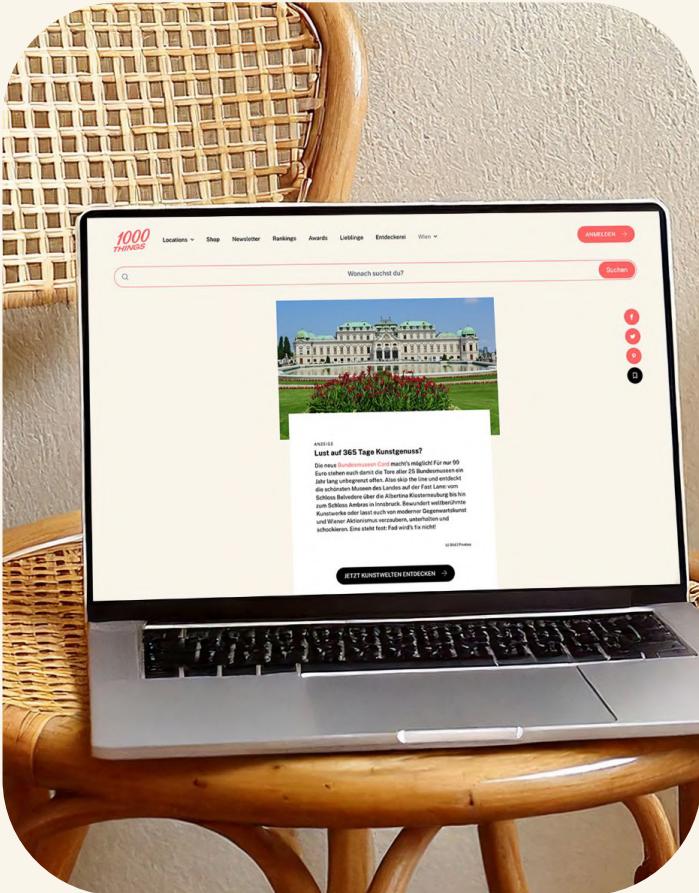
Click on a service to jump to the corresponding slide!



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## BASIC PRICES & SERVICES

# Website



Product	Reader impressions/ Video views	Price
<u>Native 10</u>	10,000	€ 2,190
<u>Native 20</u>	20,000	€ 2,990
<u>Native 40</u>	40,000	€ 4,490
<u>Native 60</u>	60,000	€ 5,790
<u>Native 80</u>	80,000	€ 6,990
<u>Native 100</u>	100,000	€ 7,990
<u>Video Native 20</u>	20,000	€ 3,490
<u>Video Native 40</u>	40,000	€ 4,990
<u>Video Native 60</u>	60,000	€ 6,290
<u>Video Native 80</u>	80,000	€ 7,490

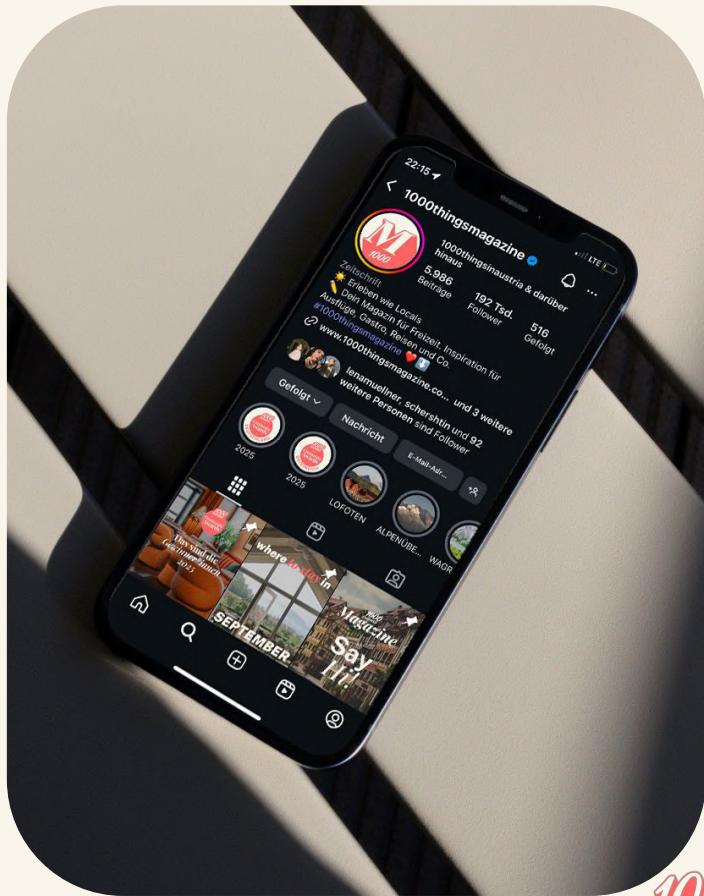
Click on a  
service to  
jump to the  
corresponding  
slide!

