

UBERDING

blog & magazin



Media Kit 2024

Q4 - 2023



UBERDING.NET

Hey there!

We are Mia & Thies, wife & husband, adventure seekers, photographers, parents of a cheeky little boy and the founders of uberding.

As a duo with different backgrounds and many years of experience in various fields, we now work together as content creators and digital marketing consultants.

Since 2008, uberding has been the platform where we share our stories and express ourselves through the art of words, photography and videos.

The concept behind our lifestyle and travel blog was rooted in our fascination for our world and developed further with the desire to discover and share beautiful and useful things for everyday life and the home.

With our articles, created with a lot of love, aesthetics and detail, we want to take our readers into our perspective on things. We want to create timeless stories - with passion and a vision for the future of the world we live in.

Our primary goal at uberding is to inspire people: for things and places. And above all, about shaping the time we all have - so that each and every one of us can find exciting stories for our lives.

In the summer of 2023, we embarked on our biggest adventure yet: our life on Samui and the balancing act between island lifestyle and remote work with our team in Germany.

Here we live with extra-long voice messages and new friends from different cultures. We take photos, write, take our followers with us through our now tropical everyday life and enjoy the intensive time as a family.

Our content remains as varied as ever - with Thai flair and the support of our bright team of photographers, videographers and journalists.

We hope to ignite the curiosity and desire of our readers to explore the world mindfully and fill a part of their own life story through our inspiration.





About the Blog

uberding is a German lifestyle and travel blog founded by Mia Bühler in 2008. It is known and loved by its readers for its multifaceted, high-quality social web content that emphasises text, photography, and video.

Today Mia lives between deadlines and her love for Swabian food with her family in Stuttgart. In 2015 she and partner Thies Janknecht-Bühler founded creading GmbH, through which they offer expertise in social media and online communication.



About Mia Bühler

Mia is a well-known blogger who has grown to become one of the most successful online publishers in the German-speaking region. She is an energetic and enthusiastic powerhouse who never leaves home without a charger and loves nothing more than to travel the world with her partner Thies Janknecht-Bühler. Mia is also a proud mum to her five-year-old son Neon.

uberding.net aims to give its readers added value through its elegant aesthetics and accessible format. We offer our users a friendly digital home that entertains, informs and inspires.

165.000 +

MTL. PAGE VIEWS

490.000 +

MTL. PAGE IMPRESSIONS

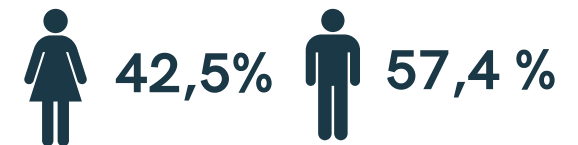
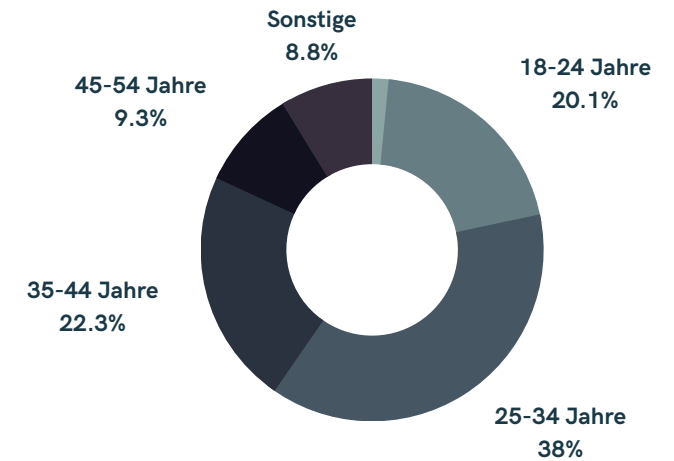
310.000 +

MTL. UNIQUE VISITORS

03:09 Min.

Ø LENGTH OF STAY

Instagram Insights



48.600 +
@UBERDING

523.000 +
MTL. REACHED ACCOUNTS

3.580
Ø VIDEOVIEWS

14.200
Ø STORYVIEWS



DIGITAL- BLOG & SOCIAL MEDIA

uberding.de reports daily on travel, fashion, health, sport, nutrition, cars and high tech. Our features showcase our authors' unique perspectives and reflect the interests of our target groups.

