

OFFERS, PRICES & DATA

1000
THINGS

Mediakit 2026

2025
© 1000things



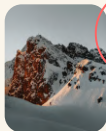
Hi, we are
1000things! 🖐️

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!

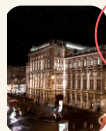


Content Year 2026



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



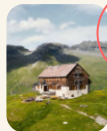
06 JUNE

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



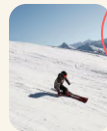
10 OCTOBER

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



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ONE 1000THINGS CAMPAIGN TO GO, PLEASE!

The 1000things *product world*

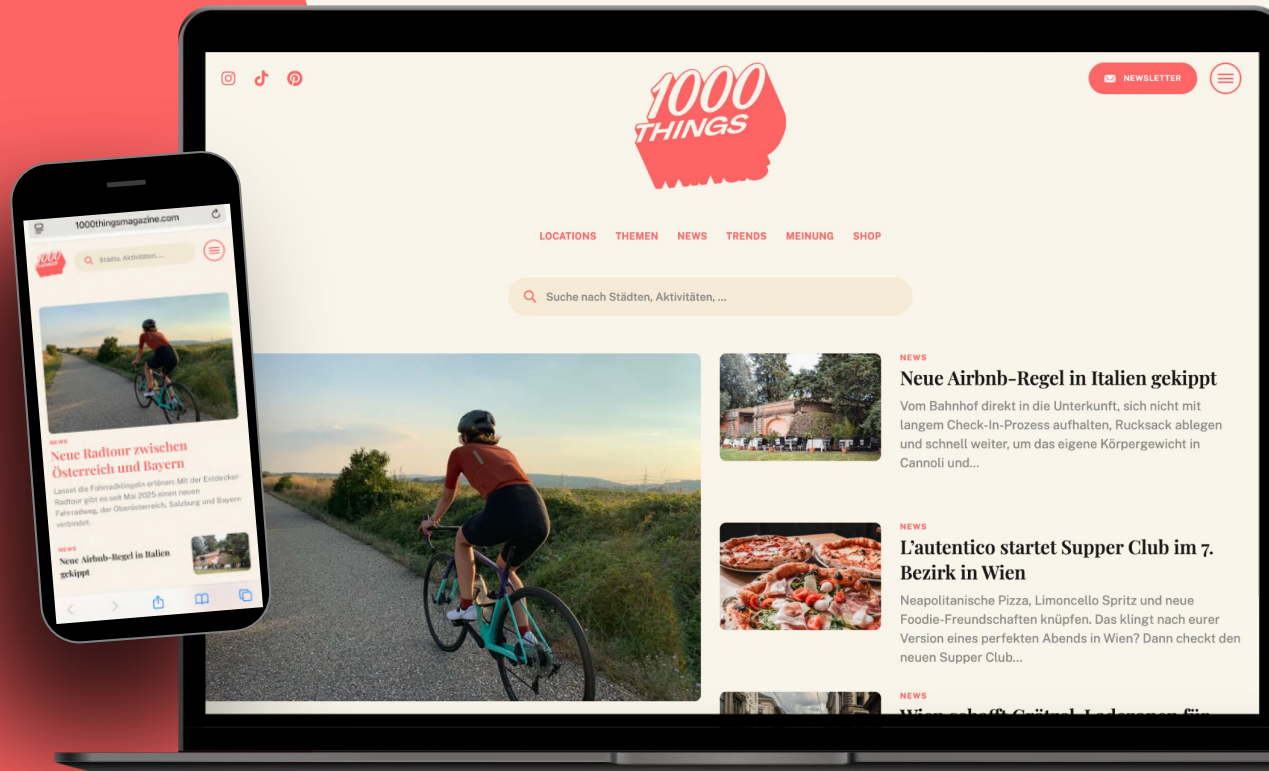


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OUR OFFER

Website

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.



