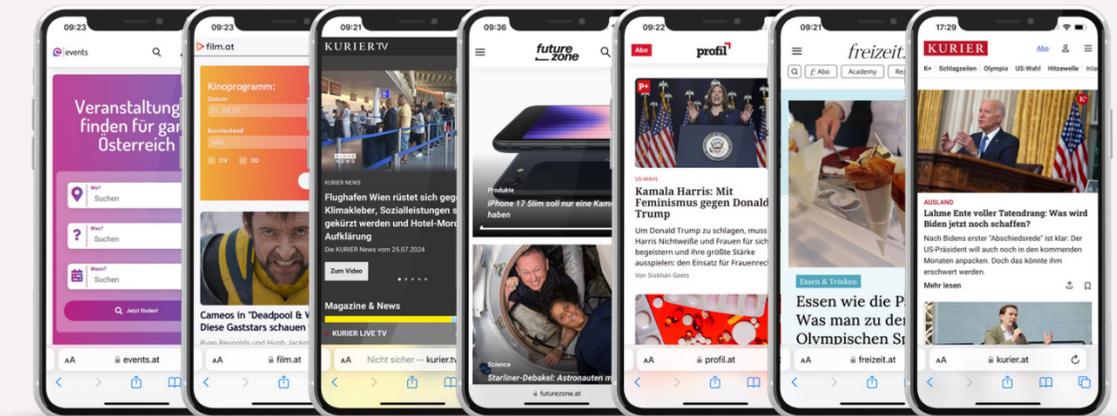
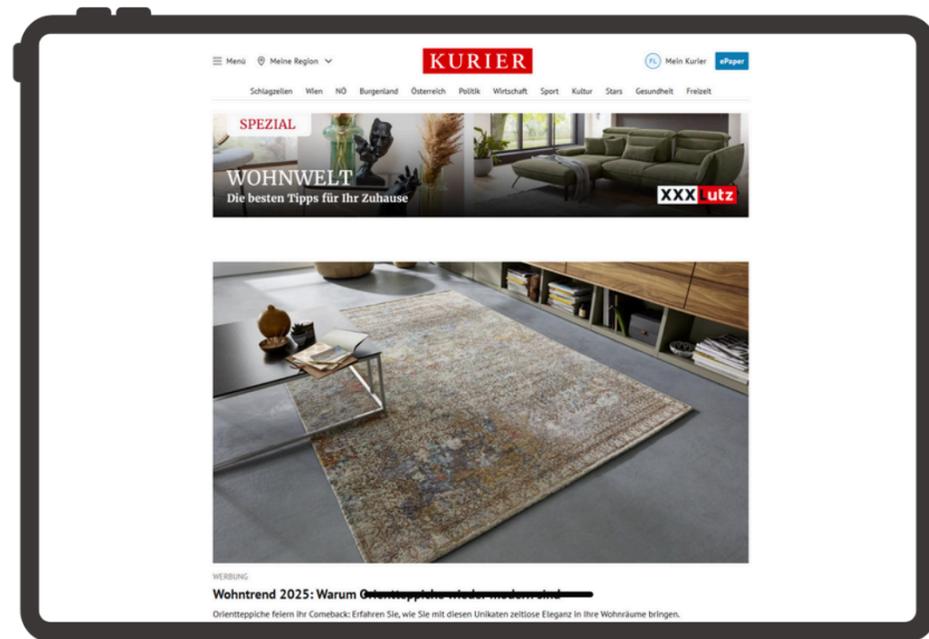


KURIER MEDIENHAUS

CONTENT MARKETING & NATIVE ADVERTISING

Formats & possibilities

2025



Our **content marketing team** manages content projects from the initial idea to the final reporting.

With the **journalistic DNA of a media house** and **comprehensive online marketing expertise**, we develop creative ideas, content and campaigns that empower brands with **the voice of a reputable media house**.

We inform, entertain and offer service. This allows your brand to fit seamlessly into the user experience of the KURIER Medienhaus network.

KURIER Medienhaus operates and commercialises the portals kurier.at, kurier.tv, futurezone.at, freizeit.at, profil.at, film.at and events.at, which receive millions of visits.

Let the **credibility and reach** of our brands speak for your **brand(s)**.

1

CONCEPTION & PRODUCTION

We identify topics and design content that will **appeal to and inspire** your target groups.

Based on this, we produce **content with a charming integration for brands** – tailor-made for all channels.

2

DISTRIBUTION

We ensure that the **right content reaches the right target group at the right time**. With a sure instinct, we optimise content distribution **based on data** so that you can achieve your **communication goals**.

3

REPORTING & CONSULTING

We provide transparent and proactive **reports** and **recommendations for action**. We are committed to providing you with the best possible **service and advice**.

PORTFOLIO

Content products at a glance



CONTENT BASE

- Advertorial:
 - BASIC
 - PREMIUM
 - BASIC+
 - STORY-TELLING
 - PLUS
- Content Hub
- Content Hub - Takeover
- Content Editorial



CONTENT DISTRIBUTION

- Native Teaser & Sitelinks
- Native Article Ads
- Newsletter
- Content Seeding
- META Story Ads



CONTENT SPECIALS

- Video Productions
- Interactive Elements
 - Personality test
 - Sweepstake
 - Survey
 - Quiz



CONTENT PACKAGES

- Performance packages
 - PLUS
 - PREMIUM
 - STORYTELLING
- Reach packages
- Video packages

PORTFOLIO

KURIER MEDIENHAUS

Content products at a glance



CONTENT BASE

- Advertorial:
 - BASIC ◦ PREMIUM
 - BASIC+ ◦ STORY-TELLING
 - PLUS
- Content Hub
- Content Hub - Takeover
- Content Editorial



CONTENT DISTRIBUTION

- Native Teaser & Sitelinks
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- Newsletter
- Content Seeding
- META Story Ads



CONTENT SPECIALS

- Video Productions
- Interactive Elements
 - Personality test
 - Sweepstake
 - Survey
 - Quiz



CONTENT PACKAGES

- Performance packages
 - PLUS
 - PREMIUM
 - STORYTELLING
- Reach packages
- Video packages

ADVERTORIAL BASIC

We publish your existing content.

- Your content will be presented in the **trusted look and feel** of our platforms.
- **Search engines** will rank your content prominently.
- You can place valuable **do-follow links** on our platforms.
- Your content will remain **online permanently**.

Setup

€ 690,-

additional application recommended

+ € 100,-
without 3rd-party advertising on desktop

Best practice examples

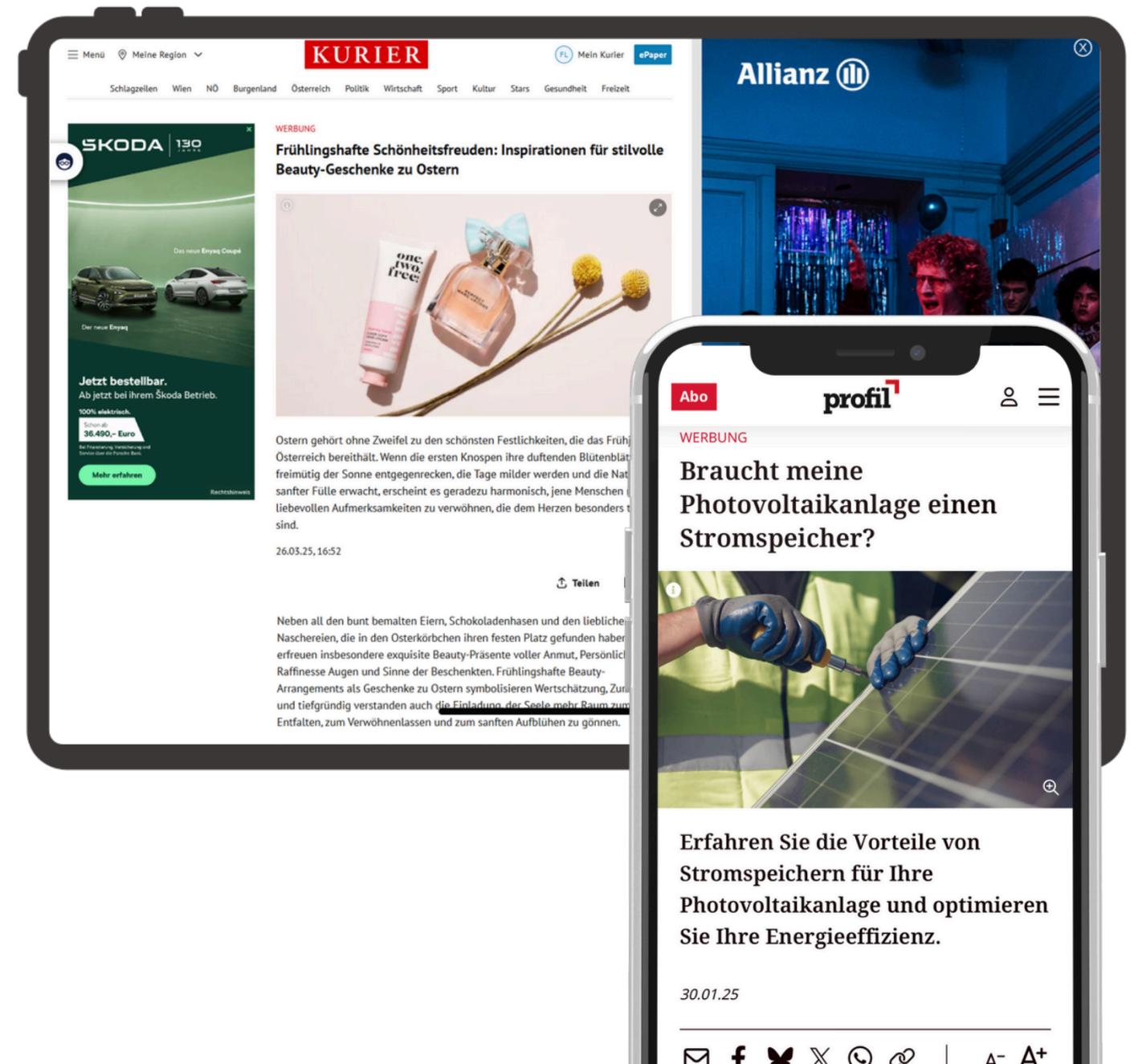
Example 1: [Douglas](#)

Example 2: [EcoFlow](#)

Example 3: [HUAWEI](#)

CONTENT BASE

KURIER MEDIENHAUS



ADVERTORIAL BASIC +

We publish your existing content and make target group-specific and SEO-optimised changes.

- Your content will be presented in the **trusted look and feel** of our platforms.
- We enrich the article with **relevant keywords, meta titles and descriptions, smart links**, and structure the content in accordance with **SEO guidelines**.

