

# STREIFENZUG

**MEDIA  
DATA  
YACHTING  
2025/26**

PRICE LIST IS VALID FROM SEPTEMBER 2025

# THE WORLD OF STREIFZUG

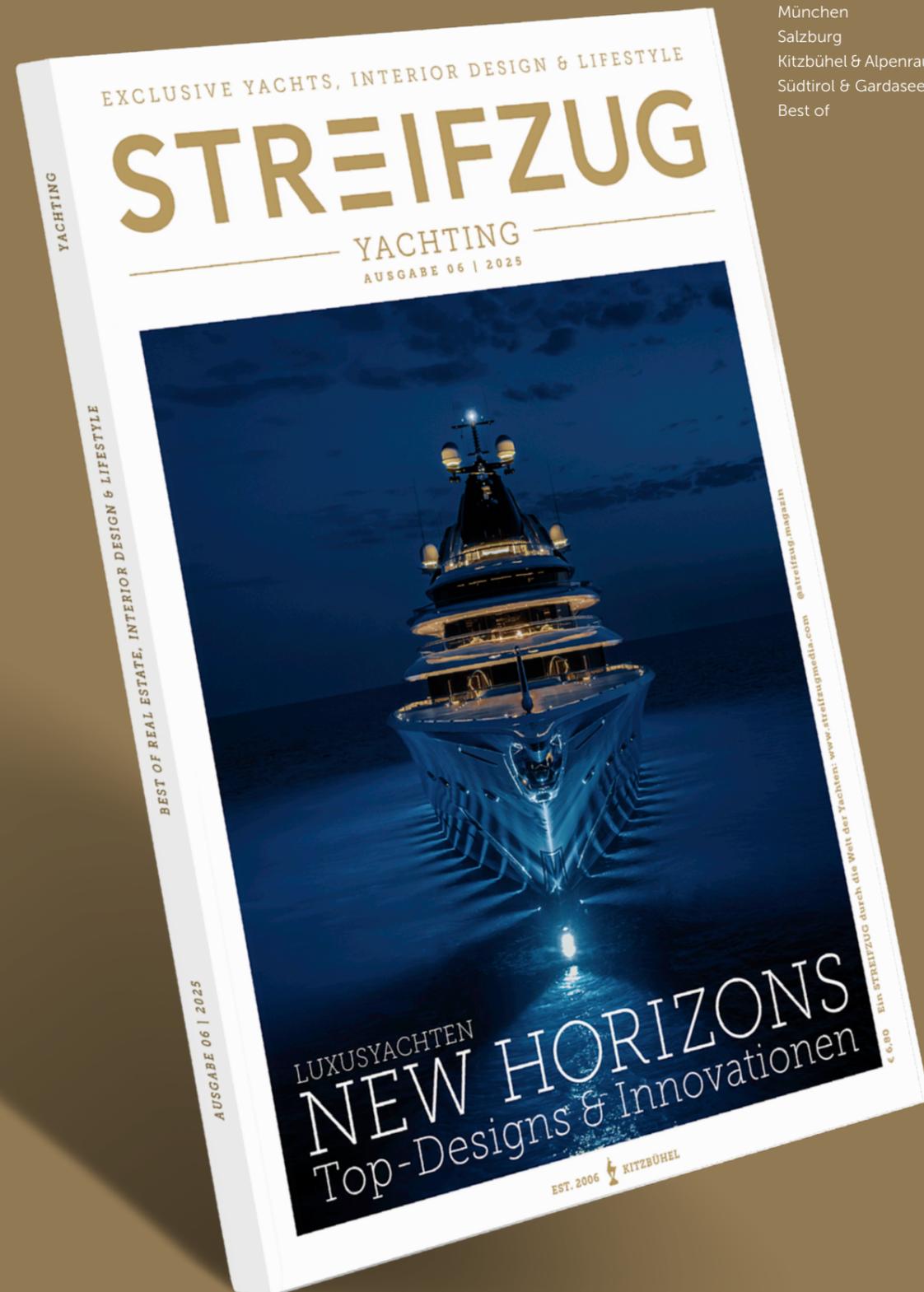
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LIFESTYLE



INTERIOR DESIGN



### STREIFZUG MAGAZINES

Yachting  
Kitzbühel  
München  
Salzburg  
Kitzbühel & Alpenraum  
Südtirol & Gardasee  
Best of