Advertorial

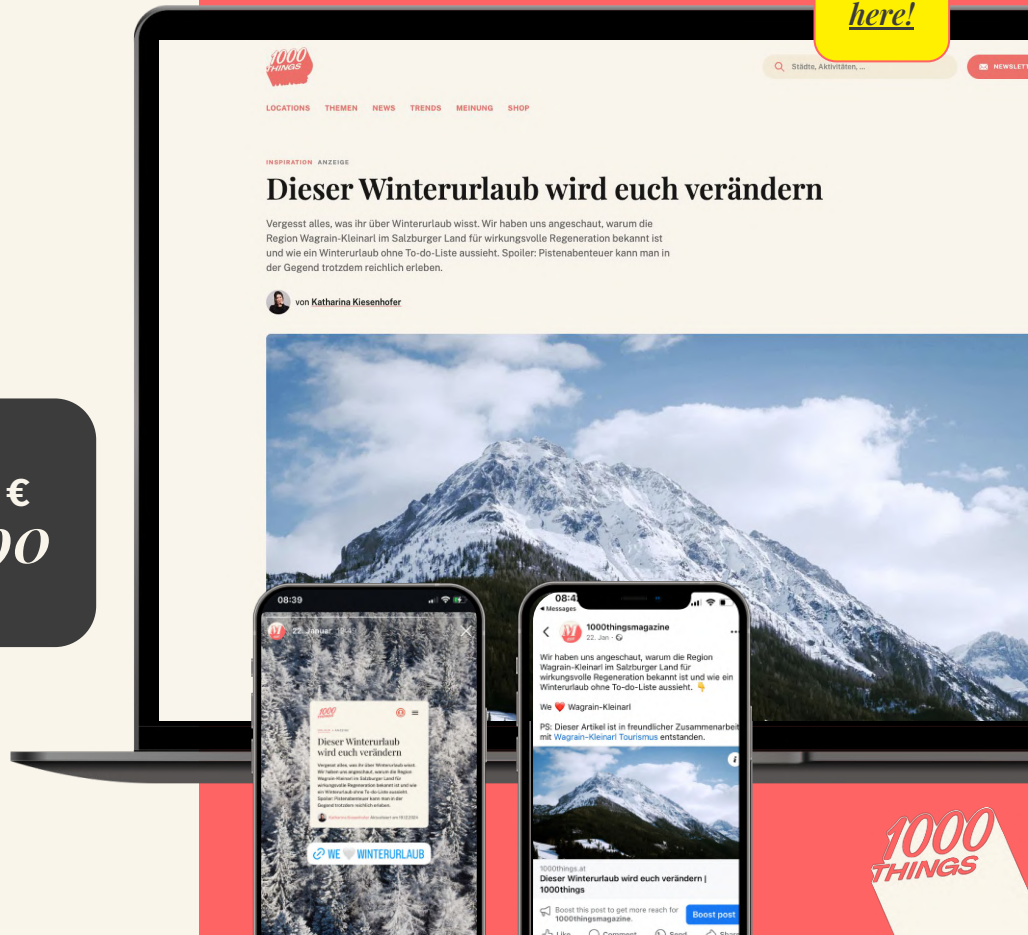
With your input, our copywriters create a well-rounded reading experience that showcases a **topic** in all its facets. Whether it's a feature story, product test, unboxing, or photo series - our advertorials are the perfect stage for your topic.

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

*Click
here!*



Advertorial *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



Advertorial 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!***

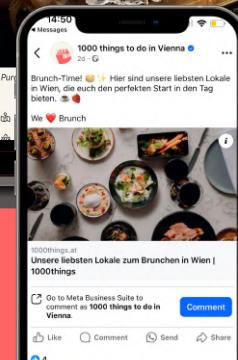
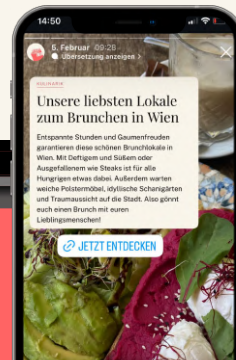
Vollpension

SPEICHERN

An Gemütlichkeit kaum zu überbieten ist das Frühstück in der [Vollpension](#). Denn neben köstlichen Kuchenkreationen und Kaffeespezialitäten servieren auch die Omas und Opas auch gerne einmal eine Prise Lebensweisheit mit dazu. Egal, ob ihr zum Team früher Vogel gehört oder Langschläfer*innen seid: 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 Müslimanifest oder Holzmichls Münchner Freiheit zu schlemmen. Dabei werden fix alle Feinschmecker*innen glücklich, denn [das Angebot](#) reicht vom klassischen Schinkenbrot über vegane Schmankerl bis zu luftigen Buchtein mit Vanillesoße.