## BASIC PRICES & SERVICES

# *Social Media*

Product	Impressions / Views (guarantee)	Price
<a href="#"><u>Instagram-Post / -Album</u></a>	150,000	€ 2,290
<a href="#"><u>Instagram-Giveaway</u></a>	150,000	€ 2,190
<a href="#"><u>Facebook-Giveaway</u></a>	150,000	€ 1,790
<a href="#"><u>Instagram- &amp; Facebook-Giveaway</u></a>	250,000	€ 2,590
<a href="#"><u>Instagram-Story</u></a>	ø 10,000 Views (keine Garantie)	€ 2,090
<a href="#"><u>Instagram-Reel</u></a>	80,000	€ 2,990
<a href="#"><u>Instagram-Reel- Giveaway</u></a>	90,000	€ 2,590
<a href="#"><u>TikTok</u></a>	80,000	€ 2,390

Click on a service to jump to the corresponding slide!



## BASIC PRICES & SERVICES

# Newsletter

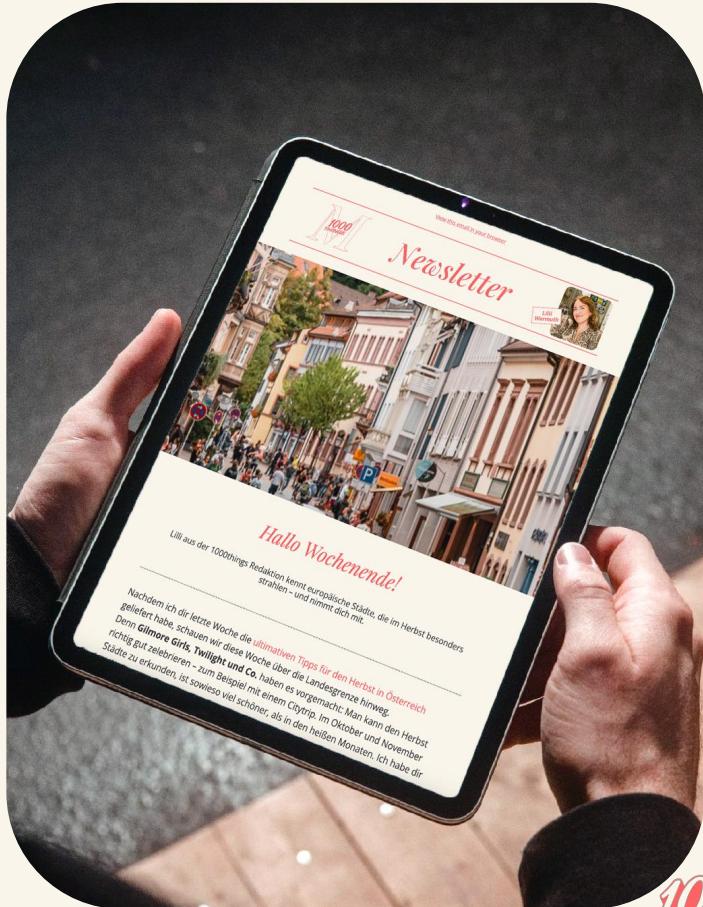
Click on a service to jump to the corresponding slide!

