OFFERS, PRICES & DATA

1000 THINGS

Mediakit 2026

09.2026

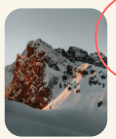
© 1000things

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.

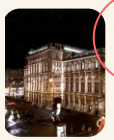
How do we do that?
Just browse through and find out!

Content Year 2026



01 JANUARY

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

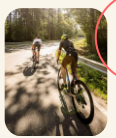


02 FEBRUARY

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

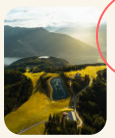
Destination: *Mounatin lakes*
Culinary: *Foodtrends*
Leisure: *Hiking*

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*

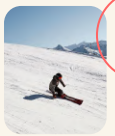


10 OCTOBER

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)*

1000 THINGS

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

1000 THINGS

ONE 1000THINGS CAMPAIGN TO GO, PLEASE!

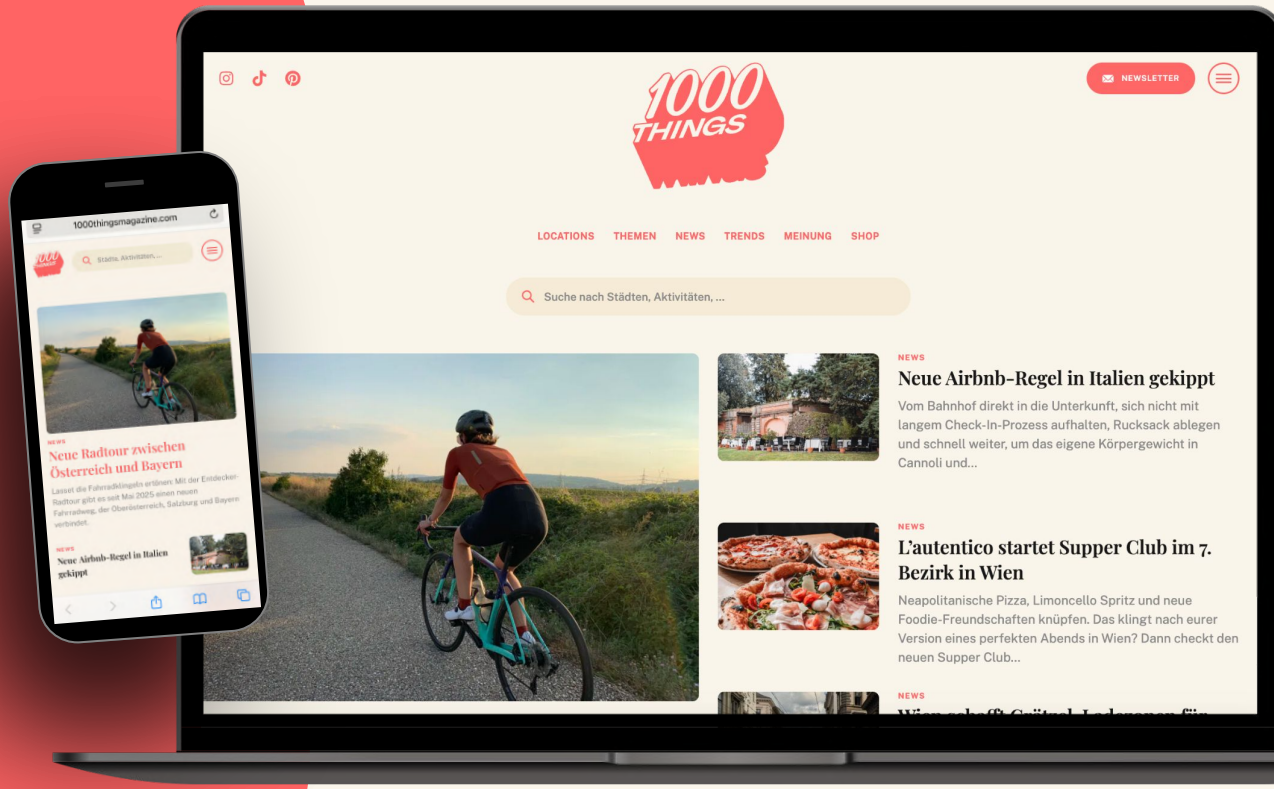
The 1000things *product world*

1000 THINGS

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.