Tipp für doppelte Gänzung: Beim Erbschleicher-Frühstück kostet ihr euch gemeinsam mit eurem liebsten Brunch-Buddy durch ein Best-of-Vollpension – angerichtet auf einer hübschen Etagerie, Glaserl Prosecco inklusive.

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



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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



Website Giveaway

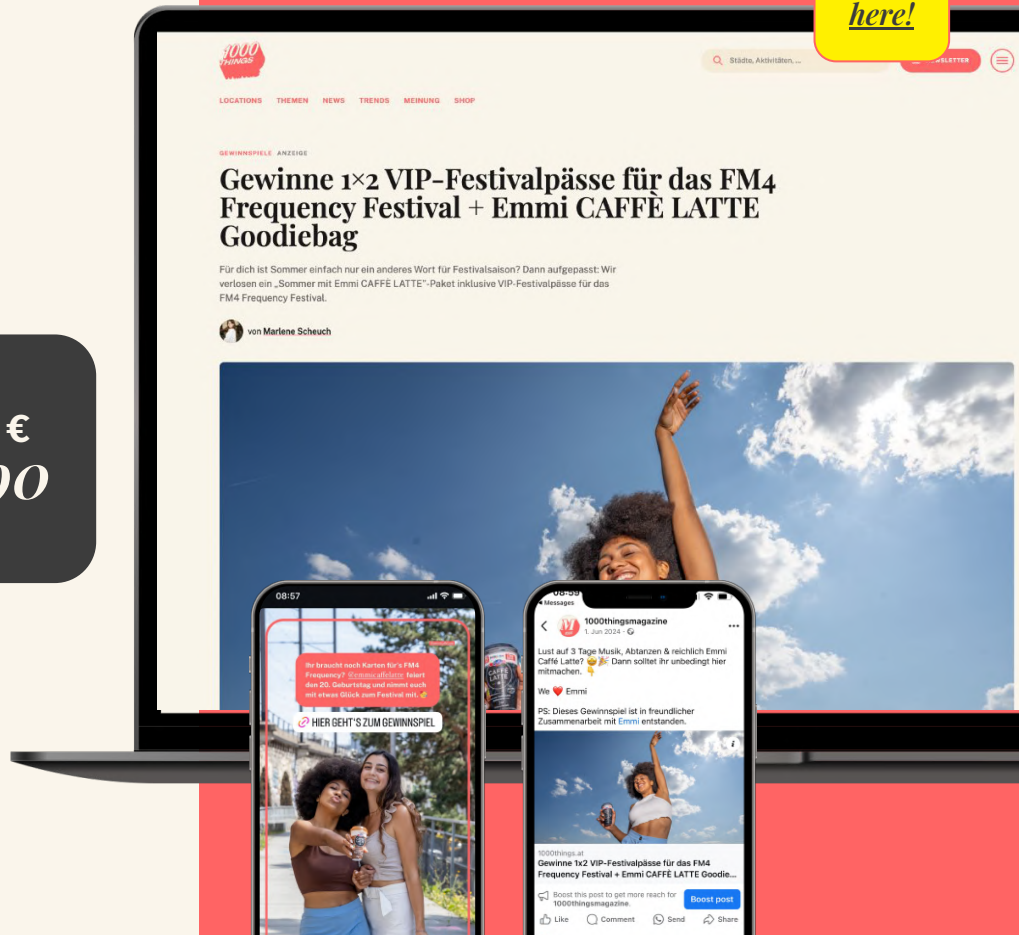
Engagement + product placement = website giveaway.

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

*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

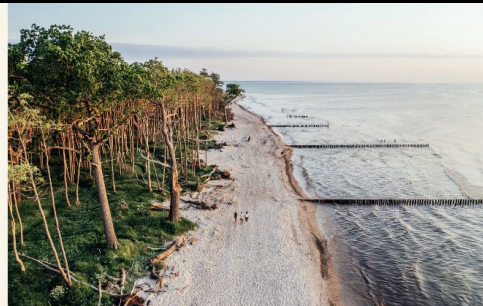
On an **exclusive subpage**, at least five specially created content pieces are displayed together with other editorial pieces to a specific topic.

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!