Our website's highlight is the 'Traveling Map', a virtual map, where all of our travel articles are collected and geographically categorised. Our team has written about 400 different locations and counting!

All our stories are adapted for our social media channels, e.g. Instagram and Facebook. We provide suitable content for our partners' social media channels too. We also offer take-overs and live tours/talks as part of our digital storytelling.



48.600+
@UBERDING



24,100+
UBERDINGBLOG



8.400+
Ø STORYVIEWS



790+
Ø LIKES



70.000+
MTL. FACEBOOK REACH

Target Groups

Whether online or in print, we are writing for people like us: 25 to 48-year-olds with a zest for life and a taste for aesthetics.

People who love to travel and share their experiences with others. People who love fashion just as much as the latest technology or food trend. People who value quality in every aspect of their lives, whether in the car they drive or the restaurants they eat at.



Decisive and financially independent

Our readership is split almost equally between men and women. A third of our readers have received a higher level of education. The majority of our readers are decisive and share our broad range of interests.

Well-balanced, grounded nature lovers

Most of our readers have found their place in life and work and now are looking for a digital home. They are longing for experiences that bring them closer to nature and enhance their daily routine. Whether with regards to travel, nutrition or fashion: they value high quality and authentic storytelling.

They have a pronounced zest for life, a wide range of interests, a sense of aesthetics and high standards to match. They are people who will travel near and far to find themselves and discover more of the world they live in.

IN LOVE WITH TRAVELLING
ADVENTUROUS

INTERESTED IN HEALTH
WELL-ORGANISED

EDUCATED
TECHNICALLY EXPERIENCED



What can you expect from "uberding - The Magazine"?

- Authentic, real-life reports on travelling, lifestyle & tech
- Large-sized, high-quality photography
- An elegant, minimalistic layout
- Individual adverts with the uberding look
- Cross-media links to online content

Since our blog launched in 2008, we have prioritised high-quality, diverse content and continuous progress and growth.

In 2018, after 10 years of producing digital content, we decided to take on a new challenge. As one of the first German lifestyle blogs to do so, we published our own magazine: uberding - das Magazin zum Blog. We plan to produce two issues a year alongside our digital content.

uberding.net und uberding - The Magazine can be seen as an innovative, cross-media power duo that complements each other without duplicating content.

uberding wants to inspire its readers: to travel and to go out there and live life to the fullest!

The rest of our team is made up of photographers, food bloggers, and writers, who all share our love of travelling and spending time off the beaten track.

uberding's high-quality aesthetics give the eye and the mind space to explore. Each issue is lovingly curated around a particular theme to make for a rewarding reading experience. Our magazines will take pride of place on any coffee table and are designed to be read again and again.

Facts

- Launch date: 2008 (online)
- 2018 print magazine
- Release: 2/year
- Format: 185mm x 262mm
- Advertisement price: 1/1 Seite: 2.000,- €
- Circulation: 20.000 publisher's imprint
- Price per copy: 6,95 €

 **15.000**
CIRCULATION

 **1X**
PER YEAR

Digital Options & Pricing

BLOG POST FEATURE approx. € 1.800

We create engaging blog posts that can be written for SEO purposes if needed. Links are integrated as desired, and a separate photo series is produced. The article is prominently visible on our home page for at least 14 days.

BLOG POST STANDARD approx. € 1.500

The same as above, except the article is not featured prominently on the home page.

TBD feature in the category area e.g. "Where to stay" permanently available on the home page.