NEXT ISSUE:  
19<sup>TH</sup> DECEMBER  
2025

## PRINT

### STREIFZUG YACHTING

Date of publication: 19.12.2025  
Copy deadline: 31.10.2025  
Deadline for ads: 14.11.2025

### OTHER MAGAZINES

- STREIFZUG Kitzbühel
- STREIFZUG München
- STREIFZUG Salzburg
- STREIFZUG Kitzbühel & Alpenraum
- STREIFZUG Südtirol & Gardasee
- STREIFZUG Best of x GlobeAir



STREIFZUG Kitzbühel    STREIFZUG Kitzbühel & Alpenraum    STREIFZUG München    STREIFZUG Südtirol & Gardasee    STREIFZUG Salzburg    STREIFZUG Best of x GlobeAir

# TARGET GROUPS



Photo: © Dangubic - stockadobe.com

## READER PROFILE

- cosmopolitan, owners of several residences
- decision-makers
- highly educated, high income, financially independent
- age: 35 to 54
- 55% male, 45% female

## READER INTERESTS

- yachting & high-end mobility
- exclusive interior design & living
- high-end real estate
- extraordinary lifestyle
- unique trips and hotels
- food & dining
- design & art



Vorderstadt 33  
 STREIFZUG Media G  
 Hauptbüro  
 St. Johannerstraße 4  
 6370 Kitzbühel  
 T 05356 73117  
 Wir sind für Sie da

**EXCLUSIVE ON-SITE ADVANTAGES IN KITZBÜHEL**

## PRINT

Circulation of 10,000 per issue  
 Reach per issue: 45,000 readers  
 Edition time per issue: 12 months

## UNIQUE ON-SITE BENEFIT

Exclusive distribution in Kitzbühel: magazine freely available at our city office in the attractive inner city. Explicitly addresses top international readership, also during the Superyacht Design Festival 2026 in Kitzbühel.

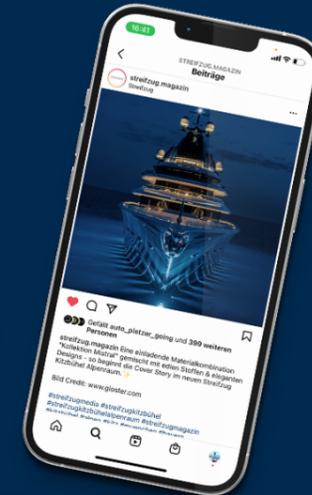
## ADDITIONAL DISTRIBUTION

- personal distribution or sent directly to investors, building contractors, architects, real estate brokers and advertisers
- personally addressed to subscribers and partners
- displayed at cross-selling locations
- cooperation with and displayed in superior and luxury hotels
- displayed in first-class restaurants, shops and top locations
- present at large-scale events and industrial fairs