INSPIRATION PARTNER

Zwischen Sandstrand Städtetrip

Lost auf maritime Vibes an der Ostsee? Hier kommen un-
viel Urlaubsfeeling in Rostock.

Must-Sees der Region



NEWS
1000things
man 2025



Gräufen kalt, drinnen ausgeglichen: Die norddeutsche Region Mecklenburg-Vorpommern bietet im Herbst und Winter so zitzigende und zugleich entspannende **Voga Retreats an ganz besonderen Locations**. Wie war's zum Beispiel mit der wechsellastigen Chilly Pose in einem historischen Gutshaus mitten in der Natur? Oder dem herabschauenden Hund in einem rustikalen Kaminofen auf Rügen? Egal, ob lieber bei Saft, am kessenden Kaminfeuer oder inklusive Hofkasseler - die Voga Retreats in Mecklenburg-Vorpommern liefern dem Körper eine gesunde Auszeit in der kalten Jahreszeit. **Jetzt Locations entdecken!**



NEWS
ent ihr mit
Die schönsten Strände Europas
unter 30 Grad

**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 prämierter 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!

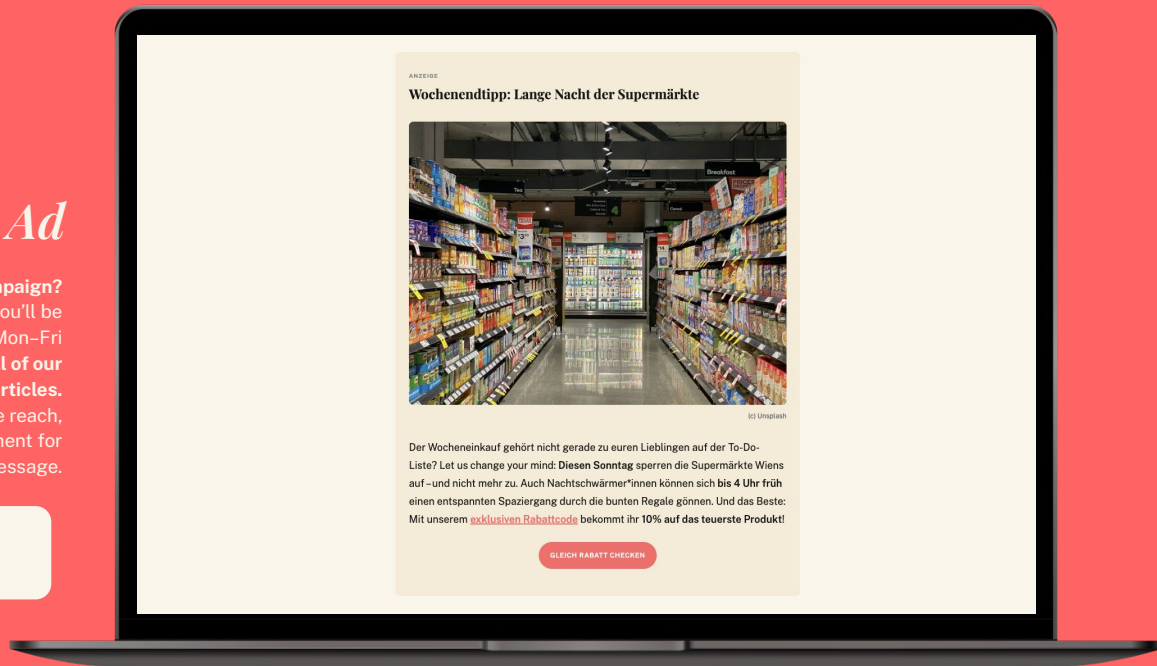
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New!

