

MEDIA KIT 2026

PRIC LIST NO. 22 - VALID FROM 01.01.2026

NEWS AND MAGAZIN

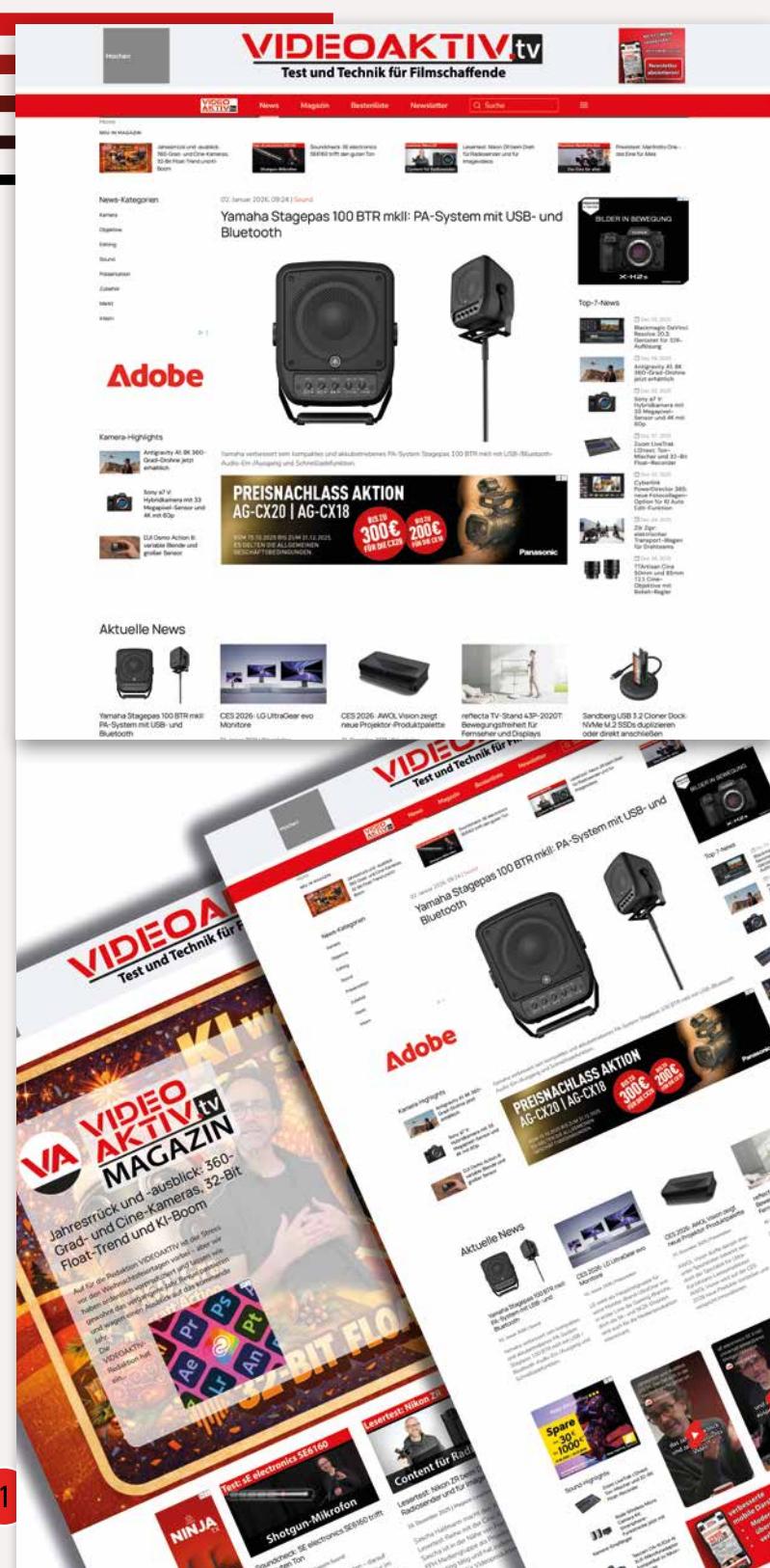
Nothing is more constant but change!!