# ONLINE & SOCIAL MEDIA

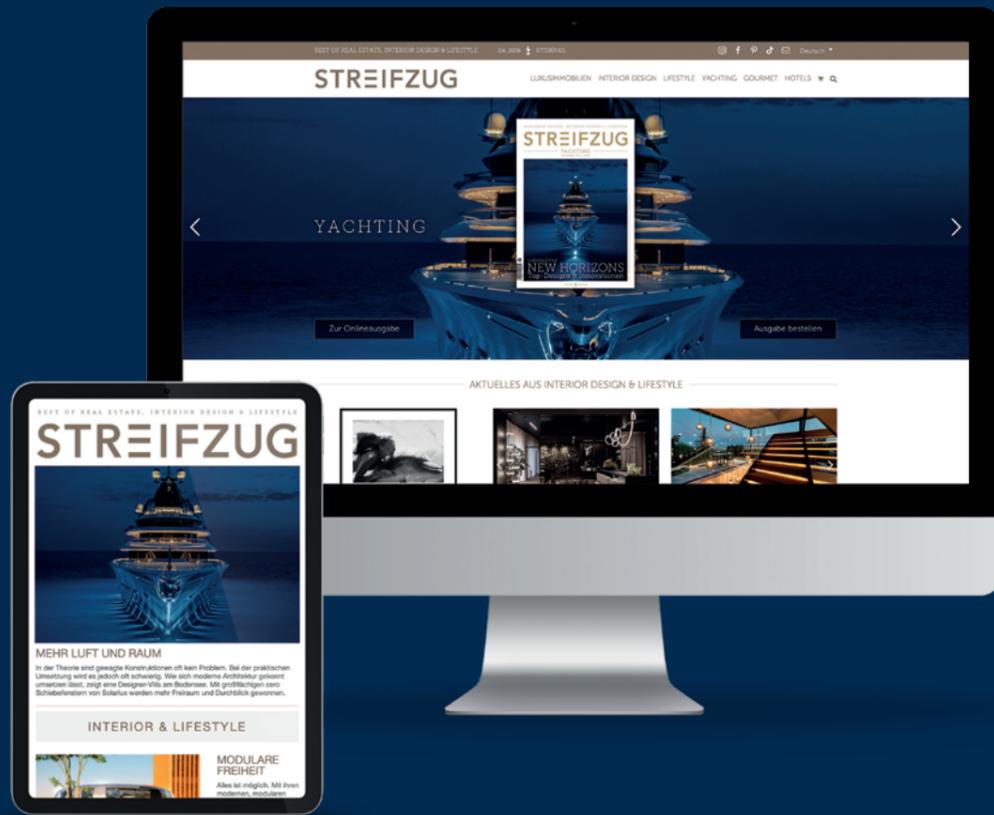


**STREIFZUG ONLINE**  
 Website  
 Newsletter



**STREIFZUG SOCIAL MEDIA**  
 Facebook  
 Instagram  
 Pinterest  
 Tiktok





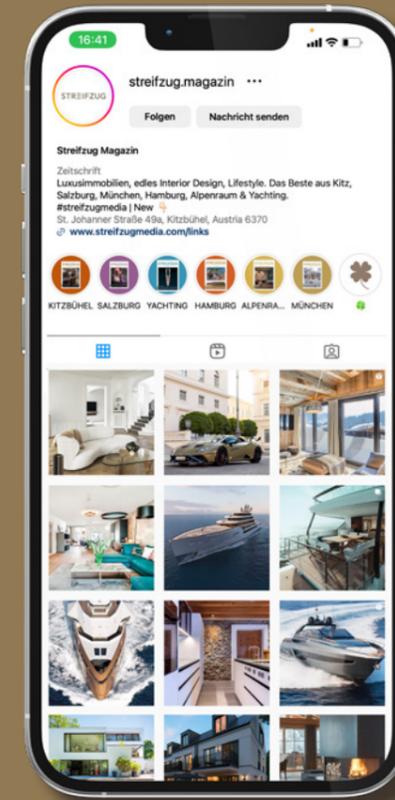
## ONLINE

[streifzugmedia.com](https://streifzugmedia.com)

Unique visitors: 150k+  
Page views: 385k+  
46% organic, 17% direct

### Newsletter

Newsletter receivers: 17,5k+  
Opening rate: 34,5 to 36,5 %  
Sent out at least every 14 days



## SOCIAL MEDIA

### Instagram

34k+ followers  
4 to 7 posts per week  
Stories and reels posted regularly

### Facebook

10k+ followers  
3 to 5 posts per week

### Pinterest

100.000 – 200.000 impressions per month

# PRINT & DIGITAL BESTSELLER

## PRINT SINGLE PRINT ADS

### 1/1-page ad

W 213 x H 305 mm (+ 3 mm cut)

1/1 bled off



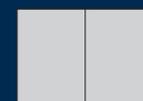
Price: € 3500.00



### 2/1-page ad

W 426 x H 305 mm (+ 3 mm cut)

2/1 bled off



Price: € 4900.00



Special placements on request.  
All prices are net, excl. of advertising tax and VAT.



Double page with 2 objects

Double page with 1 object

## PRINT, ONLINE & SOCIAL MEDIA SPECIAL OFFER — ADVERTORIAL\*

### 4/1 pages print advertorial presentation

Attractive individual presentations of your company and/or products through design in the editorial layout. Placement in STREIFZUG Yachting.

### + Online and social media advertising (12 months validity)

- advertorial within magazine's running time on streifzugmedia.com
- 1x Newsletter post
- 1x Facebook post or Instagram story w/o push

Special offer: € 4200.00

\* additional online and/or social media advertising bookable

## PRINT, ONLINE & SOCIAL MEDIA BROKER OBJECT PRESENTATION\*

### 2/1 pages special object presentation

Optimal visibility for your objects in STREIFZUG Yachting.