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

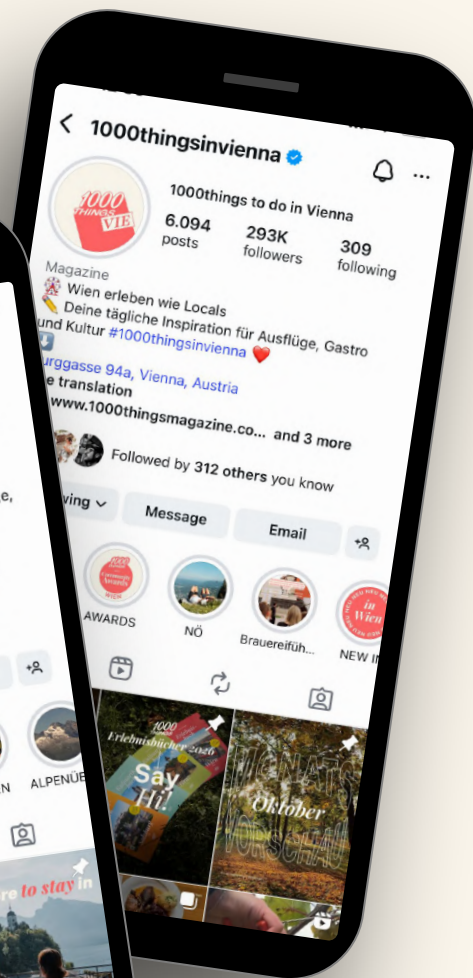
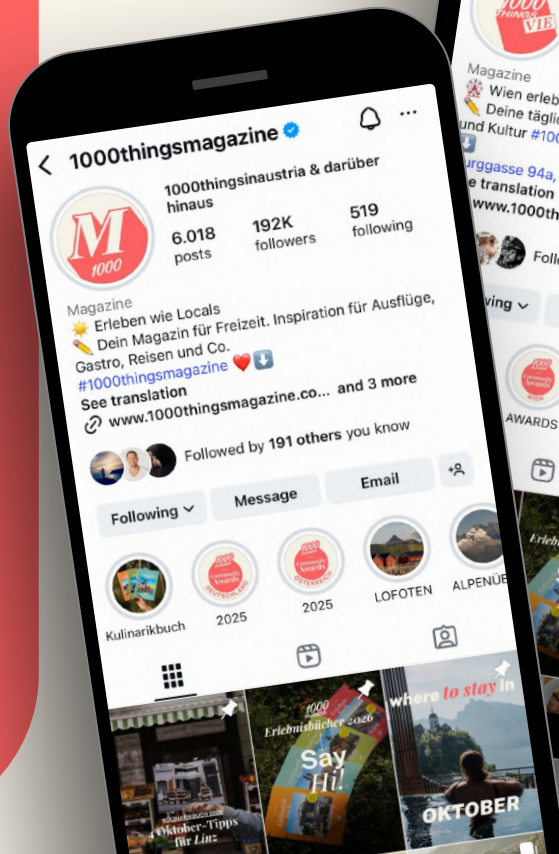


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OUR OFFER

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.





Instagram- Reel Giveaway

Creation from existing material

Guarantee:

90,000 views

from € 2,590

VIE MAG



Instagram- Reel

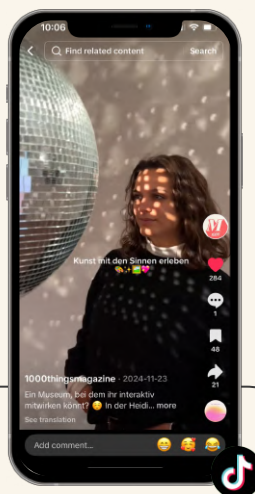
Guarantee:

80,000 views

Protagonists on request

from € 2,990

VIE MAG



Tik Tok

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

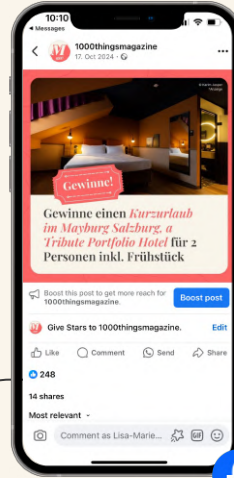


Instagram- Giveaway

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

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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

€ 5,490

VIE **MAG**



Upgrade Co-Autor Posting

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

+ € 290

VIE **MAG**

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!