Product	Subscribers	Price
<b>Newsletter-Mention</b> (one-time integration)	38,000	€ 1,090
<b>Newsletter-Upgrade</b> (four-time integration)	152,000	€ 3,490

**MAG**

Product	Subscribers	Price
<b>Newsletter-Mention</b> (one-time integration)	17,000	€ 890
<b>Newsletter-Upgrade</b> (four-time integration)	68,000	€ 2,790

**VIE**



## BASIC PRICES & SERVICES

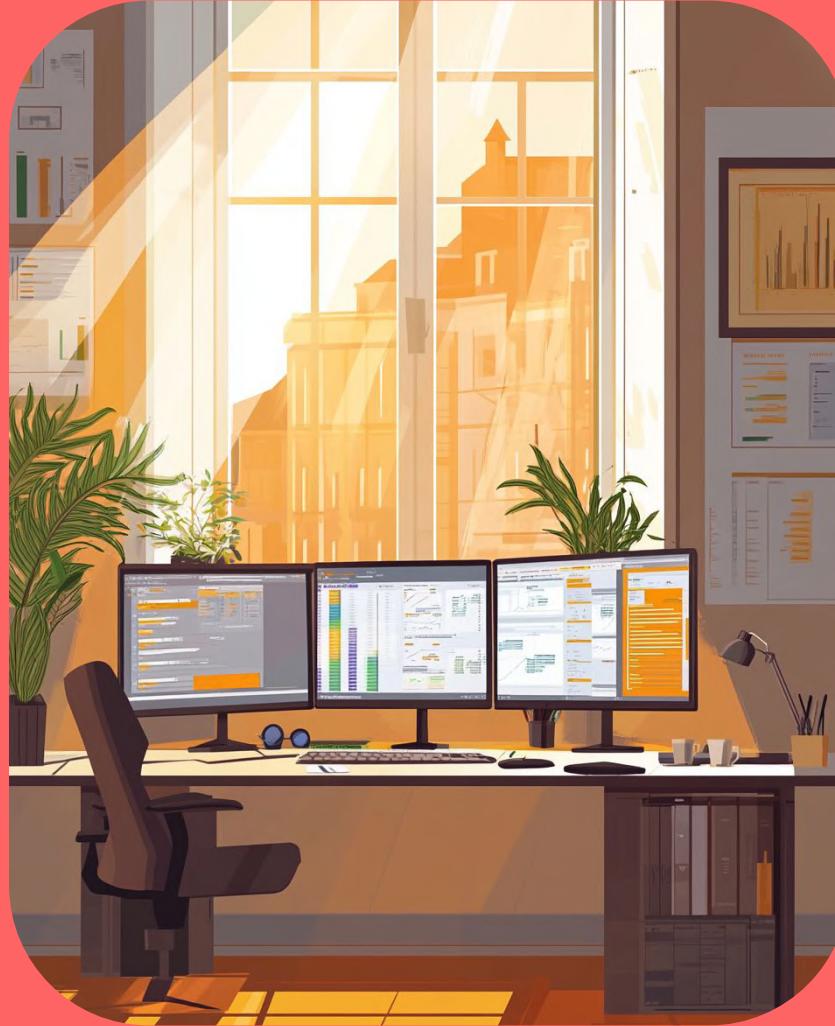
# *Additional services*



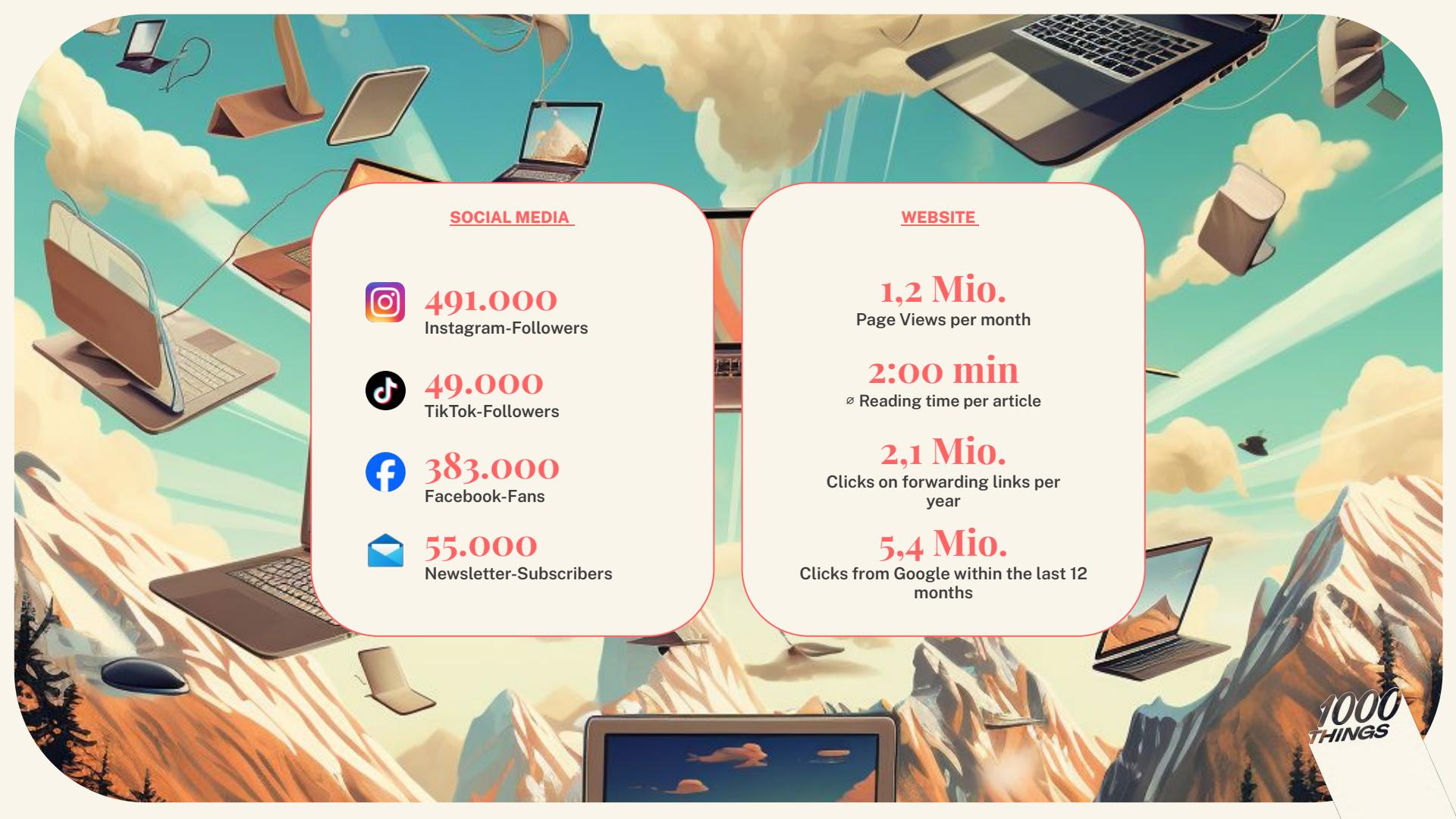
Product	Information	Price
<b>Homepage placement (for 7 days)</b>	Additional advertising of a website service on 1000thingsmagazine.com	€ 550
<b>Custom Audience</b>	Sharing of the audience aggregated during the campaign for retargeting purposes.	Upon request
<b>Photo &amp; video creation</b>	Concept development and photo/video shoots beyond the included content creation.	Upon request
<b>Clicks &amp; reach upgrade</b>	More reach and readers for the desired services.	Upon request
<b>Mail addresses for partner newsletter</b>	Sharing of the email addresses that sign-up during the campaign for your newsletter.	€ 0,50 (per Email)

NUMBERS. NUMBERS. NUMBERS!

Our most  
important  
*data*



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### SOCIAL MEDIA



**491.000**  
Instagram-Followers



**49.000**  
TikTok-Followers



**383.000**  
Facebook-Fans



**55.000**  
Newsletter-Subscribers

### WEBSITE

**1,2 Mio.**  
Page Views per month

**2:00 min**  
Reading time per article

**2,1 Mio.**  
Clicks on forwarding links per year

**5,4 Mio.**  
Clicks from Google within the last 12 months

# Our *Community*



**76 %**

from Austria  
and 11% from German

**68 %**

female

**74 %**

are studying or have a  
university degree

**ø 2,400 €**

net monthly income per  
person

\*Average based on: 1000things user survey from December 2024 and insights from social channels.  
As of February 2025.