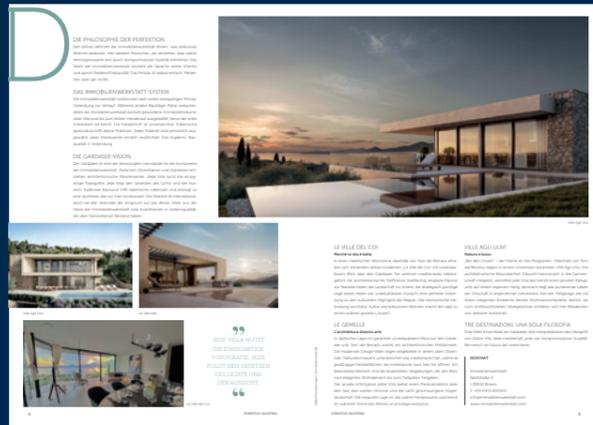
- placement of 1 or 2 objects possible
- design of object pages in magazine layout

### + Online and social media advertising (12 months validity)

- presentation of your objects within magazine's running time on streifzugmedia.com
- 1x Newsletter post
- 1x Facebook post or Instagram story w/o push

Special offer: € 3200.00

\* additional online and/or social media advertising bookable



PRINT, ONLINE & SOCIAL MEDIA

# FOR REAL ESTATE BROKERS OBJECT PRESENTATION\*

4/1 pages special property presentation

Optimal visibility for your properties in STREIFZUG Yachting.

- placement of 1 special top-property
- design of property pages in magazine layout

+ Online and social media advertising (12 months validity)

- advertorial within magazine's running time on streifzugmedia.com
- 1x Newsletter post
- 1x Facebook post or Instagram story w/o push

Special offer: € 4200.00

\* additional online and/or social media advertising bookable

PRINT, ONLINE & SOCIAL MEDIA

# FOR REAL ESTATE BROKERS OBJECT PRESENTATION\*

2/1 pages special property presentation

Optimal visibility for your objects in STREIFZUG Yachting.

- placement of 1 special top-property
- design of property pages in magazine layout

+ Online and social media advertising (12 months validity)

- advertorial within magazine's running time on streifzugmedia.com
- 1x Newsletter post
- 1x Facebook post or Instagram story w/o push

Special offer: € 3200.00

\* additional online and/or social media advertising bookable

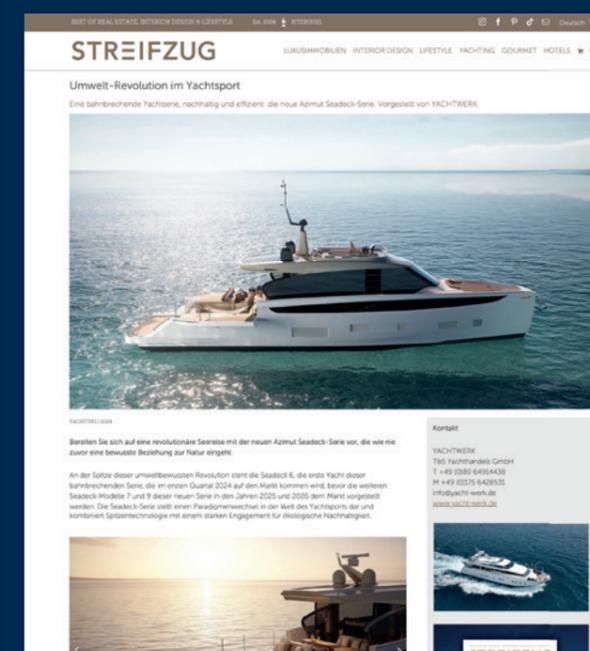
# DIGITAL HIGHLIGHTS

ONLINE  
**ONLINE ONLY**

**Additional broker object presentation, online\***  
(minimum run of 3 months)

Presentation of your object for at least 3 months online only on streifzugmedia.com.

**Price:** € 950.00 / 3 months



\* only possible in combination with broker object presentation package (page 15)

SOCIAL MEDIA

# SPECIAL INSTAGRAM PUSH\*

## Individual Instagram story and featured Instagram post

Organic Instagram story and additional sponsored Instagram post in high-gloss STREIFZUG environment.  
Guaranteed reach: 50,000 ad impressions

### Validity & preparation time

Publication of the story for 24 hrs.; simultaneous sponsored post for 48 hrs.  
Delivery of picture and text materials at least 4 weeks prior to campaign start.  
Date of publication upon agreement.