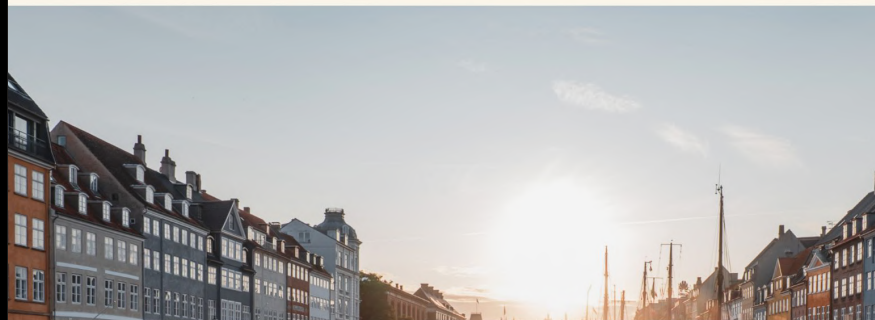
[View this email in your browser](#)

**1000
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Newsletter



Lilli
Wermuth



Hallo Wochenende!

Lilli aus der 1000things Redaktion nimmt dich mit in eine ihrer liebsten Städte: Kopenhagen.

Wenn ich in eine andere Stadt ziehen müsste, wäre das Kopenhagen. Ich kann dir gar nicht genau sagen, warum. Es war einfach **Liebe auf den ersten Blick** – und diese Liebe hat auch vielen weiteren Blicken standgehalten. Mittlerweile war ich so oft dort, dass meine Google-Liste vor **lauter gespeicherten Orten** bald platzen muss. Das ist

**1000
THINGS**

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

Click
here!

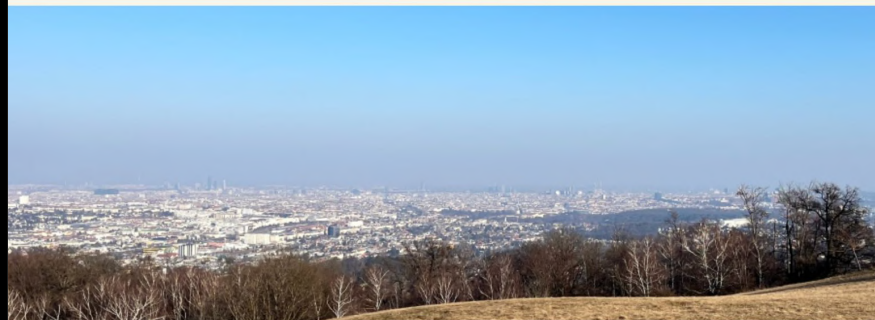
[View this email in your browser](#)



*News-
letter*



Alissa Fischer



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*



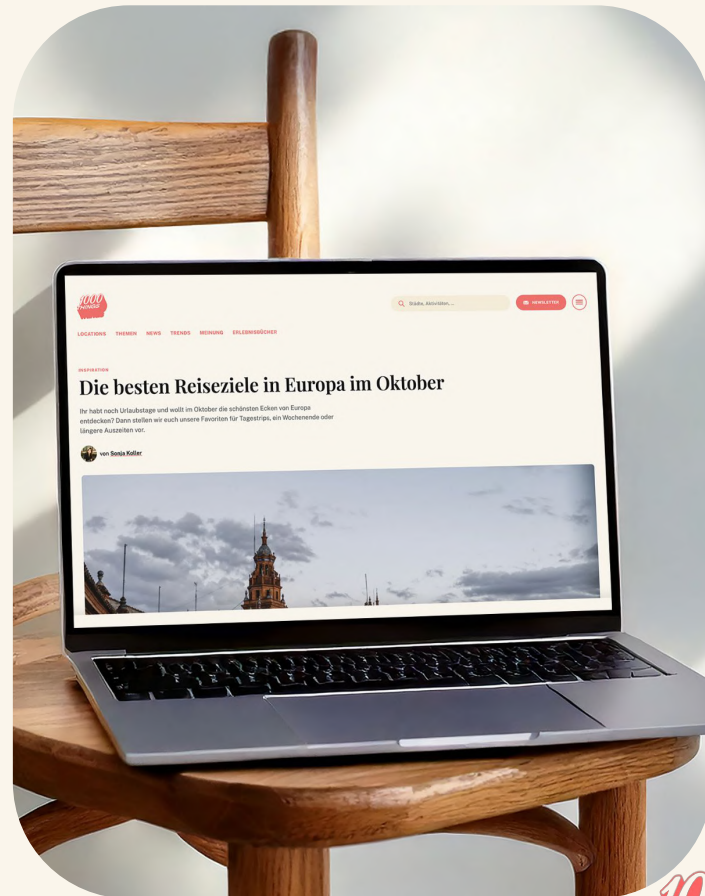
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BASIC PRICES & SERVICES