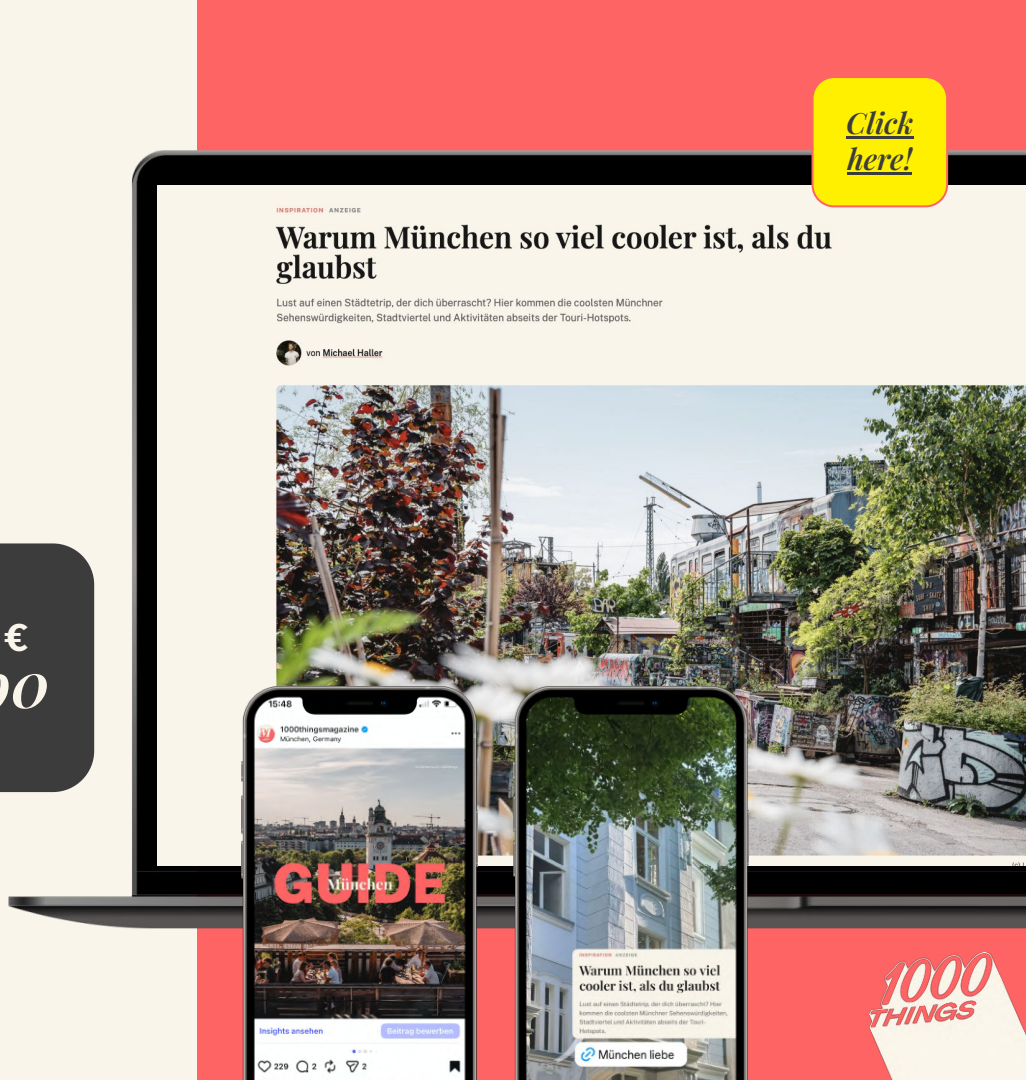
Advertorial

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** on the relevant **1000things social media channels.**

3,500 characters
Foto & video can be embedded
120,000 impressions
6 months online
3 days placement on our homepage

from €
4,990



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.

22,000 / 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 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

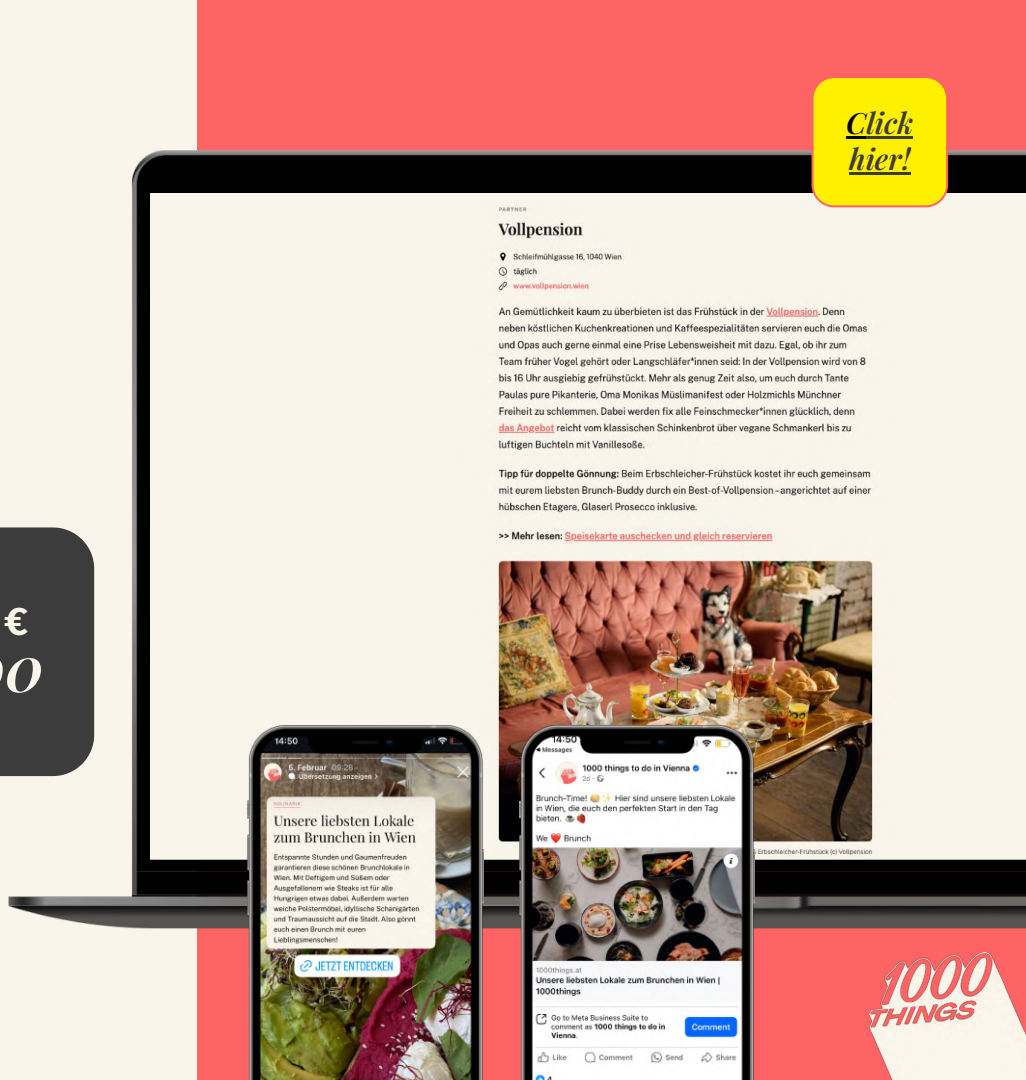
Our listicle mention is a prominent placement in a **thematically relevant article.** The product, business, or region is featured as a recommendation.