Setup

€ 890,-

additional application recommended

+ € 100,-
without 3rd-party advertising on desktop

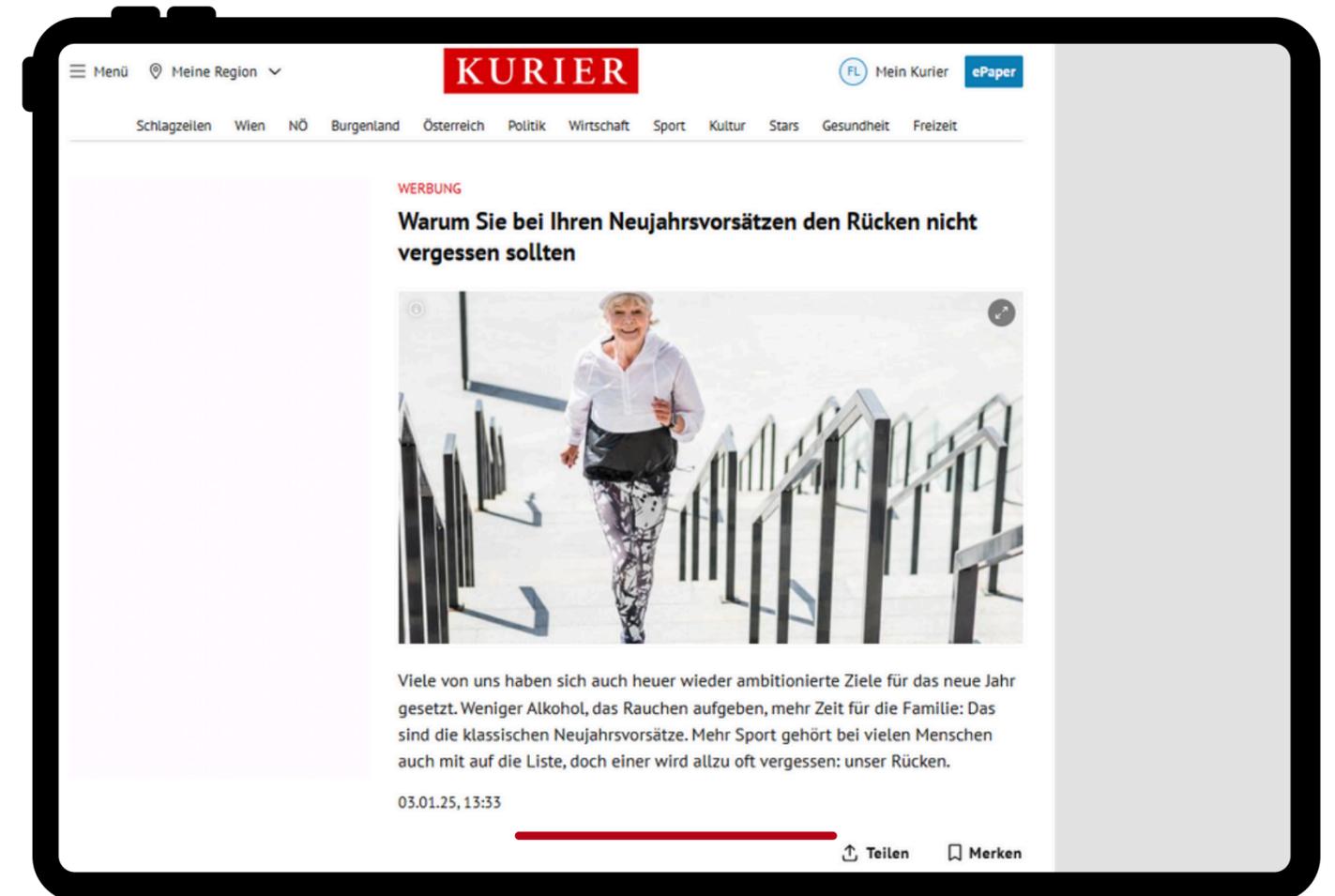
Best practice examples

Example 1: [Kieser Training](#)

Example 2: [LAUFEN](#)

Example 3: [Wien Energie](#)

KURIER MEDIENHAUS



ADVERTORIAL PLUS

We write and publish tailor-made content for you.

- Our content editors identify **new topics** for you that precisely address your target groups and **charmingly integrate your brand**.
- We produce informative, entertaining and inspiring content that is just as **relevant** to you as it is to our readers.

Setup

€ 1,190,-

additional application recommended

without 3rd-party advertising on desktop

Best practice examples

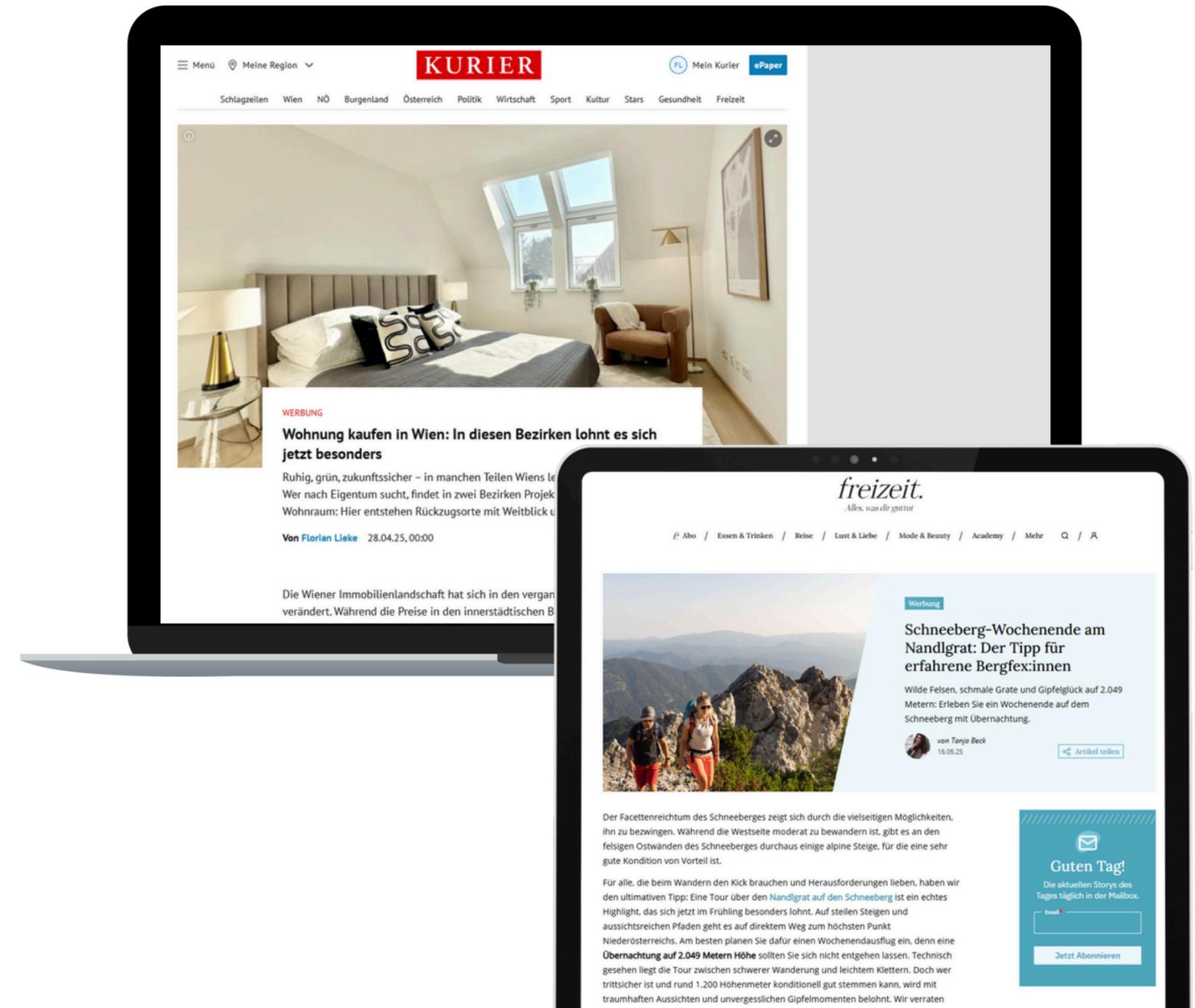
Example 1: Magenta

Example 2: NÖVOG

Example 3: Raiffeisen WohnBau

CONTENT BASE

KURIER MEDIENHAUS



ADVERTORIAL PREMIUM

We research, produce and publish your content – with maximum editorial presentation.

- We research, produce and publish new content – with **in-depth research** and a highly **editorial presentation**.
- Individual formats are possible – from **interviews and reports to product tests**.
*excludes travel expenses, meals and video production**

Setup

€ 2,190,-

additional application recommended

without 3rd-party advertising on desktop

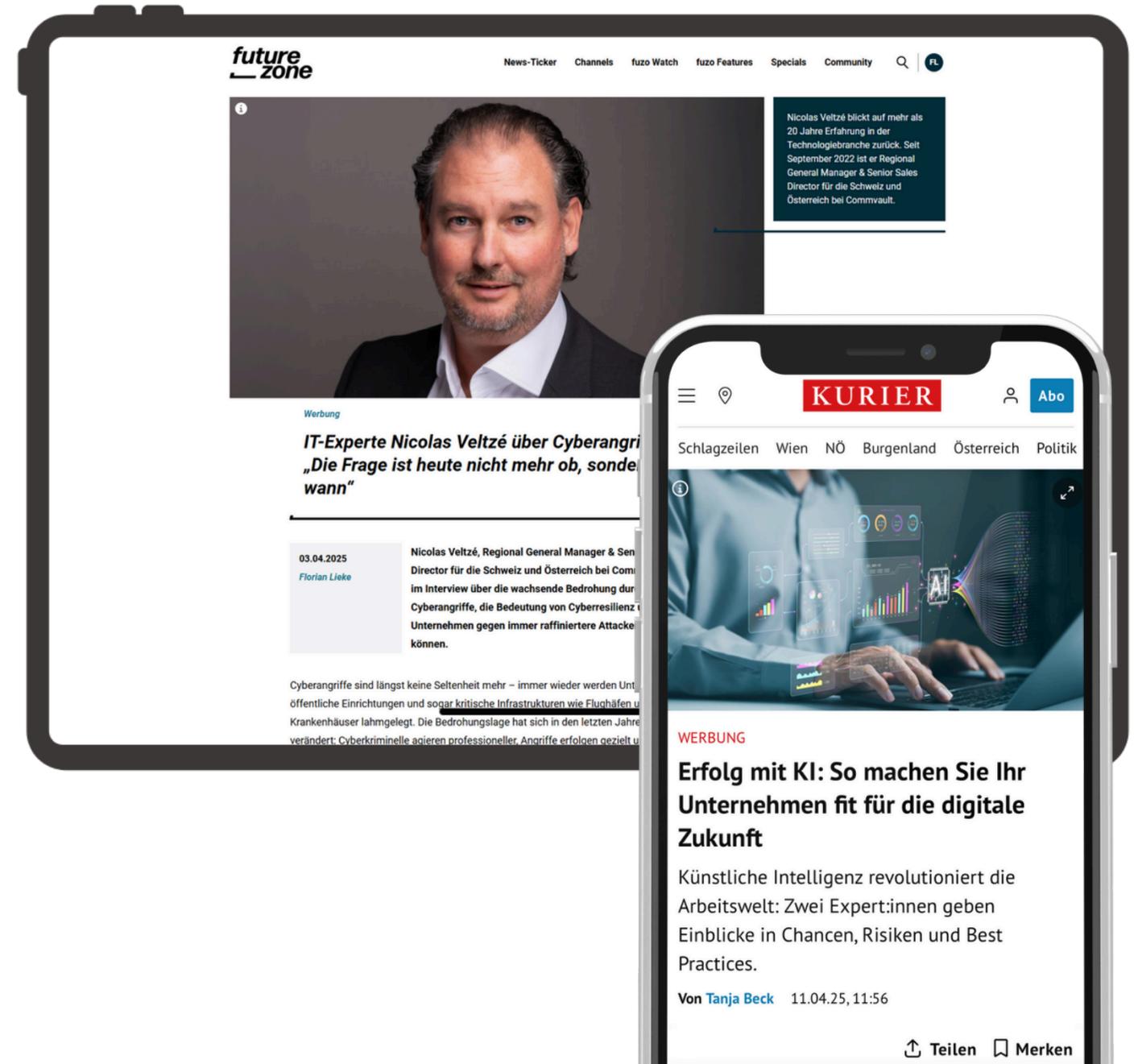
Best practice examples

Example 1: [Heidi Horten Collection](#)

Example 2: [CommVault Systems, Inc.](#)

Example 3: [Technikum Wien Academy](#)

*You can find more information about video productions on page 22.