Price: € 950.00

50,000  
AD IMPRESSIONS  
GUARANTEED



Photos: © Edmiston

\* only in combination with booking in print magazine

SOCIAL MEDIA

# EXTENDED INSTAGRAM PUSH\*

## Individual Instagram story incl. push

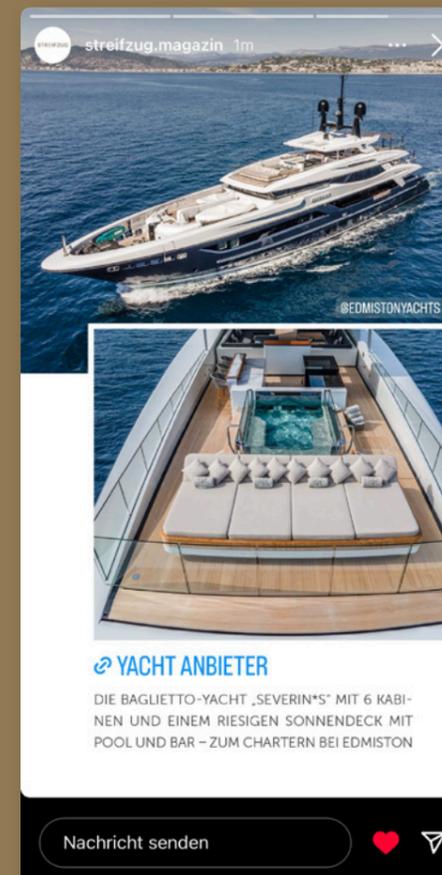
Organic Instagram story in high-gloss STREIFZUG-environment; support of performance with additional sponsoring.  
Guaranteed reach: 50,000 ad impressions

### Validity & preparation time

Publication in Instagram story incl. sponsoring for 48 hrs.  
Delivery of picture and text materials at least 4 weeks prior to campaign start.  
Date of publication upon agreement.

Price: € 550.00

50,000  
AD IMPRESSIONS  
GUARANTEED



Photos: © Edmiston

\* only in combination with booking in print magazine

## SOCIAL MEDIA

# SPECIAL INSTAGRAM REEL\*

## Exclusively designed Instagram reel cut on trend-music incl. push

Modern format with unique content for extraordinary visibility; support of performance with additional sponsoring.

Guaranteed reach: 50,000 ad impressions

### Requirements, validity & preparation time

Visibility in Instagram grid incl. sponsoring for 48 hrs.

At least 10 high-gloss photos and/or corresponding video material required.

Delivery of photo and text materials at least 4 weeks prior to campaign start.

Date of publication upon agreement.

Price: € 1550.00

50,000  
AD IMPRESSIONS  
GUARANTEED



Photo: © Edmiston

Best practise examples: Reel ([hier klicken](#)) and Photo Reel ([hier klicken](#))

\* only in combination with booking in print magazine

## SOCIAL MEDIA

# EXTENDED FACEBOOK PUSH\*

## Individual Facebook post incl. push

Organic Facebook post in high-gloss STREIFZUG-environment; support of performance with additional sponsoring.

Guaranteed reach: 50,000 ad impressions

### Validity & preparation time

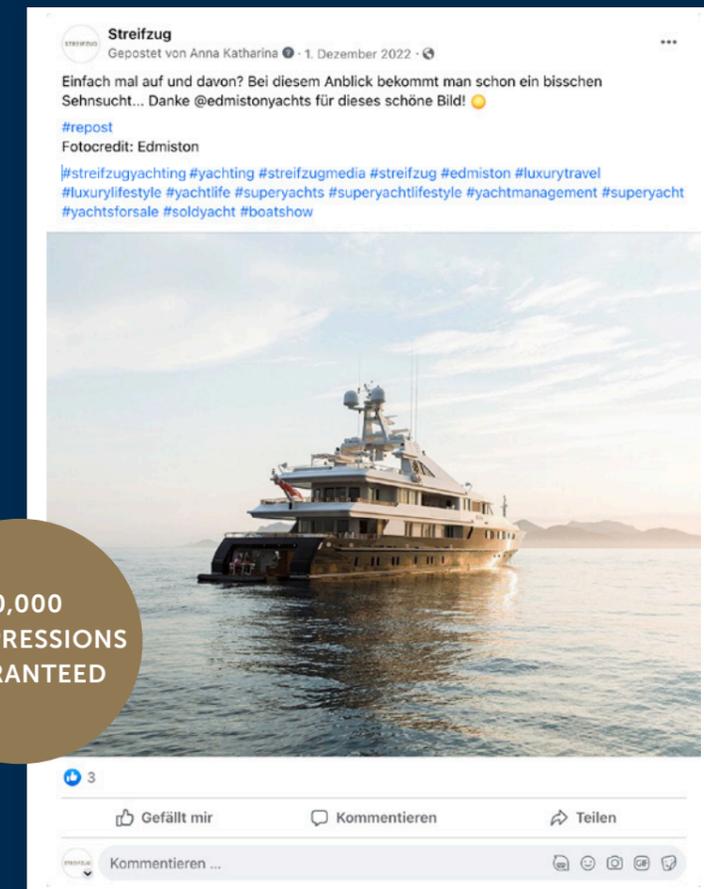
Publication in Facebook timeline incl. sponsoring for 48 hrs.