The article will be **promoted** 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



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 or story.

+ € 890

Newsletter-Upgrade

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

22,000 / 38,000 subscribers

+ € 590 / + € 890

Performance-Booster

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

per 100.000 Impressions

+ € 790

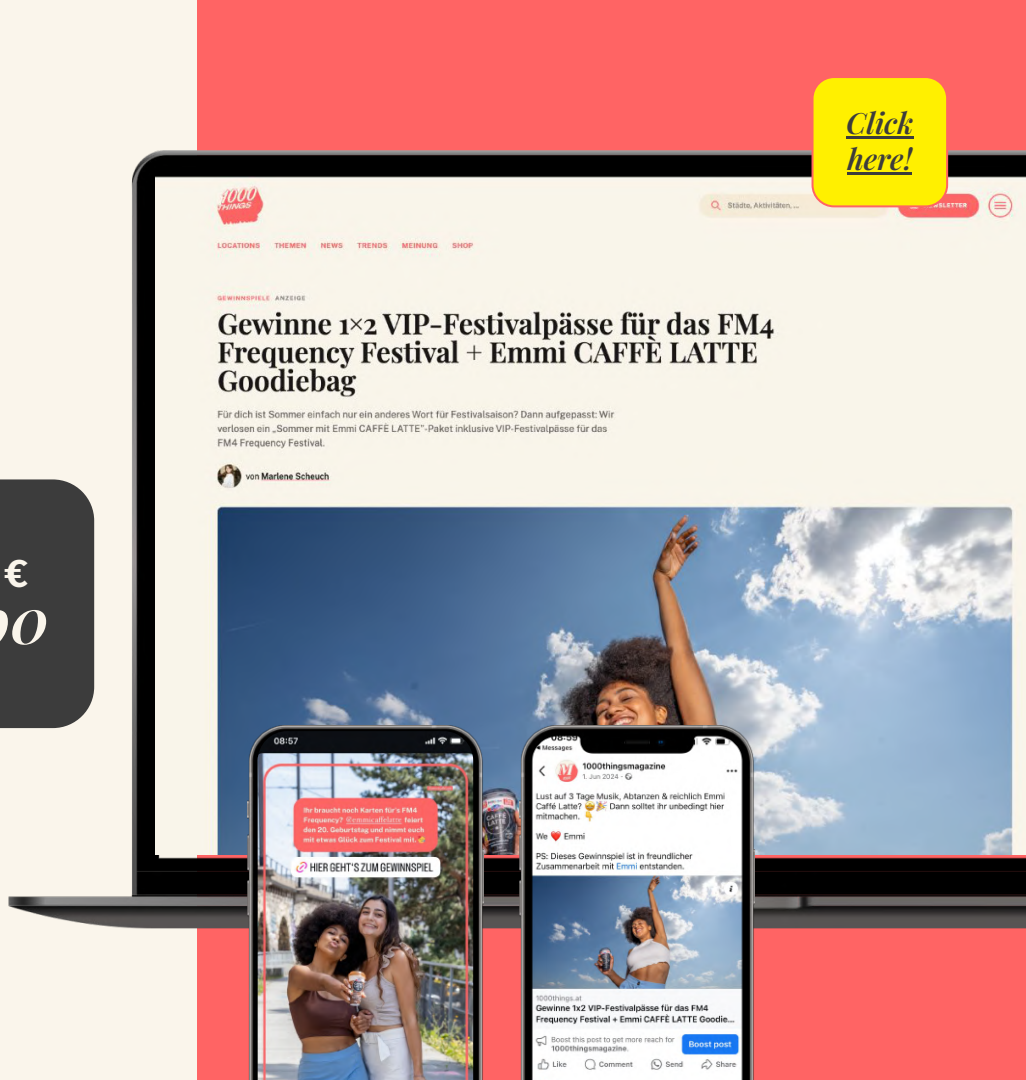
Website Giveaway

Engagement + product placement = website giveaway.

The Giveaway is also advertised **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