## 1000THINGS FANBASE

*Between young &  
old...*



Age group	Website	Instagram Vienna	Instagram Magazine	TikTok
18-24	7%	12%	8%	<b>38%</b>
25-34	<b>24%</b>	<b>40%</b>	<b>38%</b>	<b>26%</b>
35-44	<b>13%</b>	<b>26%</b>	<b>30%</b>	<b>12%</b>
45-54	<b>20%</b>	<b>13%</b>	<b>15%</b>	<b>11%</b>
55-64	24%	6%	7%	13%
65+	12%	3%	2%	

\*Results based on Google Analytics & Instagram Insights (Year 2024).



# *Three facts* about our Community

**94 %**

OF OUR USERS

would recommend us and our tips to friends and family.

**9/10**

OF OUR USERS

have already tried one of our tips, according to their own statements.

**88 %**

OF OUR USERS

do not perceive **advertising** on our website or our channels as bothersome.

# Our *Media House* for *leisure* covers 3 areas:

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## Magazine

The 1000things network: Website, social media, newsletter & events.

We're always connected to our community - online & offline.



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## Agency

Agency for content, strategy, and digital marketing.

We produce all content in-house and provide our skills and expertise to our clients.

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## Products

The 1000things print-product "Erlebnisbuch" offer the best tips for activities and culinary highlights. With over 30 vouchers, the 1000things Erlebnisbuch makes the perfect gift.

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THINGS

## MEDIA HOUSE WITH ADDED VALUE

# Three *1000things unique selling points:*

**920.000+**

### FOLLOWERS WITHIN THE DACH-REGION

We have a large, highly active and loyal community on our social media channels that is always looking for tips to try new things out.

**25 %**

### OUR KEYWORDS

Through the strategic and targeted use of keywords, 25% of our posts can be found on page 1 of Google search results.

**16 %**

### CLICK-THROUGH-RATE\*

Over 16% of readers, on average, click on embedded links to places, products, and recommendations in our articles (including both editorial and sponsored content) on [1000thingsmagazine.com](https://1000thingsmagazine.com)



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**THINGS**



PARTNERSHIPS MANAGERIN

## Lisa Neukirchner

+43 676 722 00 26

[LISA.NEUKIRCHNER@1000THINGSMAGAZINE.COM](mailto:LISA.NEUKIRCHNER@1000THINGSMAGAZINE.COM)



PARTNERSHIPS MANAGERIN

## Laura Campos

+43 676 57 17 752

[LAURA@1000THINGSMAGAZINE.COM](mailto:LAURA@1000THINGSMAGAZINE.COM)



PARTNERSHIPS MANAGERIN

## Denise Riedl

+43 676 620 27 22

[DENISE@1000THINGSMAGAZINE.COM](mailto:DENISE@1000THINGSMAGAZINE.COM)



PARTNERSHIPS MANAGER

## Alexander Mitteröcker

+43 676 782 11 94

[ALEXANDER@1000THINGSMAGAZINE.COM](mailto:ALEXANDER@1000THINGSMAGAZINE.COM)



PARTNERSHIPS MANAGERIN

## Claudia Messner

+43 676 383 58 53

[CLAUDIA.MESSNER@1000THINGSMAGAZINE.COM](mailto:CLAUDIA.MESSNER@1000THINGSMAGAZINE.COM)



PARTNERSHIPS MANAGERIN

## Paulina Eitler

+43 676 740 52 20

[PAULINA@1000THINGSMAGAZINE.COM](mailto:PAULINA@1000THINGSMAGAZINE.COM)



PARTNERSHIPS MANAGERIN

## Franziska Bösch

+43 676 930 81 55

[FRANZISKA@1000THINGSMAGAZINE.COM](mailto:FRANZISKA@1000THINGSMAGAZINE.COM)