ADVERTORIAL STORYTELLING

We present your brand message as a visual storytelling experience.

- Our digital **magazine look and feel** opens up new dimensions in brand presentation.
- Your message becomes an **immersive experience** through the targeted combination of **photos, videos and graphics**.
- Digital storytelling on a **new visual level** – informative, emotional and memorable.

Setup
BASIC: € 1,690,-
PLUS: € 2,190,-
additional application
recommended

without
3rd-party
advertising
on desktop

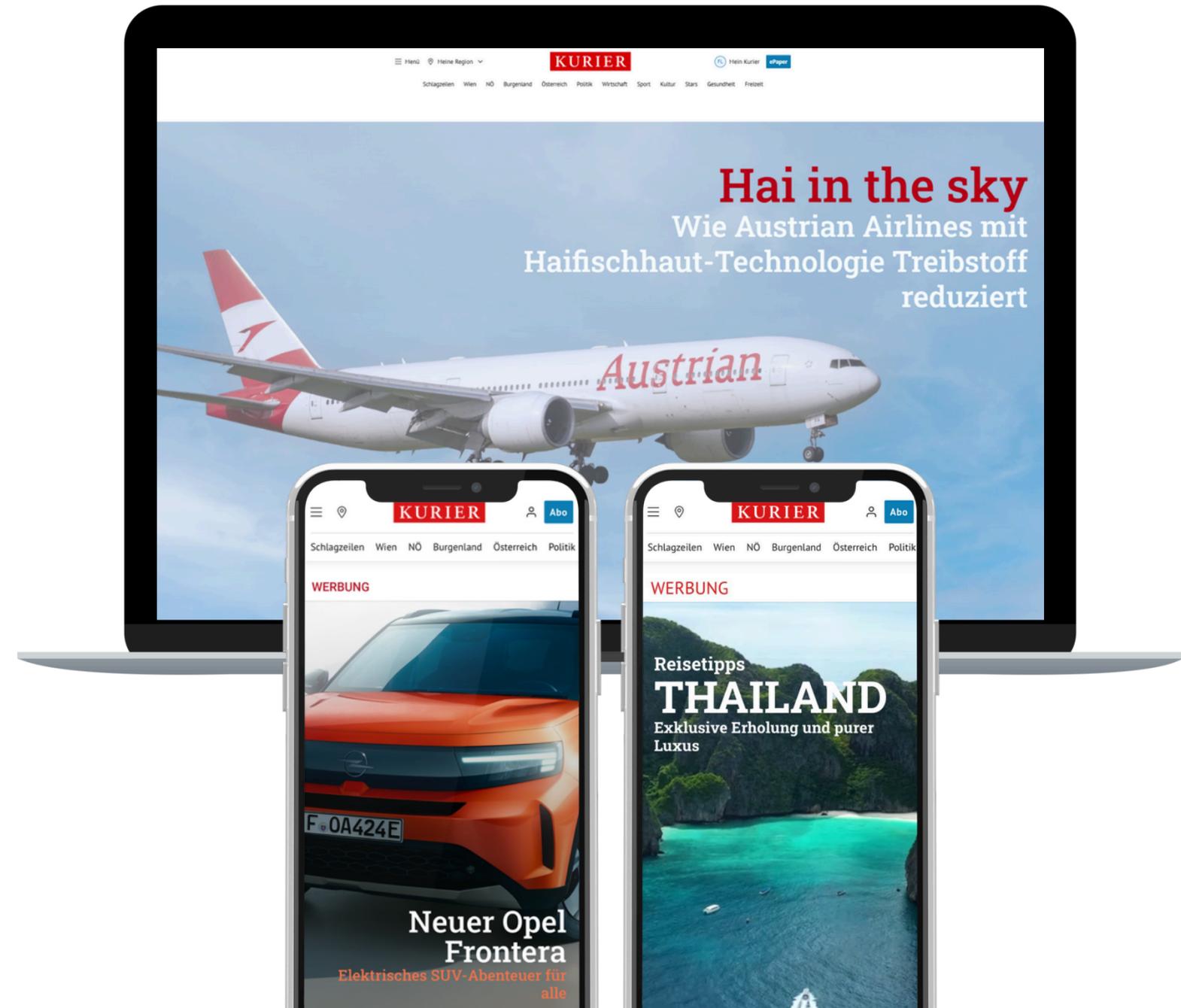
Best practice examples

Example 1: Austrian Airlines

Example 2: Thailand Tourismus

Example 3: Opel

KURIER MEDIENHAUS



CONTENT HUB

We collect your content in a specially designed content hub on our platforms.

- You and our readers will find **all content** related to **your topic** clearly organised for further reading.
- We are happy to curate **editorial content** for channel sponsorship that perfectly complements your subject area.

CONTENT BASE

Setup from
€ 19,900,-

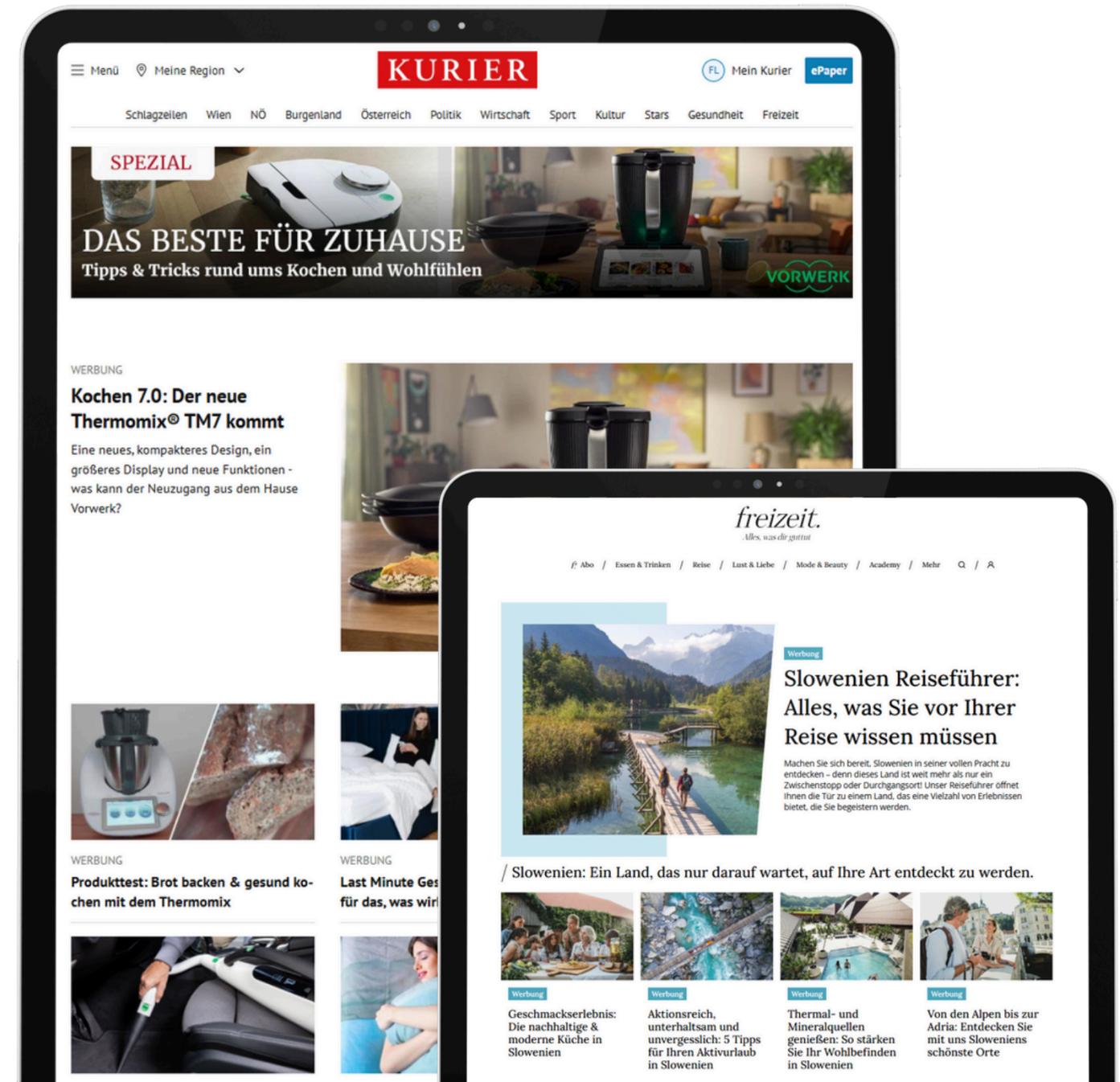
Best practice examples

Example 1: [Vorwerk](#)

Example 2: [XXXLutz](#)

Example 3: [Slowenien Tourismus](#)

KURIER MEDIENHAUS



CONTENT HUB - TAKEOVER

We design your individual content hub in a large-format look and feel that matches your brand.

- Creation of a **customised content hub** with your content on *freizeit.at* or *kurier.at*.
- Integration of your **logo** in the navigation bar.
- Use of **background images, slideshows** or **videos** for maximum eye-catching appeal.
- Full **optimisation for desktop and mobile**.