Website Giveaway Upgrades

Newsletter-Upgrade

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

22,000 / 38,000 subscribers

+ € 590 / + € 890

Performance-Booster

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

per 100.000 Impressions

+ € 790

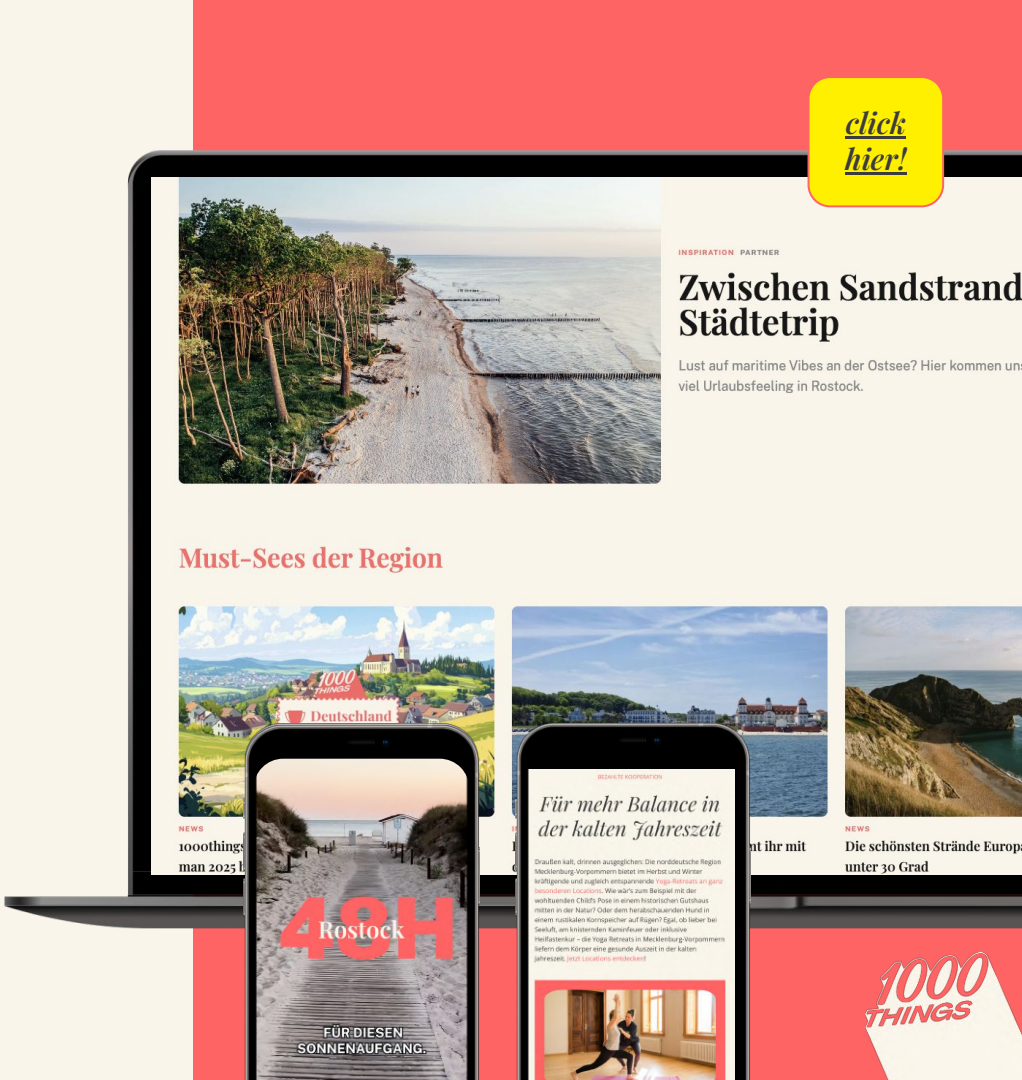
Feature

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** 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



Feature Upgrade

Upgrade Yearly Feature

8 Articles
800.000 impressions
12.000 views
12 months online

from € 5,990

Performance-Booster

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

per 100,000 impression.

+ € 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

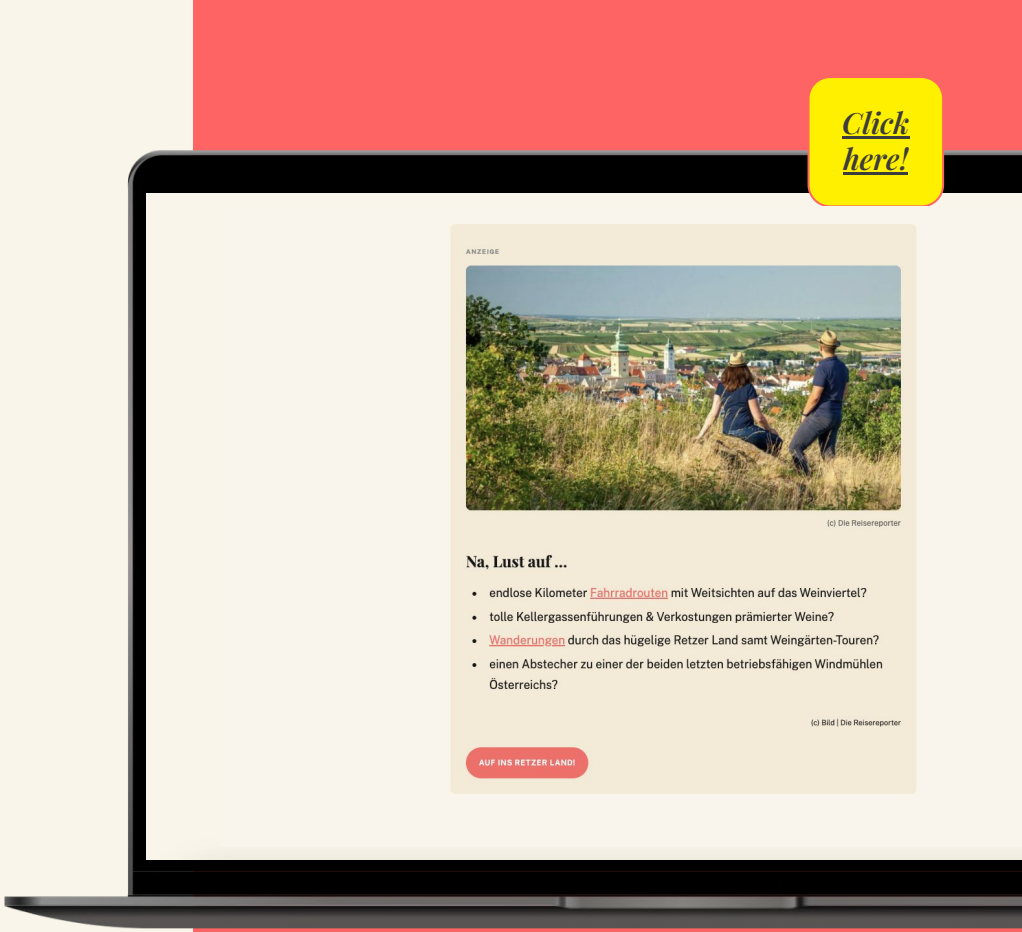
20.000 video views
Immune against Ad-Blocker