INSTAGRAM COOPERATION € 900

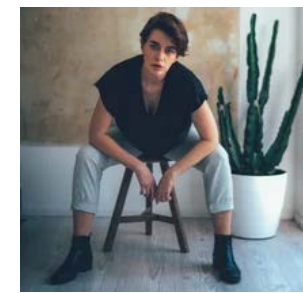
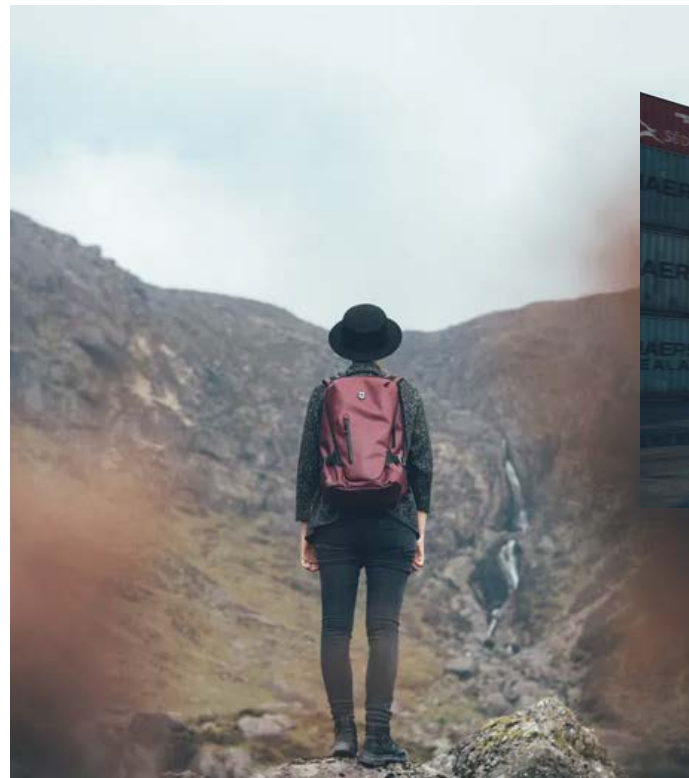
We prefer to work with our clients to develop cross-media storytelling. Our services include social media posts that can be booked independently of the blog.

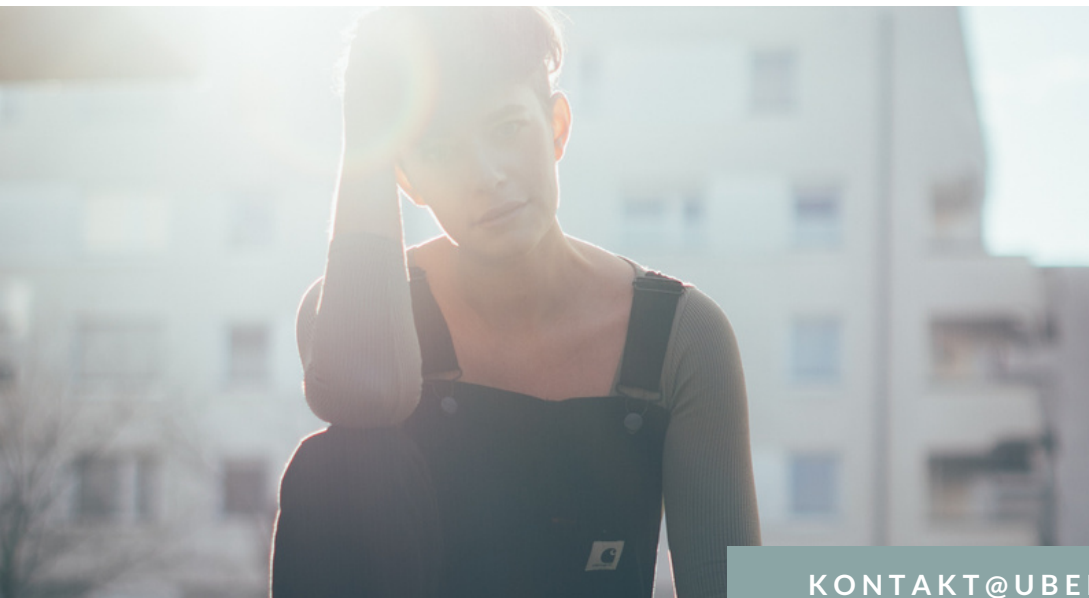
One package consists of an Instagram feed post, an Instagram story of at least four frames and a Facebook post.

Note: All services include our conception after the briefing, a feedback loop, implementation and subsequent reporting.



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Digital Options & Pricing

PHOTO PRODUCTION (BUYOUT) € 250

Do you like what we do and would like the same look for your channel?

We are happy to provide professional photos to our clients with the "uberding look". We can also produce photos fitting to your brand aesthetic. For a set of 10 images, we offer individual flat-rate packages depending on usage.

VIDEO PRODUCTION approx. € 900

Moving images are becoming more and more important and are the best way to convey emotions.