Website

Product	Link Teaser Impressions	Price
Advertorial	120,000	€ 4,990
Advertorial x Giveaway	120,000	€ 5,480
Listicle-Mention	100.000	€ 2,190
Listicle-Premium-Mention	200.000	€ 3,180
Listicle & Social Package	100.000	€ 2,980
Website-Giveaway	150,000	€ 2,290
Standard-Feature	500,000	€ 16,990
Yearly-Feature	800,000	€ 22,980
Leser*innen Garantie I - 2.000 Leser*innen		€ 990
Leser*innen Garantie II - 3.000 Leser*innen		€ 1.390

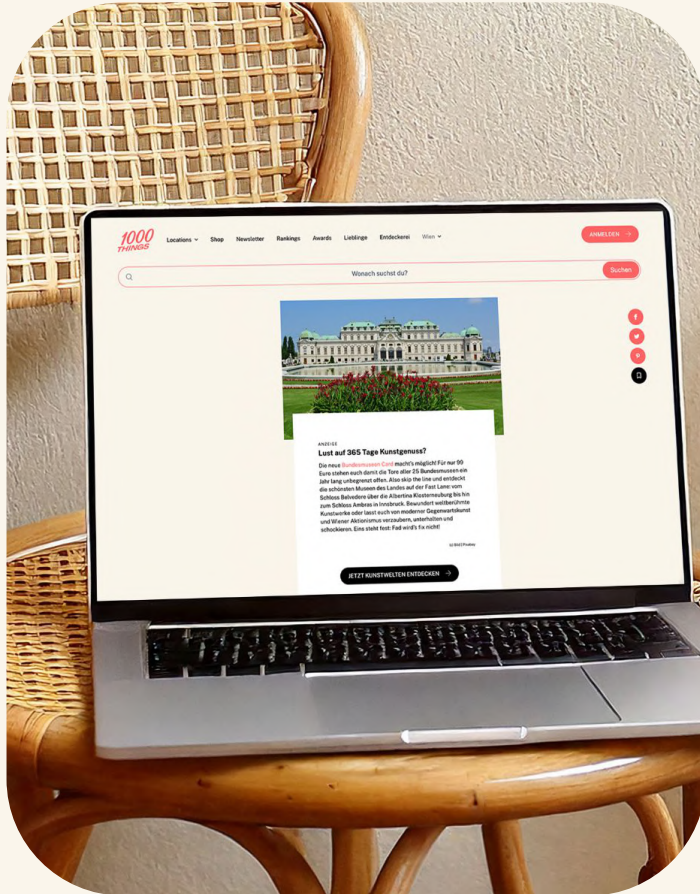
Click on a service to jump to the corresponding slide!



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BASIC PRICES & SERVICES

Website



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

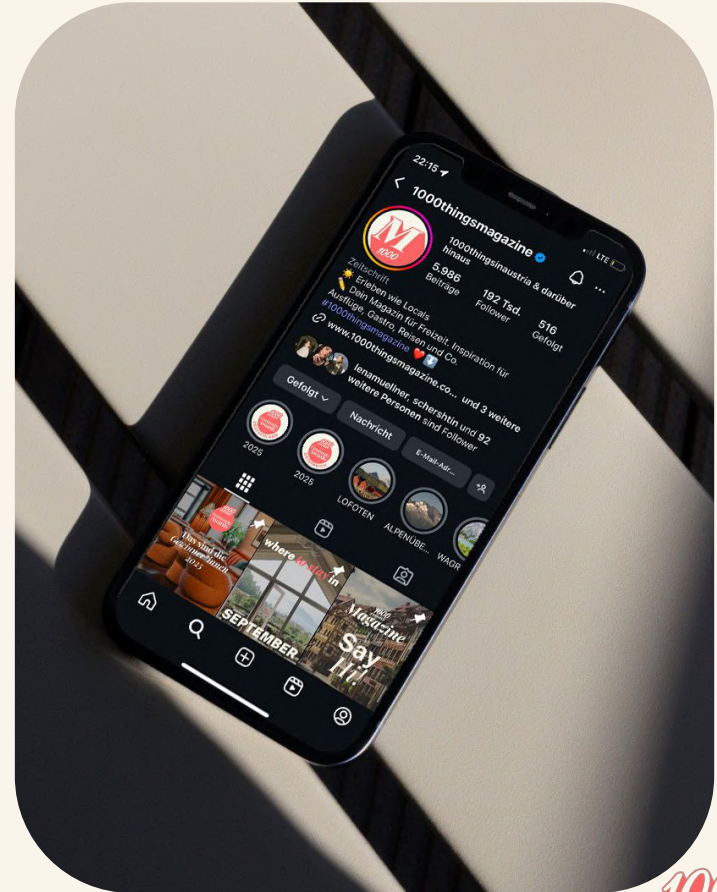
Click on a service to jump to the corresponding slide!