from € 3,490

Video-Native 40

20.000 video views
Immune against Ad-Blocker

from € 4,990



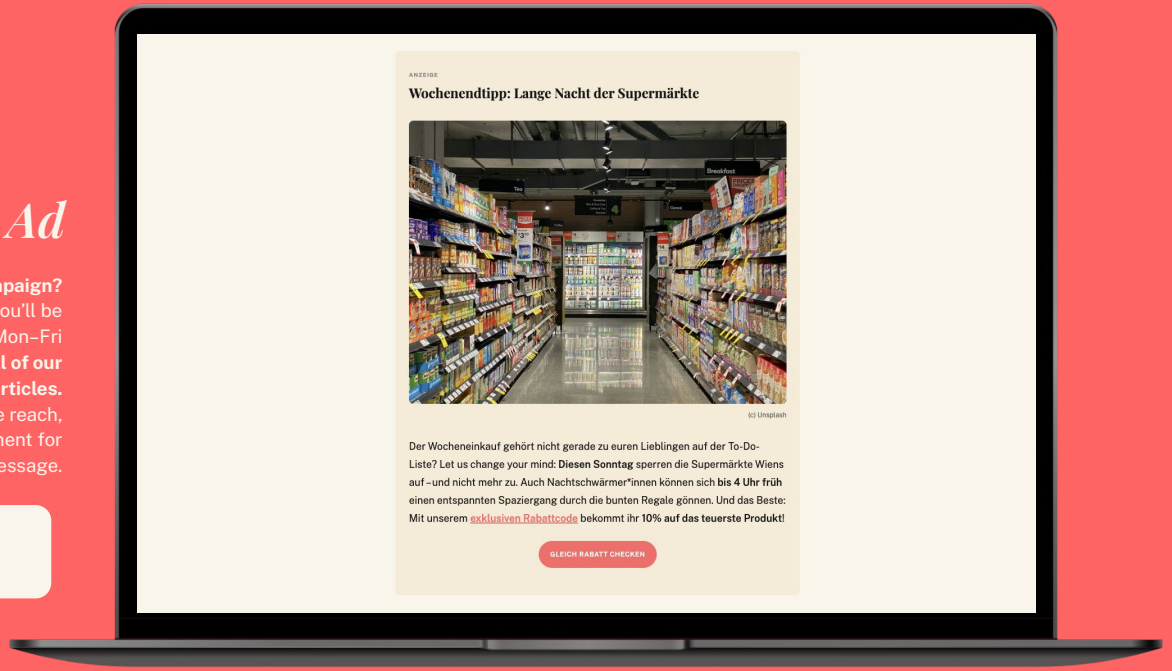
1000 THINGS

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 a**ll 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



OUR OFFER

Social Media

With over 900,000 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.

+

Protagonist
3 hours in Vienna
from **€ 390**

Instagram-Reel Giveaway

Creation from existing material
Guarantee:
90,000 views

from € 2,590

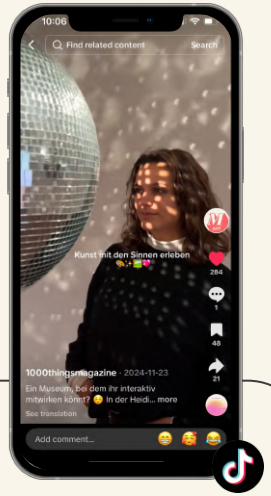
VIE MAG

Instagram-Reel

Guarantee:
80,000 views
Protagonists on request

from € 2,990

VIE MAG

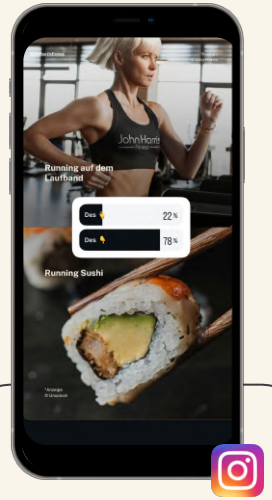


TikTok

Guarantee:
80,000 views
Protagonists on request

from € 2,390

MAG



Instagram-Story

Creation by 1000things or from existing material
Protagonists on request
Ø 7.000-12.000 impressions per slide