CONTENT BASE

Price
on request

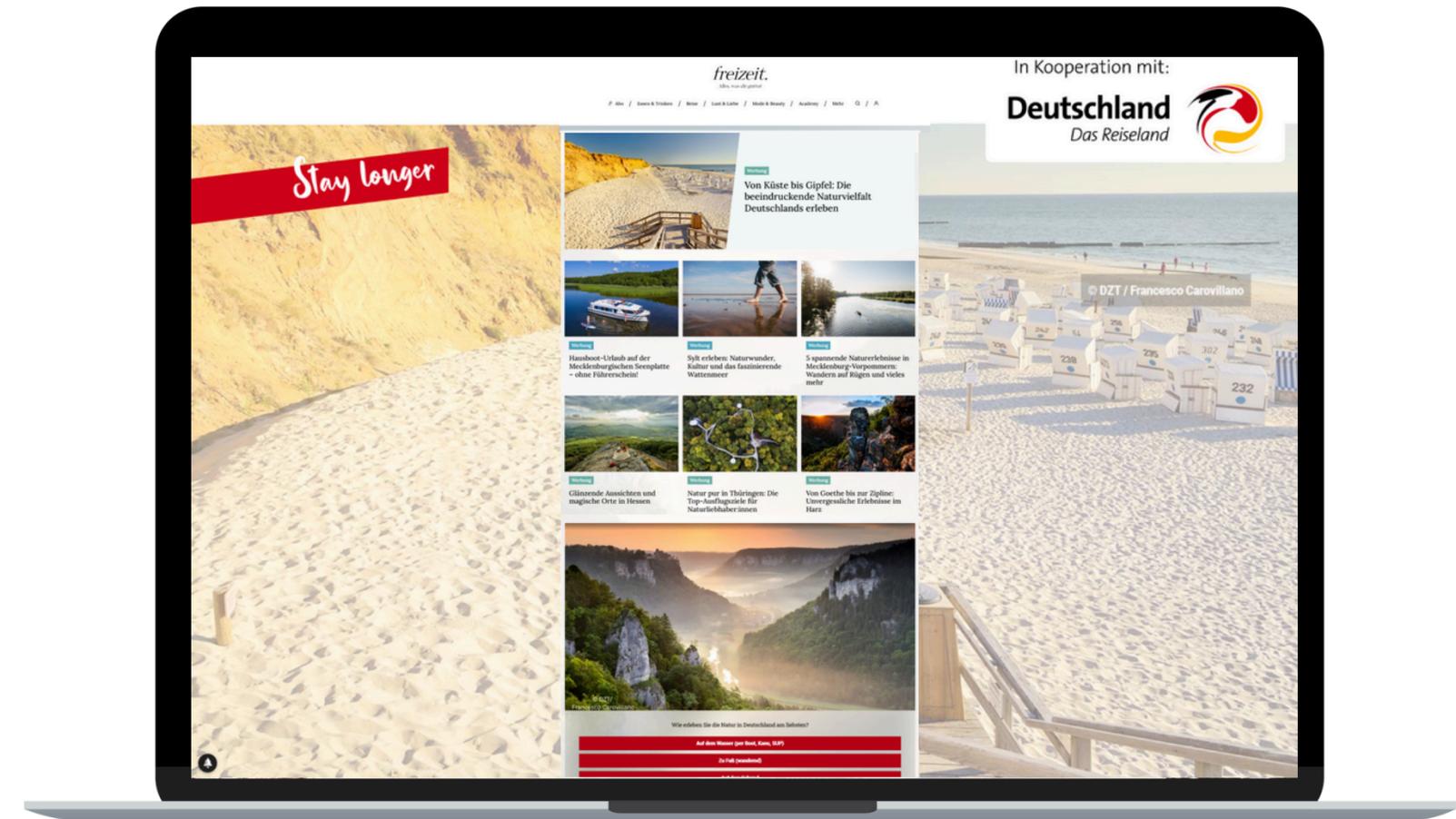
Best practice examples

Example 1: [Dt. Zentrale für Tourismus](#)

Example 2: [Dalmatien Tourismus](#)

Example 3: [Kroatien Tourismus](#)

KURIER MEDIENHAUS



CONTENT EDITORIAL

We design, produce and publish new content – exclusively for your use on your platforms.

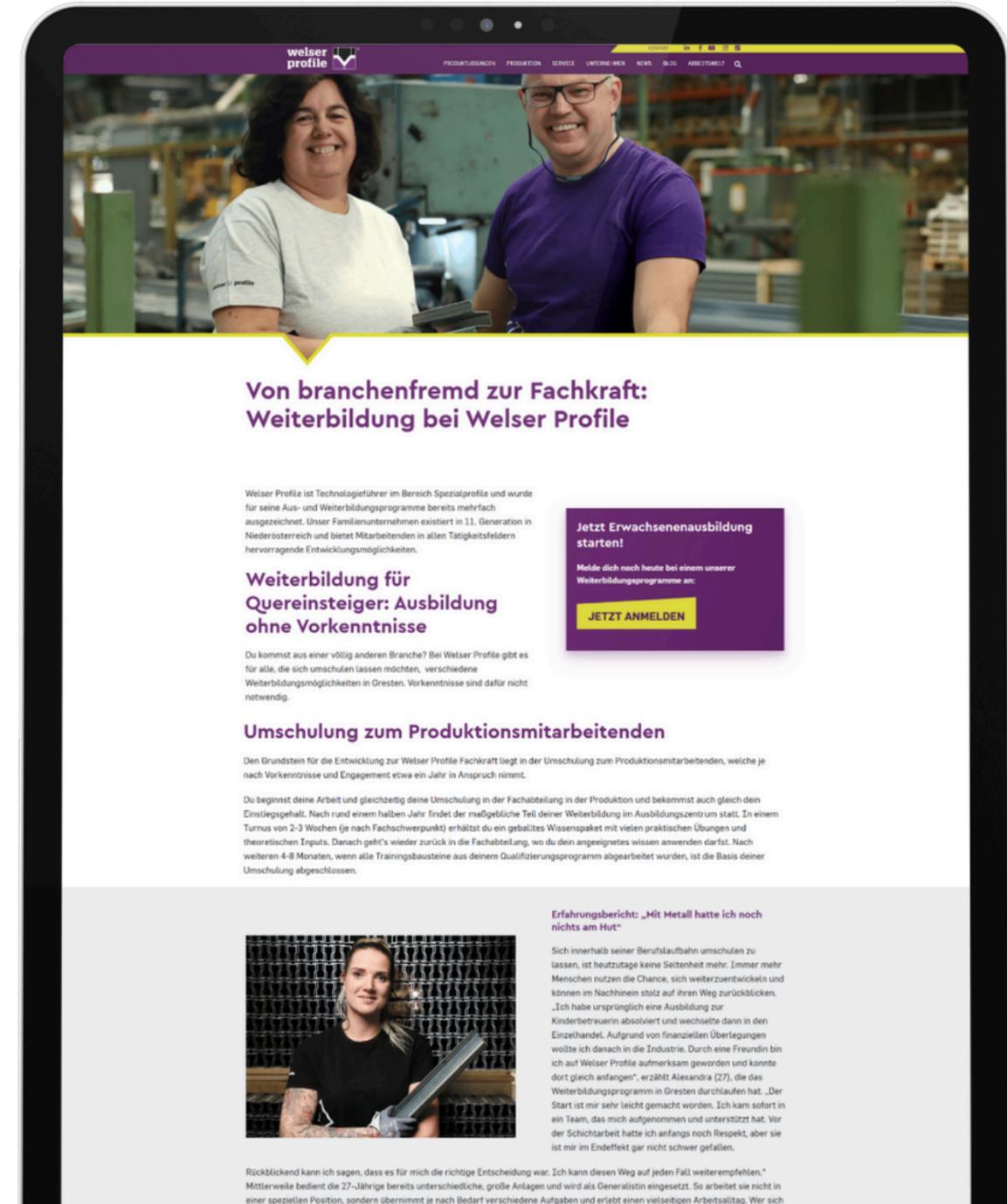
- Enhance your company website with **high-quality, target group-oriented content**.
- Exclusive **editorial texts** for your website or blog.
- Production by an **experienced content editorial team**.
- Ensure consistent **brand messages** and compelling **user experiences**.

Setup from
€ 2,390,-
per article

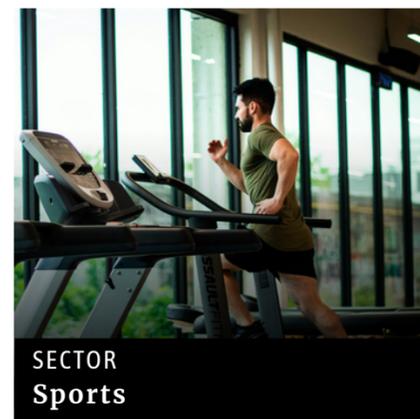
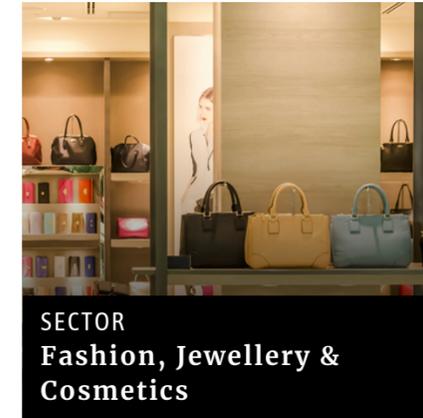
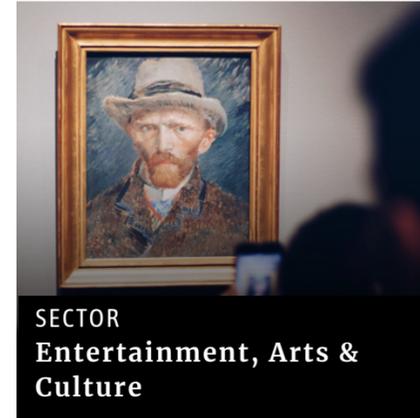
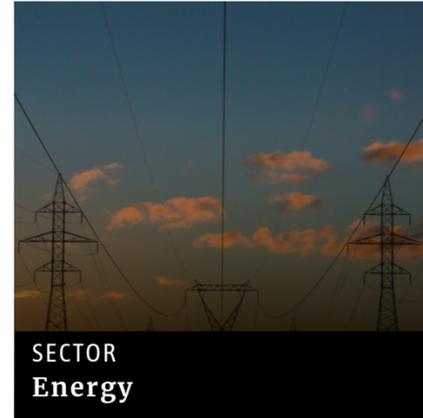
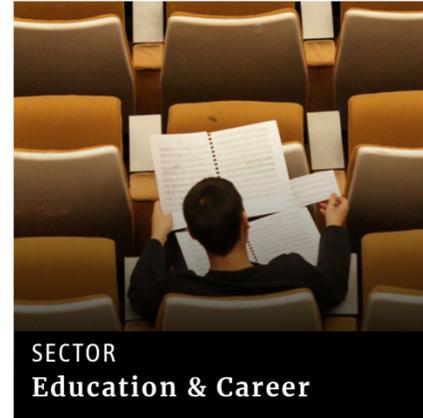
Best practice examples
Welser Profile

CONTENT BASE

KURIER MEDIENHAUS



IMPLEMENTATIONS BY SECTOR



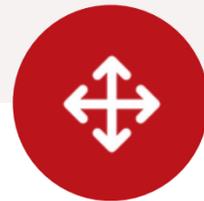
PORTFOLIO

Content products at a glance



CONTENT BASE

- Advertorial:
 - BASIC
 - PREMIUM
 - BASIC+
 - STORY-TELLING
 - PLUS
- Content Hub
- Content Hub - Takeover
- Content Editorial



CONTENT DISTRIBUTION

- Native Teaser & Sitelinks
- Native Article Ads
- Newsletter
- Content Seeding
- META Story Ads



CONTENT SPECIALS

- Video Productions
- Interactive Elements
 - Personality test
 - Sweepstake
 - Survey
 - Quiz



CONTENT PACKAGES

- Performance packages
 - PLUS
 - PREMIUM
 - STORYTELLING
- Reach packages
- Video packages

NATIVE TEASER & SITELINKS

We design, link and optimise editorial-style teasers for maximum impact.

Native advertorial teasers and **sitelinks** are editorial-style image-text combinations with advertising labels. These teasers are displayed **dynamically or in fixed positions** within the KURIER Medienhaus universe and **link to the advertorial** or the **desired landing page**.