Are you looking to implement and publish a reel, IG TV or a video in classic portrait format? We are here with our experienced production team and high-quality equipment!

Our prices vary depending on the scope/duration of the video. The same applies here as with our photo packages: we can produce videos specific to your needs/brand independently of our own channels.

Note: All services include our conception after briefing, a feedback loop, implementation and subsequent reporting.



Magazine Options & Pricing

An advertisement in the uberding-magazine can have many faces. Our team loves to develop an individual concept fitting for your brand. We offer three kinds of ad options:

CLASSIC ADVERTISEMENT: approx. €

You provide us with your advertisement, including images, text and layout. 250

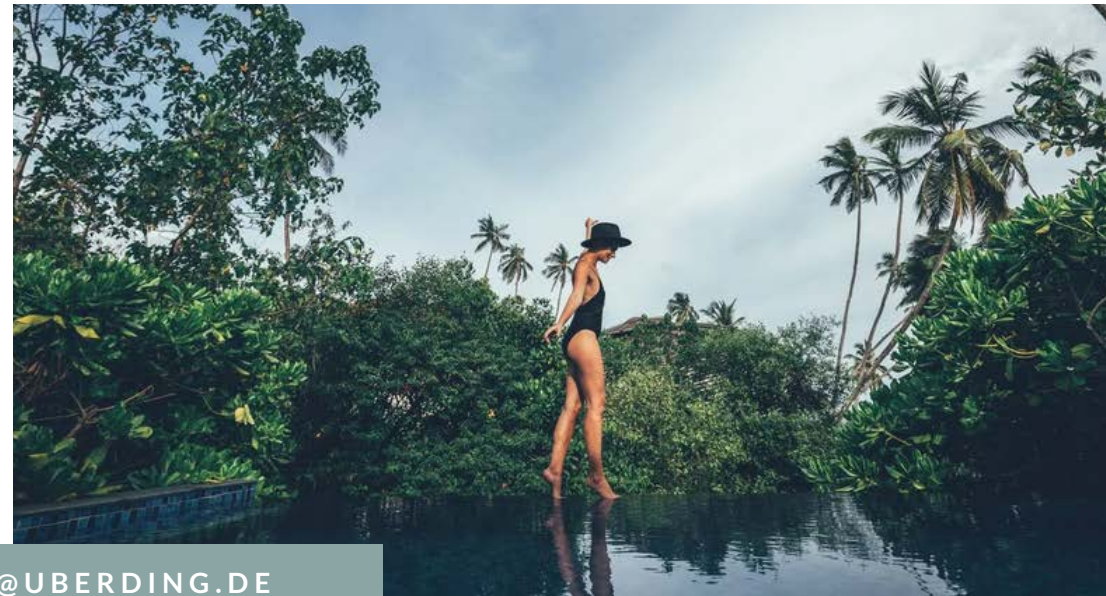
ADVERTORIAL: approx. €

Our team works out a concept that effortlessly integrates your brand aesthetic into our magazine's look and feel. We are responsible for the production of images, text and layout. 1.200

CROSSMEDIA COOP: aprox. €

For this package, cross-channel storytelling is created through a combination of digital and print content. 1.900

If booked as a package, our clients benefit from a discounted price (depending on total volume), and our readers benefit from well-rounded storytelling.