from € 2,090

VIE MAG

1000 THINGS

Instagram-Post or -Album

Guarantee:
150.000 impressions

from € 2,290

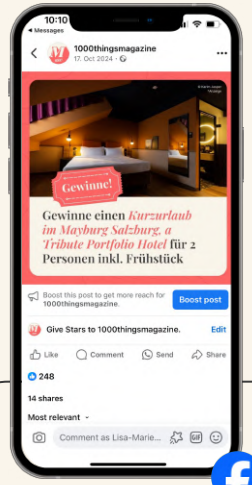
VIE MAG

Instagram-Giveaway

Guarantee:
150.000 impressions

from € 2,190

VIE MAG

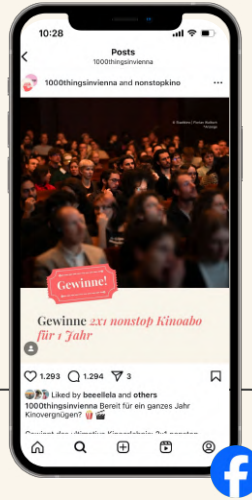


Facebook-Giveaway

Guarantee:
150,000 impressions

from € 1,790

VIE MAG



Instagram- & Facebook-Giveaway

Guarantee:
250,000 impressions in total

from € 2,590

VIE MAG

1000 THINGS

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

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

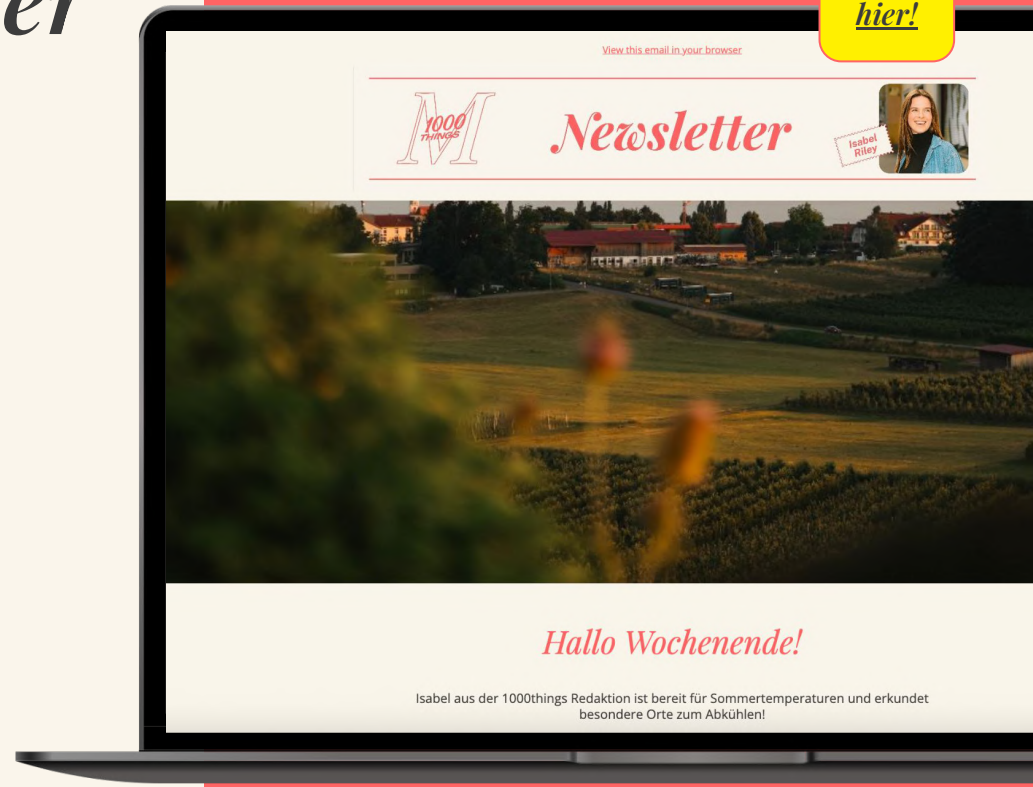
4x mentions in our newsletter

4x 38,000 subscribers reached

for €
3,490

MAG

Click hier!



Vienna Newsletter

Twice a week, over 22,000 recipients are provided with the hottest tips and culinary hotspots in the capital.

Mention

Incorporation of an **editorial mention**
22,000 subscribers
Approx. **39%** open rate

from € 890

VIE

Upgrade

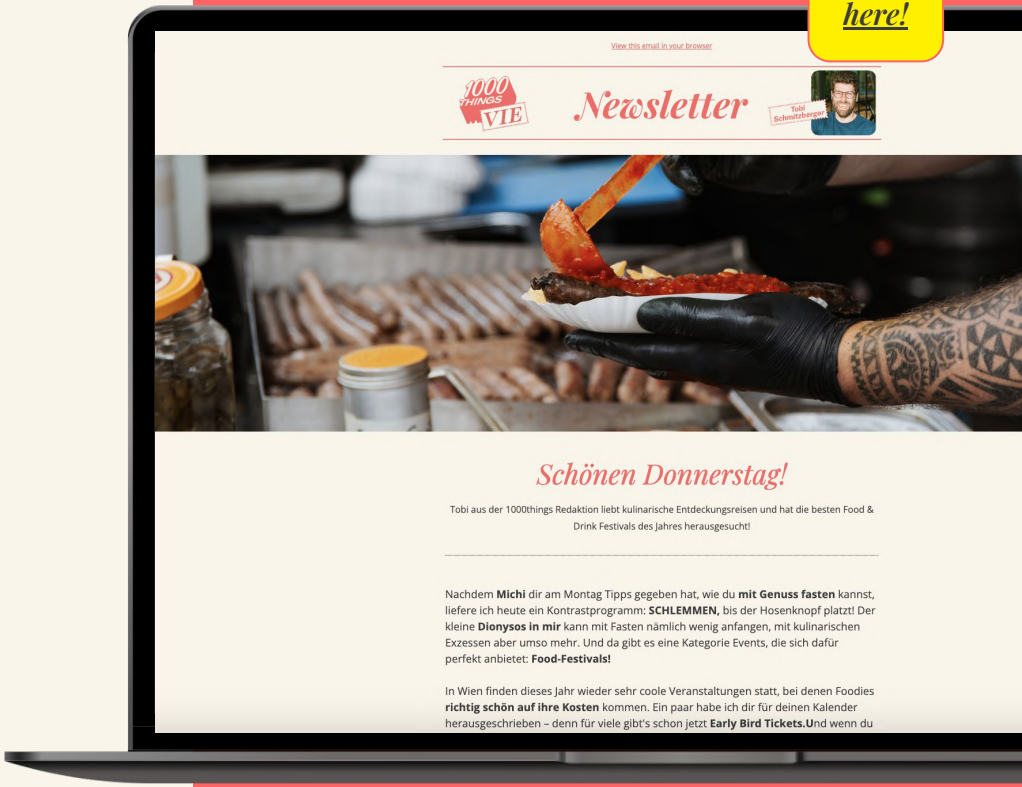
4x mentions in our newsletter

4x 22,000 subscribers reached

+

for € 2,790

VIE



Click here!

1000 THINGS

ONE 1000THINGS CAMPAIGN TO GO, PLEASE!