BASIC PRICES & SERVICES

Social Media

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

Click on a service to jump to the corresponding slide!



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BASIC PRICES & SERVICES

Newsletter

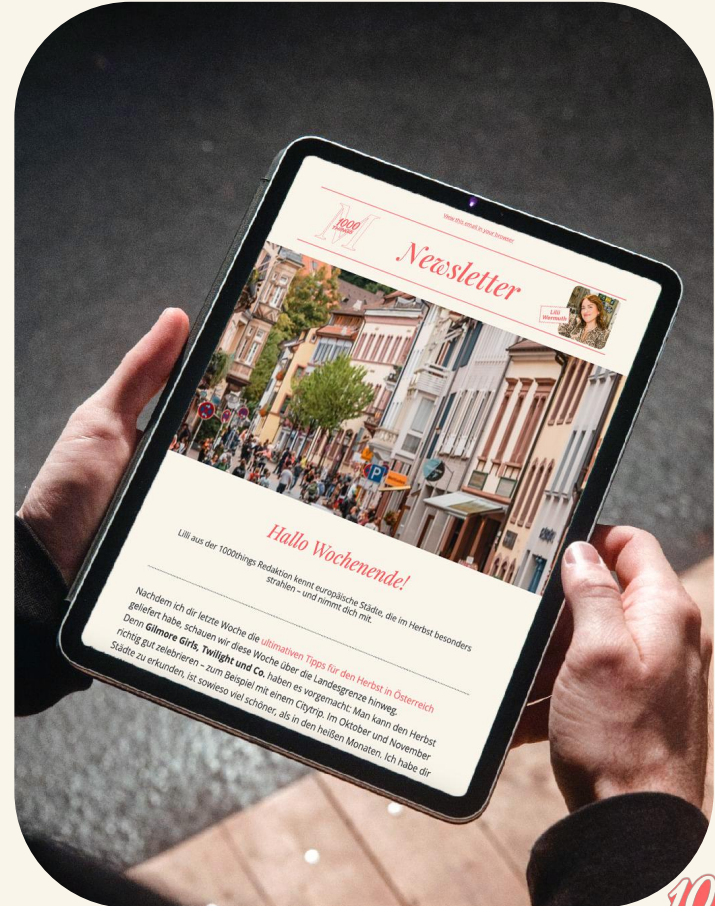
Click on a
service to
jump to the
corresponding
slide!

MAG

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

VIE

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



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Additional services



Product	Information	Price
Homepage placement (for 7 days)	Additional advertising of a website service on 1000thingsmagazine.com	€ 550
Custom Audience	Sharing of the audience aggregated during the campaign for retargeting purposes.	Upon request
Photo & video creation	Concept development and photo/video shoots beyond the included content creation.	Upon request
Clicks & reach upgrade	More reach and readers for the desired services.	Upon request
Mail addresses for partner newsletter	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.

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1000THINGS FANBASE

Between young & old...



Age group	Website	Instagram Vienna	Instagram Magazine	TikTok
18-24	7%	12%	8%	38%
25-34	24%	40%	38%	26%
35-44	13%	26%	30%	12%
45-54	20%	13%	15%	11%
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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MEDIA HOUSE WITH ADDED VALUE

Three *1000things* unique selling points:

920.000+

FOLLOWER S 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



PARTNERSHIPS MANAGERIN

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That was it!

In the meantime,
take a *look here:*

I WANT MORE INSPIRATION FROM 1000THINGS

I WANT MORE INFO FROM 1000THINGS

1000
THINGS

Mediakit
2025/2026