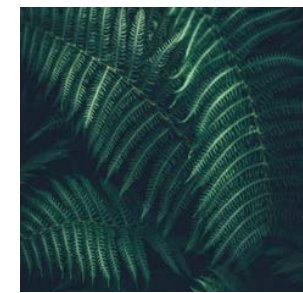
MAGAZIN@UBERDING.DE

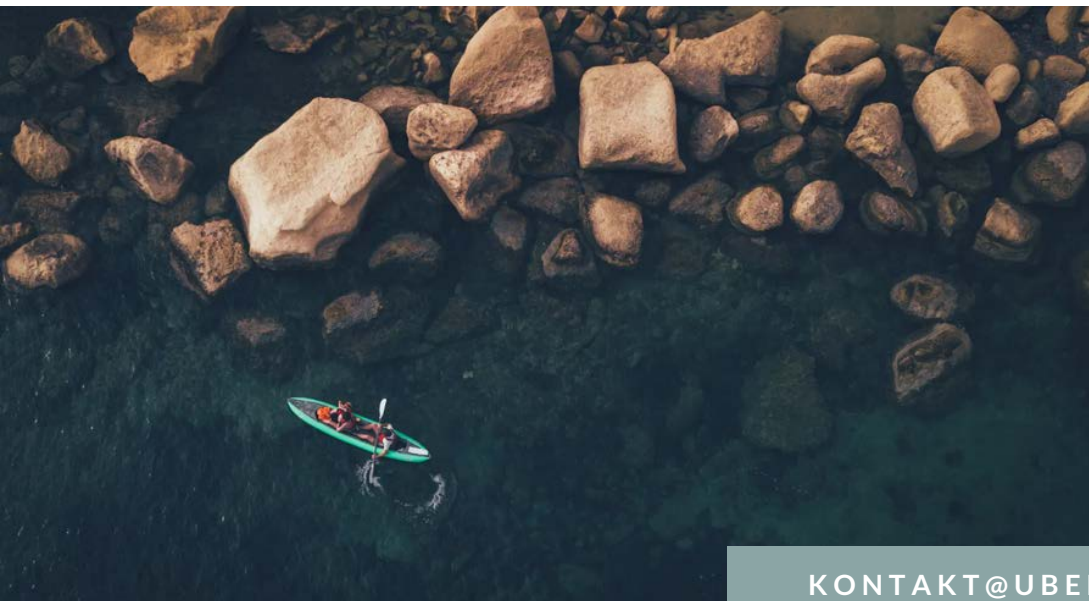


Note: Other formats can be provided on request. For photo productions, we are happy to create an individual offer for you.

Our advertorials are marked as "ADVERTORIAL". Creation costs will not be discounted or AE-capable. We require briefing, photo- and text material no later than three weeks before our submission deadline - see our 'Dates' section for more info. Timing for individual photo productions on request. All prices are in euro, excluding taxes.

Technical requirements on request.





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Example Cooperations

MALTA TOURISM

We developed a cross-media story about Malta and Gozo in 2020 for both the magazine and social media channels.

Our partner requested a video and photo series.

NOUVELLE-AQUITAINE TOURISM

Combining the categories of traveling and riding is one of our favorite exercises! Our mission was to discover the largest and definitely the most beautiful, diverse and adventurous region of France: Nouvelle-Aquitaine.

Starting in the north of the region in the middle of greenery, through the valley of the Dordogne to the Atlantic coast, we have experienced a multi-faceted road trip that we captured for the destination and uberding canals.

Click here [Video](#).

VICTORINOX

We prepared an entire campaign for Swiss brand Victorinox. Focused on the topics of "get away", "get active", "get outside" and "eat well", we created a series of four videos in different formats (portrait and landscape). To see more, click [here](#).



Example Cooperations

VODAFONE GERMANY

Moderation of the Livestream, storytelling and photography.

"#IZDDW" via Livestream with Vodafone in five European cities over 35 hours.

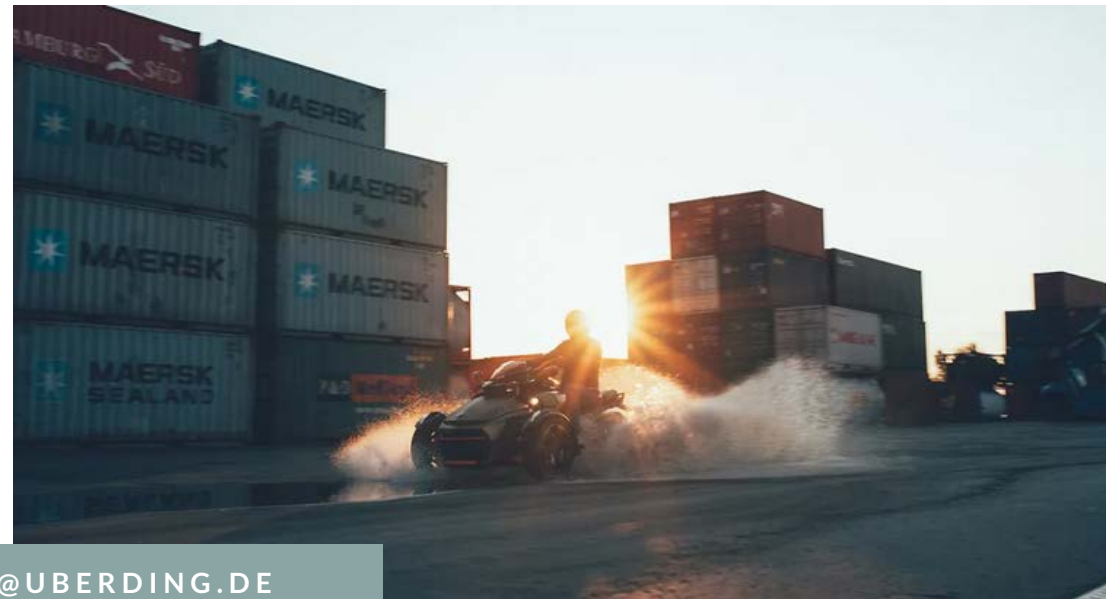
Amsterdam, Berlin, Barcelona, Rome, Iceland. At the end of this unforgettable project with Vodafone Germany, we held two world records - one for the longest periscope Livestream and one for the longest roaming LTE Livestream.