The *Price list*

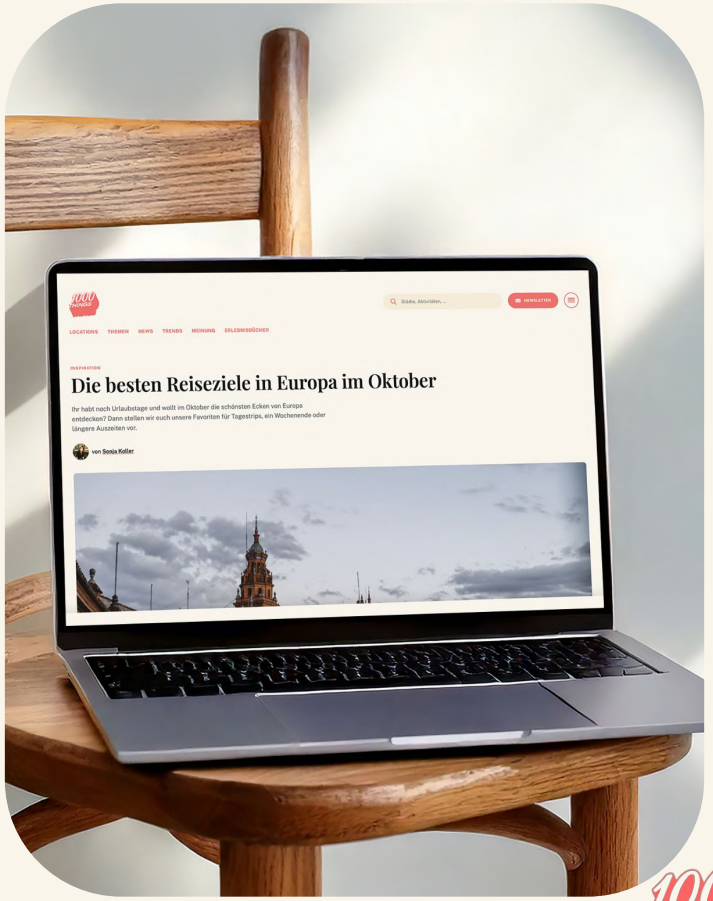
1000 THINGS

BASIC PRICES & SERVICES

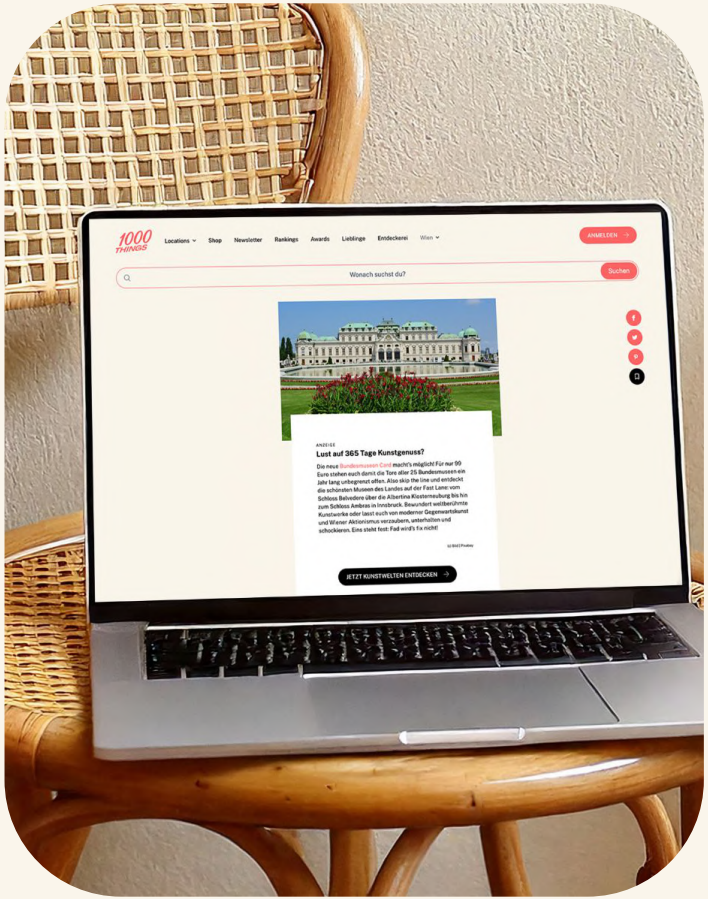
Website

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	€ 3,080
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!



1000 THINGS



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!