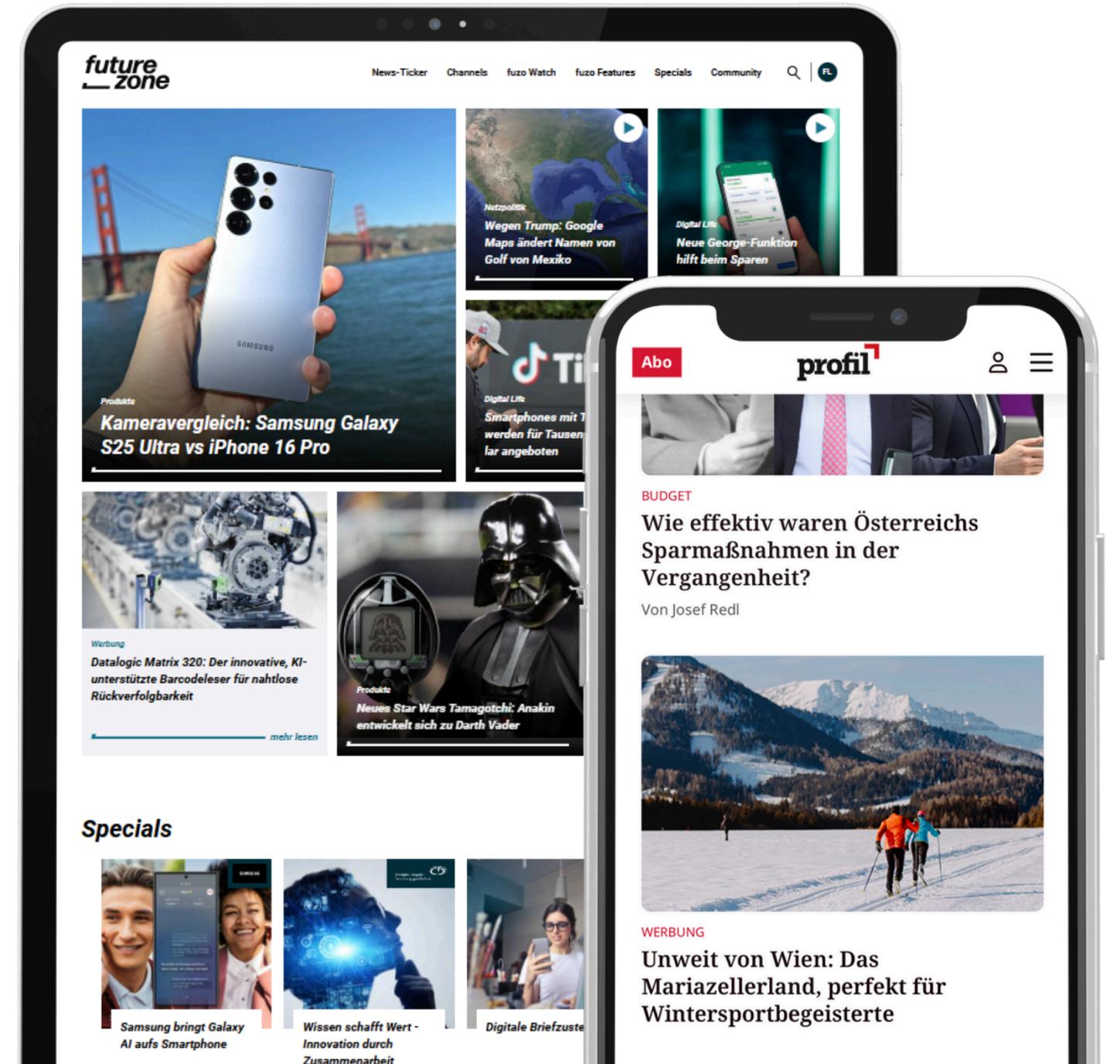
A/B testing

We would be happy to design different image-text combinations for you as part of an A/B test and optimise them during the campaign to achieve the best performance.

Prices & details:
[see price list](#)

CONTENT DISTRIBUTION

KURIER MEDIENHAUS



NATIVE ARTICLE ADS

We showcase your topic on a large scale – in an editorial style and in a relevant context.

Our **native article ads** skilfully showcase your product or service and create an editorial-style presentation. Your content is placed in a **target group-specific and thematically appropriate editorial environment** to achieve maximum relevance and impact.

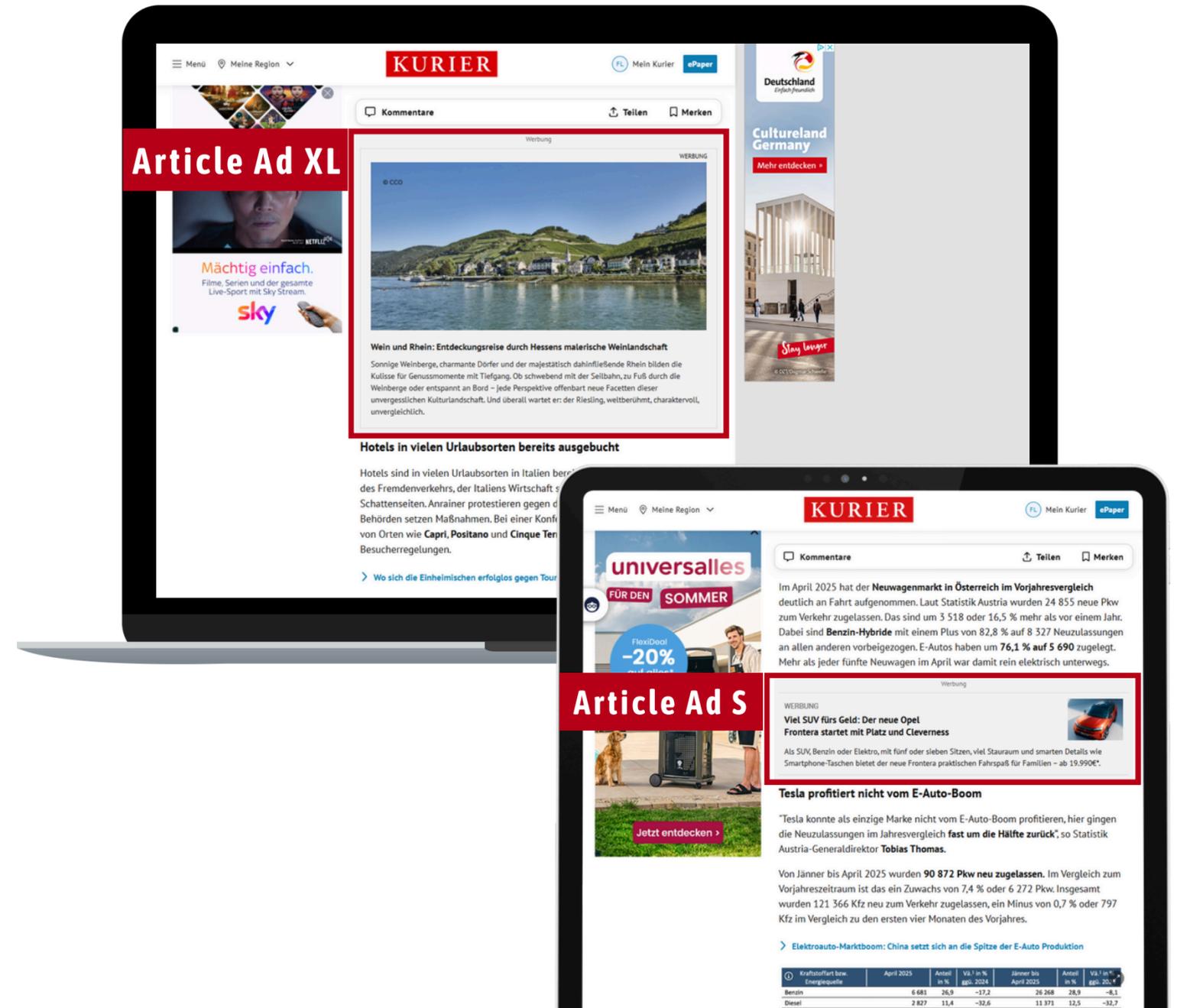
Our formats

- Native Article Ads S: Simple and concise for a subtle approach.
- Native Article Ads XL: Large-scale placement for maximum impact.

Prices & details:
[see price list](#)

CONTENT DISTRIBUTION

KURIER MEDIENHAUS



NEWSLETTER

Your advertorial – seamlessly integrated into our newsletters and prominently placed.

Our **newsletter placements** offer an effective way to bring your advertorial directly to readers' inboxes. In both the **KURIER Daily** and **Futurezone newsletter**, we can seamlessly integrate **your advertorial** into the editorial content, reaching thousands of subscribers.

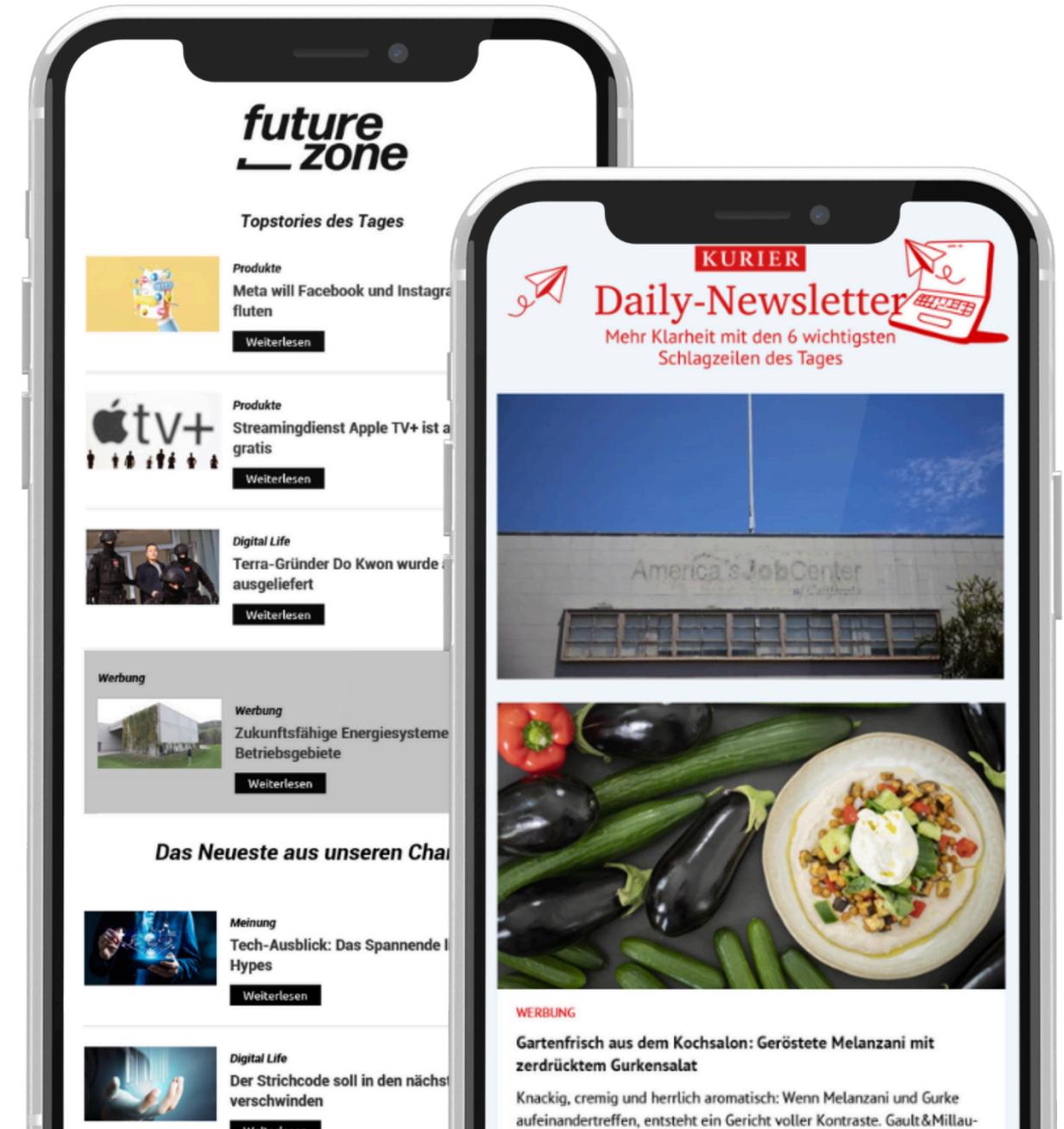
Setup
€ 990,-

Subscribers

- KURIER Daily:
approx. 15k subscriptions
- Futurezone Newsletter:
approx. 12k subscriptions

CONTENT DISTRIBUTION

KURIER MEDIENHAUS



CONTENT SEEDING

We spread and expand your reach through targeted content seeding.