LEAD PARTNERSHIPS

## Lisa Marie Högl

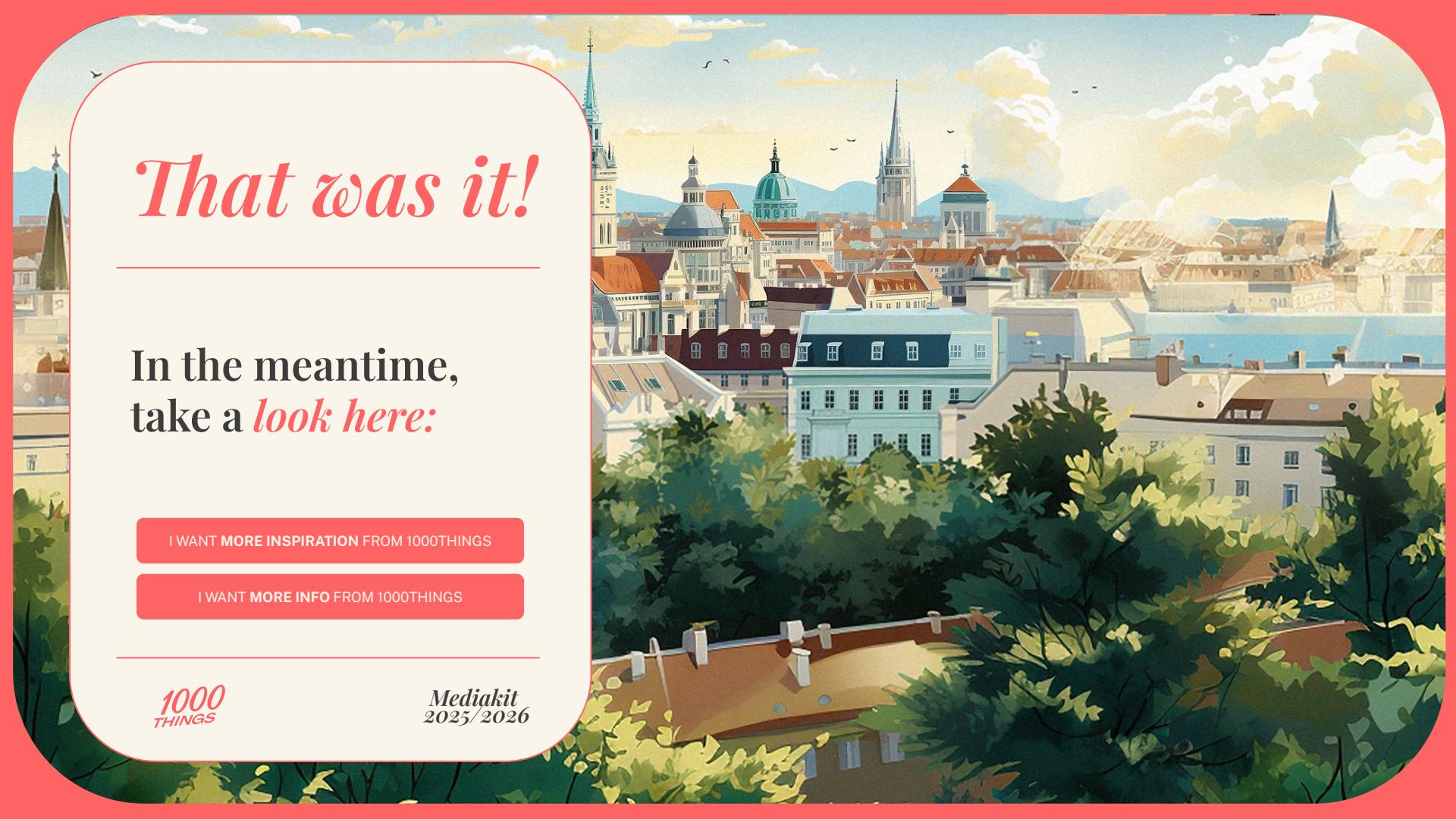
+43 676 607 41 00

[LISA.HOGL@1000THINGSMAGAZINE.COM](mailto:LISA.HOGL@1000THINGSMAGAZINE.COM)

*General Queries*

contact us under

[PARTNERSHIPS@1000THINGSMAGAZINE.COM](mailto:PARTNERSHIPS@1000THINGSMAGAZINE.COM)



# *That was it!*

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