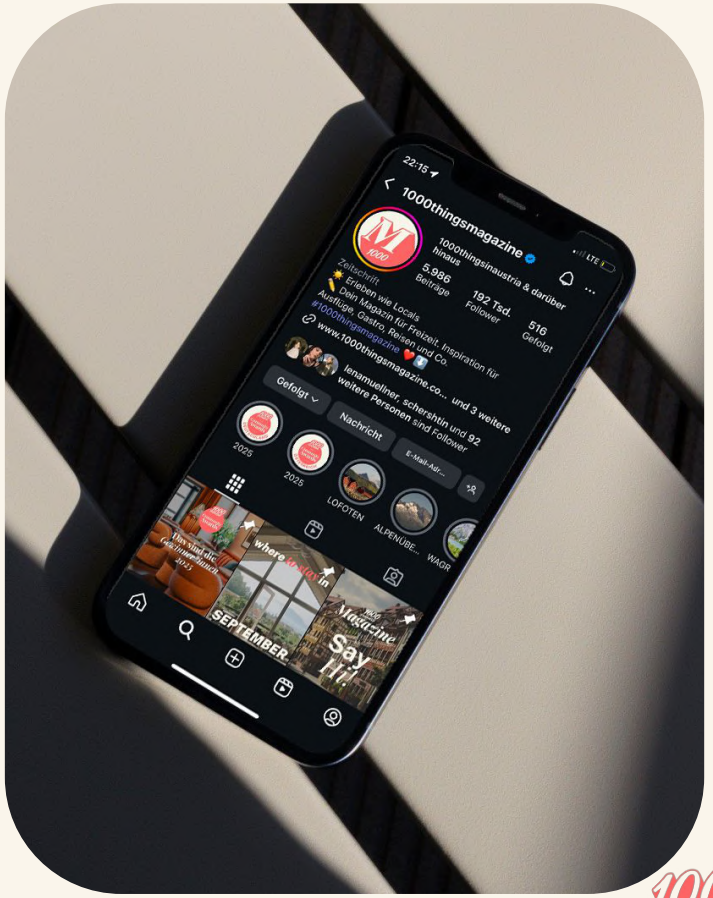
1000 THINGS

BASIC PRICES & SERVICES

Social Media

Product	*Impressions / Views (guarantee)*	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!



BASIC PRICES & SERVICES

Newsletter

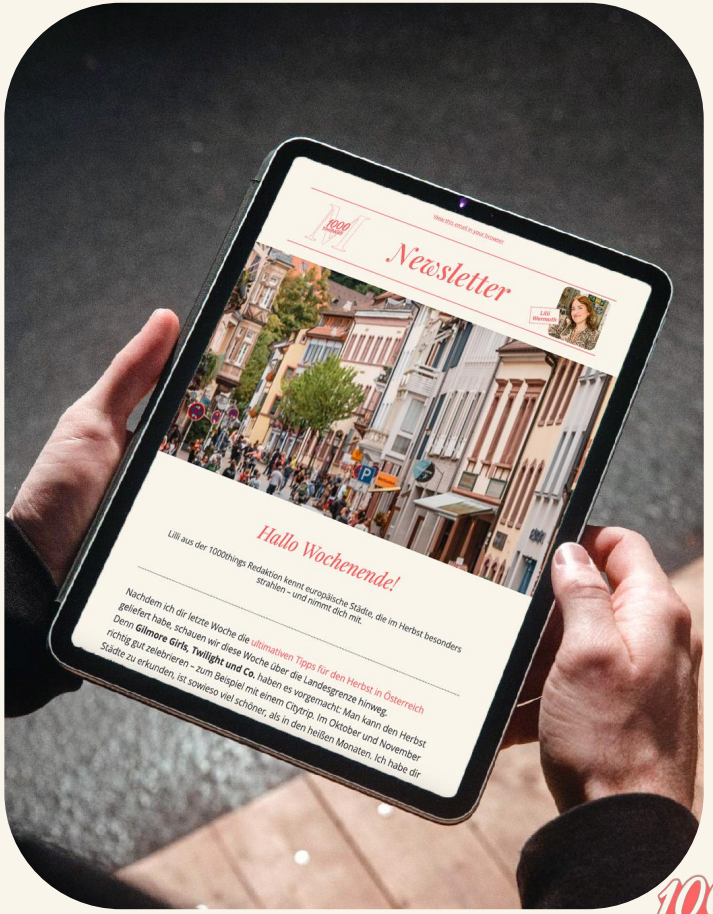
Click on a service to jump to the corresponding slide!

MAG

Product	Subscribers	Price
Newsletter-Mention (one-time integration)	38,000	€ 1,090
Newsletter-Upgrade (four-time integration)	4x 38,000	€ 3,490

VIE

Product	Subscribers	Price
Newsletter-Mention (one-time integration)	22,000	€ 890
Newsletter-Upgrade (four-time integration)	4x 22,000	€ 2,790



1000 THINGS

BASIC PRICES & SERVICES

Additional services

Product	*Information*	Price
Homepage placement (for 7 days)	Additional advertising of a website service on 1000thingsmagazine.com	*€ 550*
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*

1000 THINGS

SOCIAL MEDIA

517.000
Instagram-Followers

50.000
TikTok-Followers

384.000
Facebook-Fans

60.000
Newsletter-Subscribers

WEBSITE

1,1 Mio.
Page Views per month

3 Mio.
AI-Impressions (since May)

2,5 Mio.
Clicks on forwarding links per year

5,3 Mio.
Clicks from Google within the last 12 months

1000 THINGS

Our *Community*

80 %
from Austria

72 %
female

52 %
are studying or have a university degree

⌀ 3,400 €
net monthly income per household

*Average based on: 1000things user survey 2025/2026 and insights from social channels.
As of September 2026.

1000THINGS FANBASE

Between young & old...

Age group	Website	Instagram Vienna	Instagram Magazine	TikTok
18-24	7%	9%	5%	**35%**
25-34	**28%**	**40%**	**36%**	**37%**
35-44	**24%**	**28%**	**33%**	**28%**
45-54	**19%**	**14%**	**17%**	**13%**
55-64	14%	7%	7%	1%
65+	8%	2%	2%	

*Results based on Google Analytics & Instagram Insights (Year 2025).

Three facts about our Community

90 %

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.

86 %

OF OUR USERS

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

*Results from the 1000things user survey 2025/26, n = 2.525.

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

1000 THINGS

Magazine

The 1000things network: Website, social media, newsletter & events. We´re always connected to our community - online & offline.

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1000 THINGS

Agency

Agency for content, strategy, and digital marketing.
We produce all content in-house and provide our skills and expertise to our clients.

1000 THINGS

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.

1000 THINGS

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.

20 %

OUR KEYWORDS

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

17 %

CLICK-THROUGH-RATE*

Over 17% 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

*As of September 2026 – Plausible/Sistrix/GSC

1000 THINGS

PARTNERSHIPS MANAGERIN

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That was it!

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