To spread your message beyond the KURIER Medienhaus universe and accurately target **new audiences**, we are happy to set up a **content seeding campaign** (via Facebook, Instagram, Outbrain, etc.). Our **media brands** serve as trustworthy sources and link to your content.

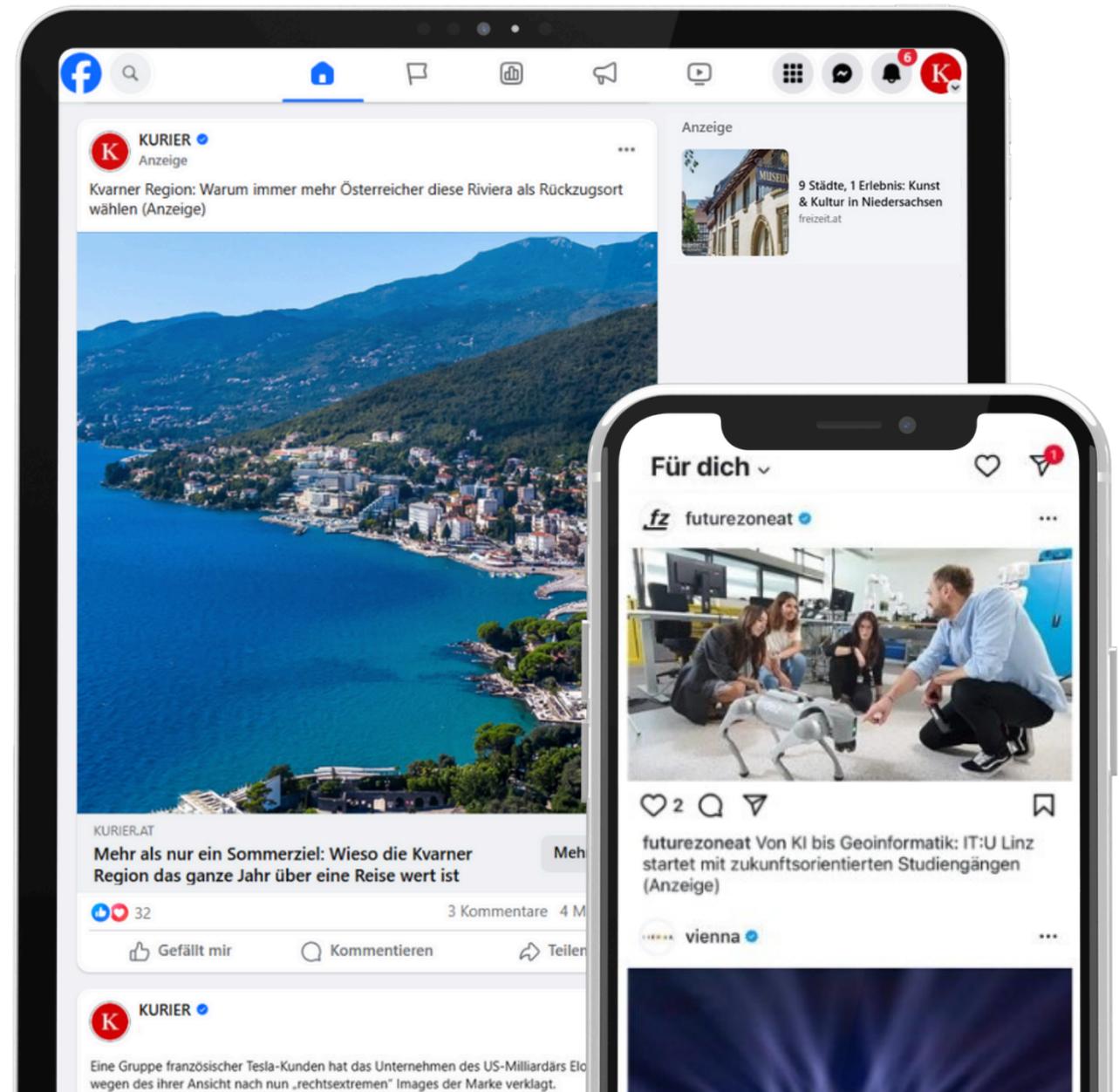
A/B testing

We would be happy to design different image-text combinations for you as part of an A/B test and optimise them during the campaign to achieve the best performance.

Prices & details:
[see price list](#)

CONTENT DISTRIBUTION

KURIER MEDIENHAUS



META STORY ADS

We expand your reach, design and optimise META Story Ads for perfect results.

We increase the reach of your brand messages through **META Story Ads** (Instagram, Facebook) within the **appropriate target group**. The **swipe-up link** leads directly to the advertorial or the desired landing page.

A/B testing

We would be happy to design different image-text combinations for you as part of an A/B test and optimise them during the campaign to achieve the best performance.

Prices & details:
[see price list](#)

CONTENT DISTRIBUTION

KURIER MEDIENHAUS



PORTFOLIO

Content products at a glance



CONTENT BASE

- Advertorial:
 - BASIC
 - PREMIUM
 - BASIC+
 - STORY-TELLING
 - PLUS
- Content Hub
- Content Hub - Takeover
- Content Editorial



CONTENT DISTRIBUTION

- Native Teaser & Sitelinks
- Native Article Ads
- Newsletter
- Content Seeding
- META Story Ads



CONTENT SPECIALS

- Video Productions
- Interactive Elements
 - Personality test
 - Sweepstake
 - Survey
 - Quiz



CONTENT PACKAGES

- Performance packages
 - PLUS
 - PREMIUM
 - STORYTELLING
- Reach packages
- Video packages

VIDEO PRODUCTIONS

We produce videos that showcase your topic in an impressive way – professionally edited and visually appealing.

Individual formats are possible – from interviews to recaps. Video productions can be perfectly combined with an **Advertorial PREMIUM**. The videos are published on our YouTube channel and can be easily embedded, shared and published **on your own platforms**.

Setup from
€ 990,-

excl. travel expenses for
productions outside
Vienna

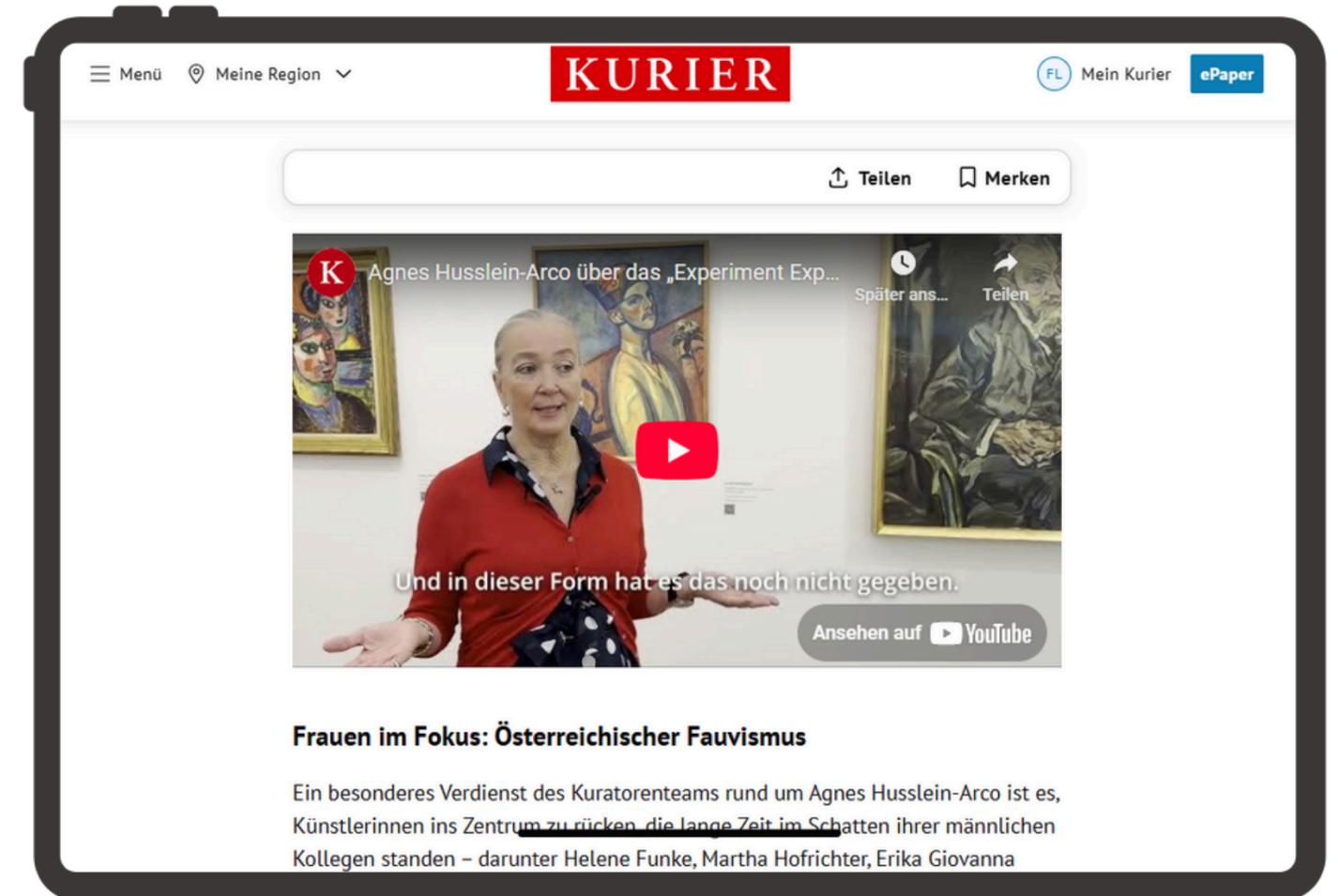
Best practice examples

Example 1 - Interview: [Technikum Wien](#)

Example 2 - Report: [NÖVOG](#)

Example 3 - Recap: [Wiener Konzerthaus](#)