Delivery of picture and text materials at least 4 weeks prior to campaign start.

Date of publication upon agreement.

Price: € 550.00

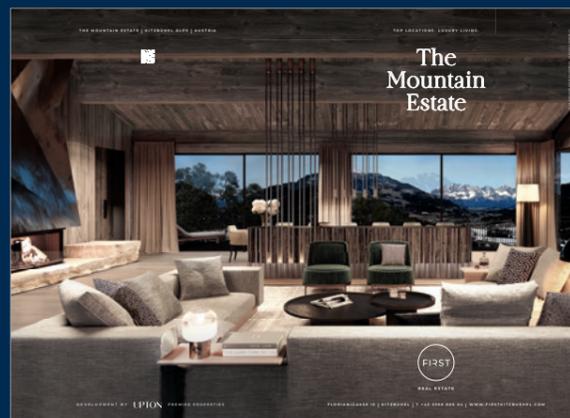
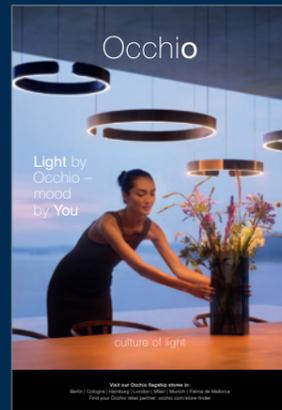
50,000  
AD IMPRESSIONS  
GUARANTEED



Photos: © Edmiston

\* only in combination with booking in print magazine

# REFERENCES



OCCHIO – MINOTTI – GAGGENAU – JAB ANSTOETZ – LIGNE ROSET – BANG & OLUFSEN – SIEMATIC – TEAM 7 – DIOGENES MOLTO LUCE – STEININGER DESIGNERS – BENTLEY – BERND GRUBER – AUFSCHNAITER – ROCHE BOBOIS – LUIS TRENKER OLAF ÜBELACKER – BULTHAUP – DROSS & SCHAFFER – ARTEMIDE – GLOBE AIR – AUDI PORSCHE AUSTRIA – KLAFS – F/LIST SOLARLUX – SUNSQUARE – MARCEL EBERHARTER – SCHINHARL OFEN- UND KAMINHAUS – EGETEMEIER WOHNKULTUR FRAUSCHER BOATS – KRAMER & KRAMER – TISCHLEREI LANSER – LÜRSSEN WERFT – RUBNER HAUS – MAHAG LAMBORGHINI LIST GENERAL CONTRACTOR – SCHOTTEN & HANSEN – WETSCHER EINRICHTUNGSHAUS – VOLA – BREITWIESER STONE WORLD V-ZUG EUROPE – MOLteni & C. – SCHEICHER EINRICHTUNGSHAUS – HOLZBAU MAIER – FAMLER EINRICHTUNGEN – HOLZRAUSCH ADMISTON – POROLI/RIVA – STEURER INTERIOR – TECHNOALPIN – U.V.M.

# TECHNICAL DATA

## STREIFZUG Yachting

Format: W 213 mm x H 305 mm

Cover: 4/4-colour, Covers: scratch-resistant matt-cellophane surfaces  
Paper: photo print (wood-free, matt coated) 250 g/m<sup>2</sup>, FSC-certified

Interior pages: 4/4-colour (euroscala CMYK PSO coated v3)  
Paper: photo print (wood-free, matt coated) 115 g/m<sup>2</sup>, FSC-certified

Finish: glued binding PUR

## Supply of Data

Print materials: Finished ad as printable PDF (PSO coated v3). Open documents InDesign.  
Photos, graphs and script fronts (also sketches) must be included.  
We request all ad-placers to submit an obligatory colour proof.  
Please supply the text documents in Word files.

Photo resolution: Original size with 300 dpi (.jpeg-, .eps- or .tif-files)

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