Under the title „Ich zeig dir die Welt“ (translation: "I show you the world"), Mia, as the host, took viewers on a tour through Europe. What a great form of advertisement: entertaining, live and authentic! Take a look for yourself - click here to see the Case film.

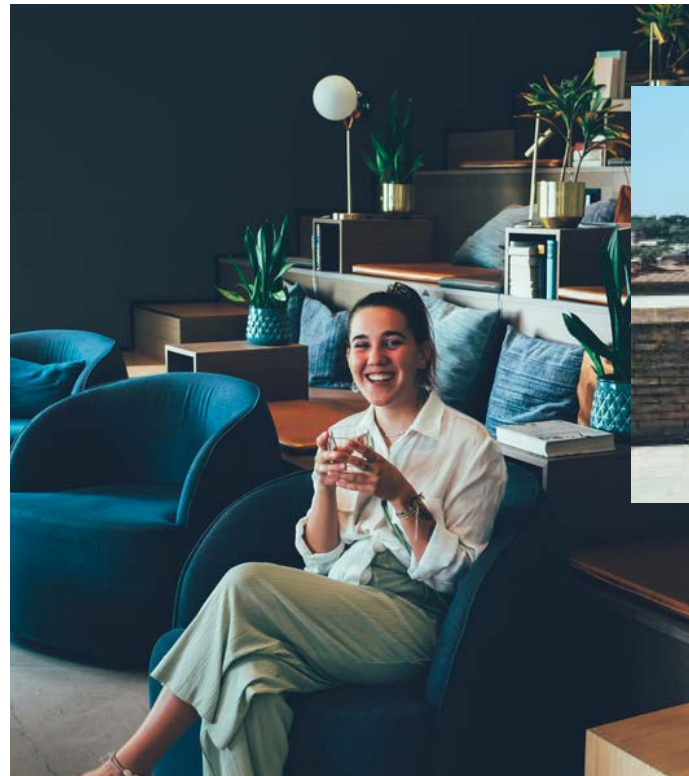
VIENNA HOUSE BY WYNDHAM

[Blog advertorial](#) and social posts.

We love to create cross-media campaigns for our clients. An example of this is our recent cooperation with Wyndham. We captured our adventure and tailored the content we created for each channel: blog and social media.



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“

In a world where it's not just fashion that changes every minute, I'm more and more looking for consistency. (...)

- sustainable fashion - 10DAYS

“

Sometimes everything calls for a break. The expected simultaneity that has been demanded of us in these weeks tears at our nerves.

- Südtirol, Hotel Schwarzschnied

“

Just get out of the city, leave the stress of everyday life behind for a few hours and swap the tumultuous events of this turbulent time for gigantic rock faces, mysterious gorges and fantastic views.

- Canada Goose, #liveintheopen

Current Cooperations

Let's Work Together

Do you like what we do, and would like to send uberding on a trip? Or are you interested in collaborations in our "travelling" category?

We look forward to answering your inquiry or questions.

Get in touch with us at:
KONTAKT@UBERDING.DE
UBERDING.NET/WERBEN

UBERDING

blog & magazin

Contact

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