KURIER MEDIENHAUS



INTERACTIVE ELEMENTS

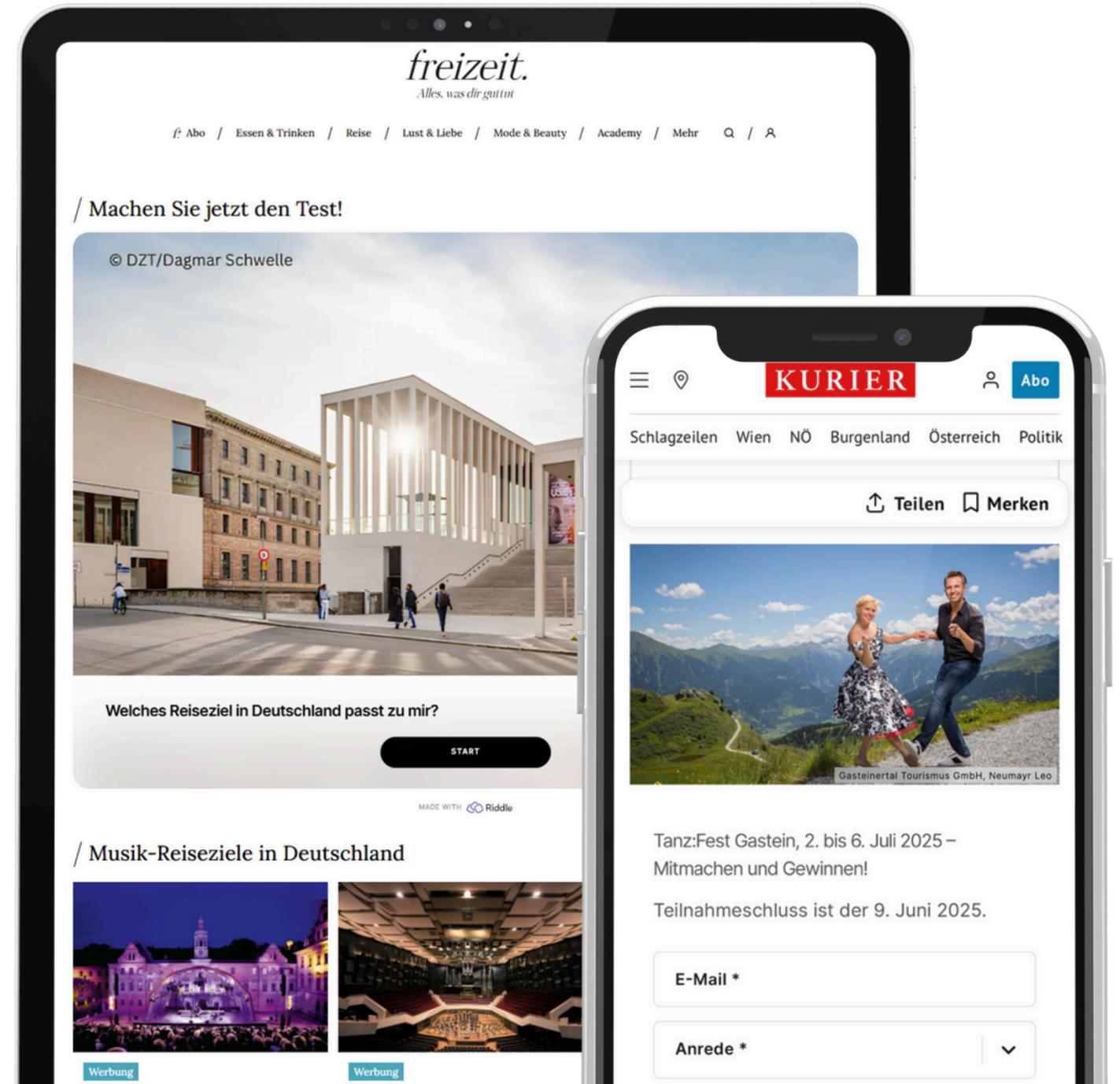
We design, produce and publish interactive elements in co-branding.

Your target group **interacts with your content**. We collect **data and valuable insights** about your target group for your use.

Setup
€ 990,-

Possibilities

- Quiz
- Survey
- Sweepstake
- Personality test



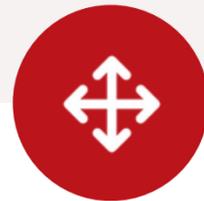
PORTFOLIO

Content products at a glance



CONTENT BASE

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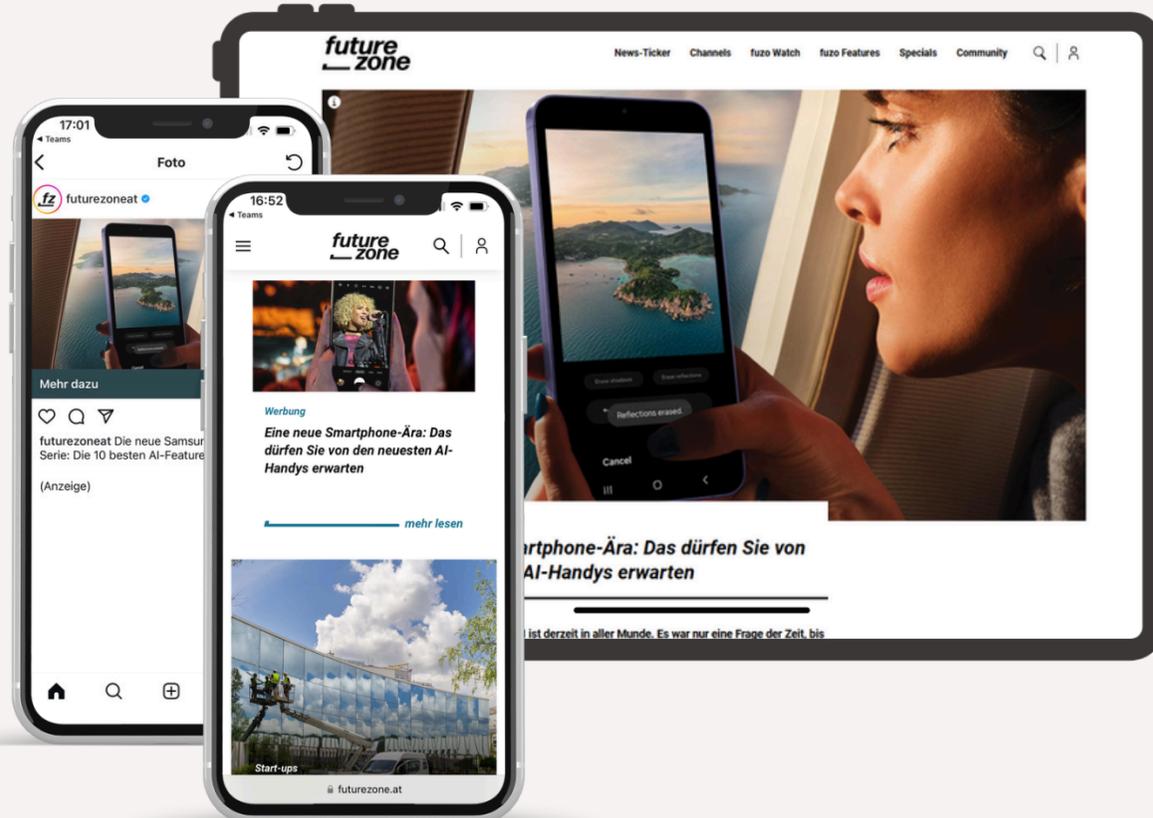
CONTENT PACKAGES

- Performance packages
 - PLUS
 - PREMIUM
 - STORYTELLING
- Reach packages
- Video packages

PERFORMANCE PACKAGES

PLUS

We produce your content, ensure its visibility and reach, and **guarantee a minimum number of readers.**



CONTENT PACKAGES

KURIER **MEDIENHAUS**

Package I

1,000 readers

- 1x Advertorial PLUS
- 100.000 AIs Teaser RON
- Content Seeding

Package price

€ 3,190,-
net/net

Minimum duration: 2 weeks

Package II

2,000 readers

- 1x Advertorial PLUS
- 150.000 AIs Teaser RON
- Content Seeding

Package price

€ 4,190,-
net/net

Minimum duration: 4 weeks

Package III

3,800 readers

- 1x Advertorial PLUS
- 150.000 AIs Teaser RON
- 150.000 AIs Teaser in fixed positions on kurier.at for one day, including first entry pages
- Content Seeding

Package price

€ 6,990,-
net/net

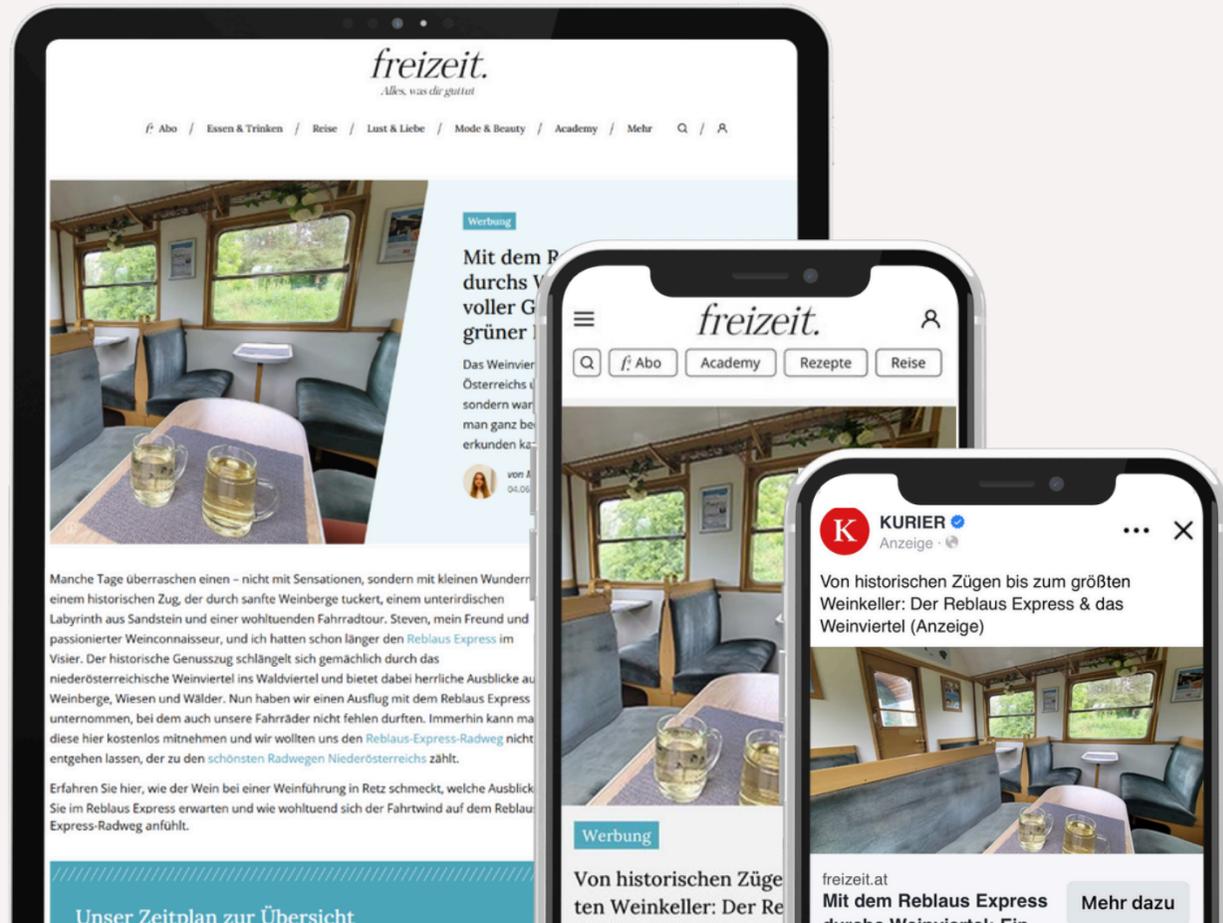
Minimum duration: 6 weeks

PERFORMANCE PACKAGES

PREMIUM

We produce your content, ensure its visibility and reach, and **guarantee a minimum number of readers.**

CONTENT PACKAGES



KURIER **MEDIENHAUS**

Package I

1,000 readers

- 1x Advertorial PREMIUM
- 100.000 AIs Teaser RON
- Content Seeding

Package price

€ 4,190,-
net/net

Minimum duration: 2 weeks

Package II

2,000 readers

- 1x Advertorial PREMIUM
- 150.000 AIs Teaser RON
- Content Seeding

Package price

€ 5,190,-
net/net

Minimum duration: 4 weeks

Package III

3,800 readers

- 1x Advertorial PREMIUM
- 150.000 AIs Teaser RON
- 150.000 AIs Teaser in fixed positions on kurier.at for one day, including first entry pages
- Content Seeding

Package price

€ 7,990,-
net/net

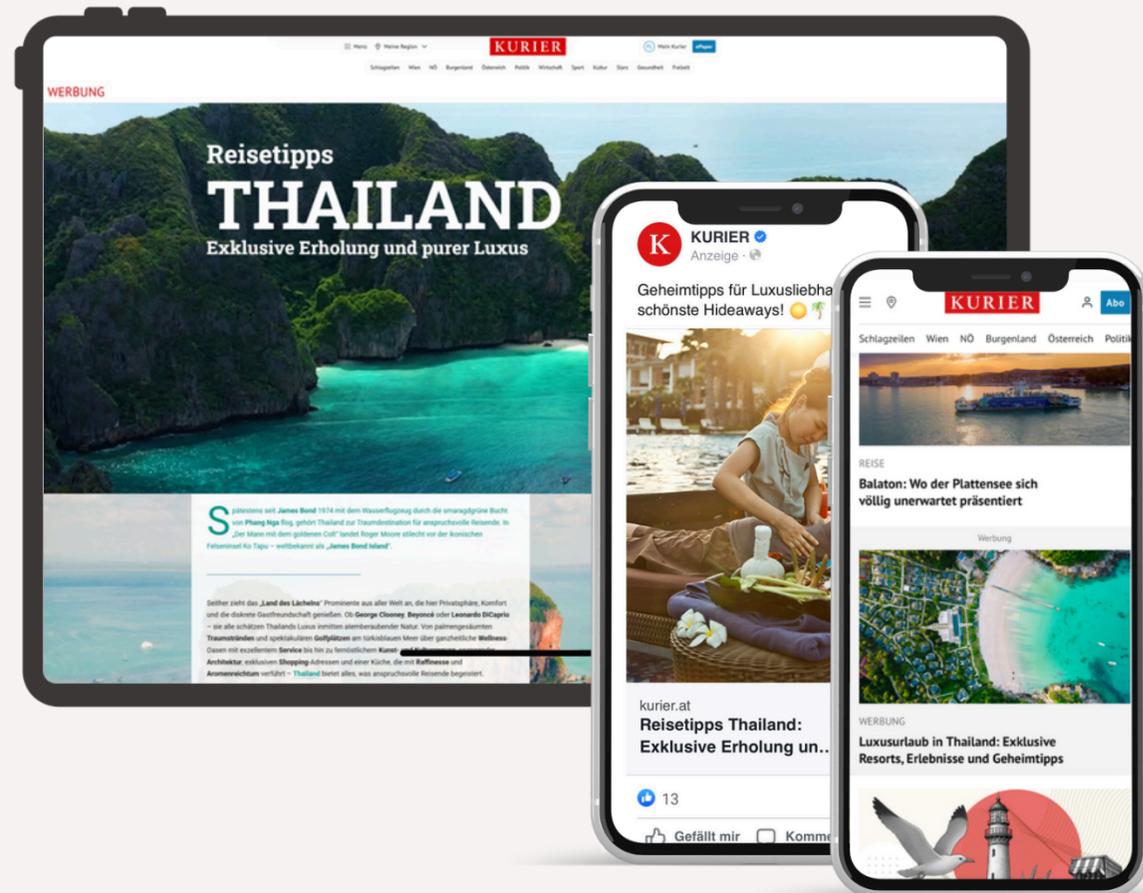
Minimum duration: 6 weeks

PERFORMANCE PACKAGES

STORYTELLING

We produce your content, ensure its visibility and reach, and **guarantee a minimum number of readers.**

CONTENT PACKAGES



KURIER MEDIENHAUS

Package I

1,000 readers

- 1x Advertorial STORYTELLING
- 100.000 AIs Teaser RON
- Content Seeding

Package price
€ 4,190,-
net/net

Minimum duration: 2 weeks

Package II

2,000 readers

- 1x Advertorial STORYTELLING
- 150.000 AIs Teaser RON
- Content Seeding

Package price
€ 5,190,-
net/net

Minimum duration: 4 weeks

Package III

3,800 readers

- 1x Advertorial STORYTELLING
- 150.000 AIs Teaser RON
- 150.000 AIs Teaser in fixed positions on kurier.at for one day, including first entry pages
- Content Seeding

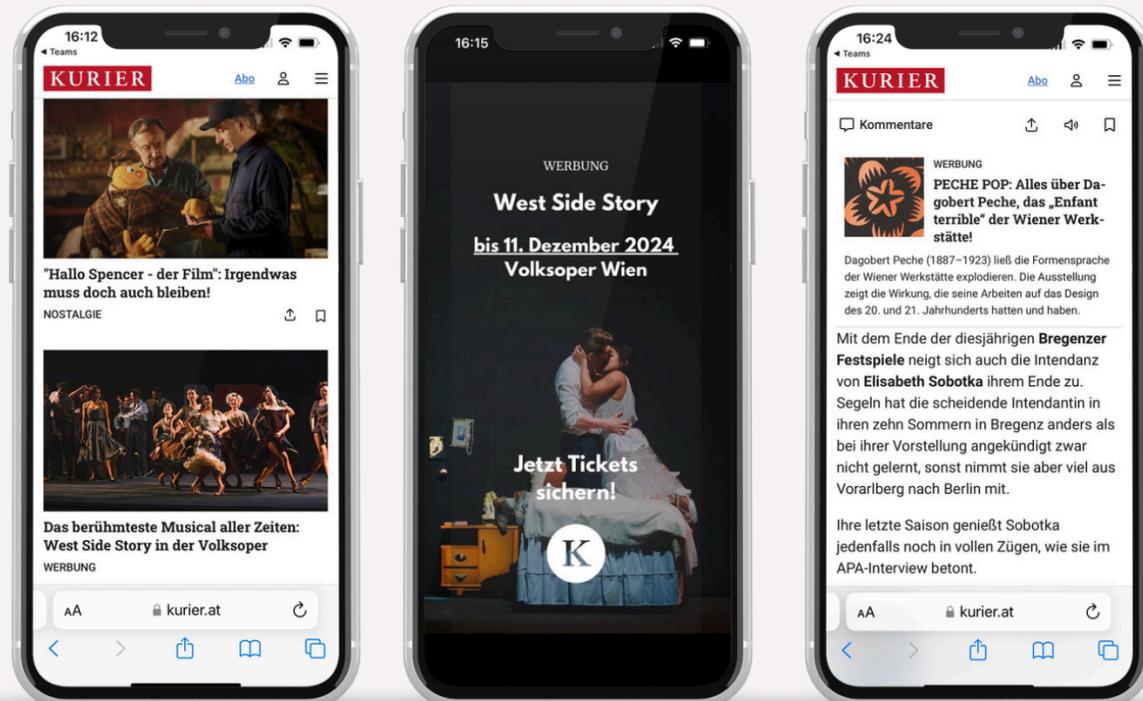
Package price
€ 7,990,-
net/net

Minimum duration: 6 weeks

REACH PACKAGES

Your message. Our reach.

With a **cross-media strategy**, we spread your message through various advertising media and across multiple channels. This allows us to **maximise your visibility** and **guarantee a minimum number of impressions** and link to your desired target URL.



CONTENT PACKAGES

KURIER **MEDIENHAUS**

Package I

200,000 views

- 100,000 AIs Teaser or Sitelinks RON
- 100,000 AIs META Story Ads

Package price
€ 1,990,-
net/net

Minimum duration: 2 weeks

Package II

500,000 views

- 250,000 AIs Teaser or Sitelinks RON
- 100,000 AIs Teaser or Sitelinks permanently placed on kurier.at for one day, including first entry pages
- 150.000 AIs META Story Ads

Package price
€ 4,490,-
net/net

Minimum duration: 4 weeks

Package III

1,000,000 views

- 400.000 AIs Teaser or Sitelinks RON
- 150.000 AIs Teaser or Sitelinks in fixed positions on kurier.at for one day, including first entry pages
- 300.000 AIs META Story Ads
- 150.000 AIs Native Article Ads S RON

Package price
€ 8,590,-
net/net

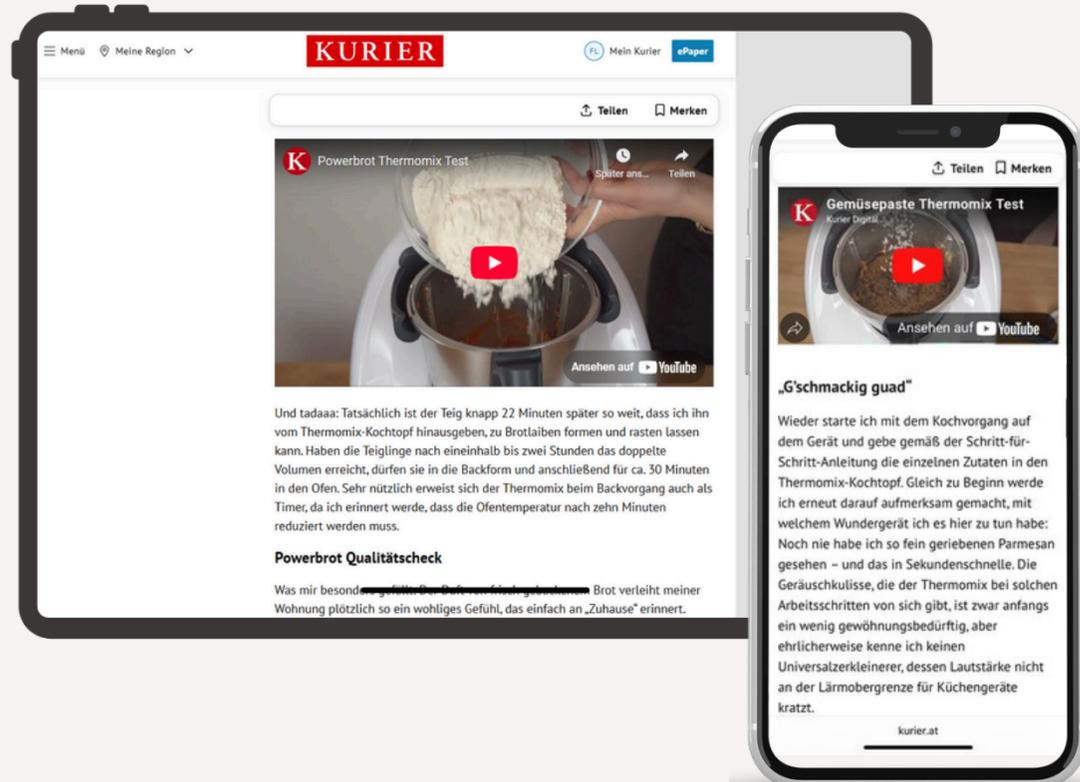
Minimum duration: 6 weeks

VIDEO PACKAGES

Customised videos and images – perfectly tailored to your messages and content.

We create **tailor-made video content** – from interviews to recaps (see p. 22) – and supplement this with **high-quality images** that can be used on both our channels and yours.

CONTENT PACKAGES



*excl. travel expenses for productions outside Vienna. Costs apply to one day of filming. Additional costs will be incurred for shoots lasting several days.

Package I

- 1 video of up to 1 minute
- up to 5 photos, including editing and rights

Package price
€ 1,190,-*
net/net

Package II

- 2 videos of up to 1 minute
- up to 8 photos, including editing and rights

Package price
€ 1,990,-*
net/net

Package III

- 3 videos of up to 1 minute
- up to 10 photos, including editing and rights

Package price
€ 2,490,-*
net/net

WE ARE HAPPY TO PROVIDE YOU WITH
individual advice!

KURIER **MEDIENHAUS**



You can reach us at:

+43 664 60700 22211

sales@kurier.at

from left to right:

top row: Andreas (Hansi) Müller, Nicole Osterberger

bottom row: Sylvia Kirchberger, Martina Zadina

not shown: Fabian Schmied