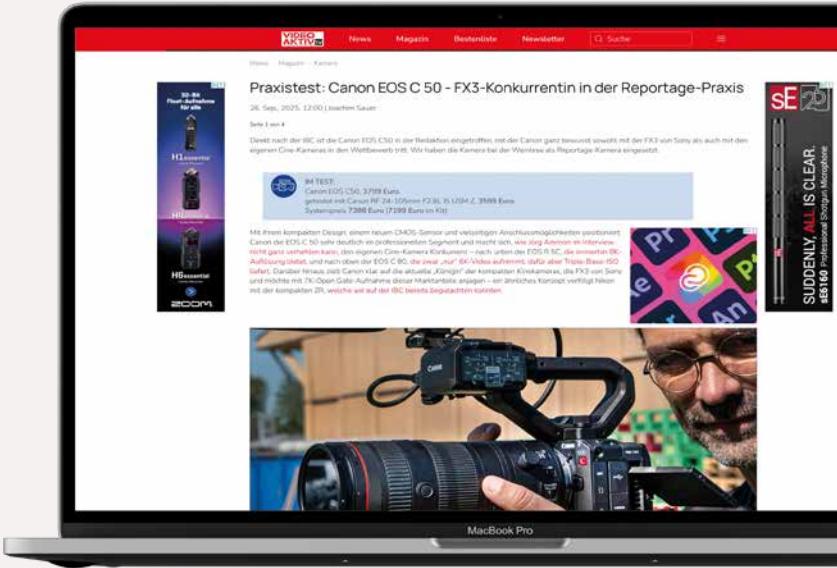
Whether it's film, advertising, or social media production – the industry is situated within a fundamental and accelerated transformation, which we have been consistently following and supporting for decades with VIDEOAKTIV magazine.

VIDEOAKTIV.tv knows what change means in the media industry and has therefore resolutely stepped forward to a completely digital publication only three years ago. In fall 2025, we also carried out a fundamental relaunch with a modernized user interface optimized for mobile use. This has further established VIDEOAKTIV.tv as a publication and opened up new target groups. VIDEOAKTIV.tv has continued to establish itself as a publication and has even tapped into new target groups.

Our readers are active filmmakers – whether for their own social media channels, for corporate communications, or for clients from agencies, film, and television. We span the spectrum from media producers and influencers who are still learning the ropes of film, to long-time professionals, some of whom work in larger teams. VIDEOAKTIV reports on moving image technology and tests everything you need for film production, from cameras to editing and audio programs, as well as sound products and presentation equipment. With countless guides, we provide creative input and technical assistance.

VIDEOAKTIV shows how moving image communication works: with high topicality and interaction.





VIDEOAKTIV-PORTAL

WITH AN APPEALING EDITORIAL ENVIRONMENT

VIDEOAKTIV.tv is divided into two thematic blocks and is always available to all readers free of charge. We provide editorially well-researched and prepared product news and test-articles from experts who, on the one hand, have shaped the industry for decades and, on the other hand, bring expertise that stems not only from product testing but also from daily immersion as active producers.

As a result, the digital VIDEOAKTIV magazine continues to provide what we are famous for: our well-known, well-founded test articles, inclusive of performance tests and results tables. Due to our consistently free of charge publication, our articles are easily found and highly ranked by search engines. Our loyal VIDEOAKTIV readership, which has grown over decades, appreciates our in-depth testing and editorial independence. What's more, over the last year and a half, we have gained many additional active filmmakers through search engines and social media.

VIDEOAKTIV is and remains, under the umbrella of the MEDIENBUREAU, a dominant channel in the industry. VIDEOAKTIV has been bridging the gap between consumer electronics and the professional sector for decades, thus anticipating what has now become reality: the merging of the camera and production sectors.

Our active readership therefore continues to include dedicated amateurs, but a far greater proportion is represented by influencers, social media experts, freelancers, marketing departments and agencies – in other words, primarily producers from the professional environment of the media industry.

VIDEO AKTIV.tv

powered by MEDIEN
BUREAU

SIE HABEN FRAGEN UND ANREGUNGEN:

Joachim Sauer
Pirminstraße 145
78479 Reichenau
+49 7534 - 212 400
jsauer@medienbureau.de

Pressemitteilungen:
presse@videoaktiv.tv

BANNERFORMATE | POSITION UND GRÖSSE

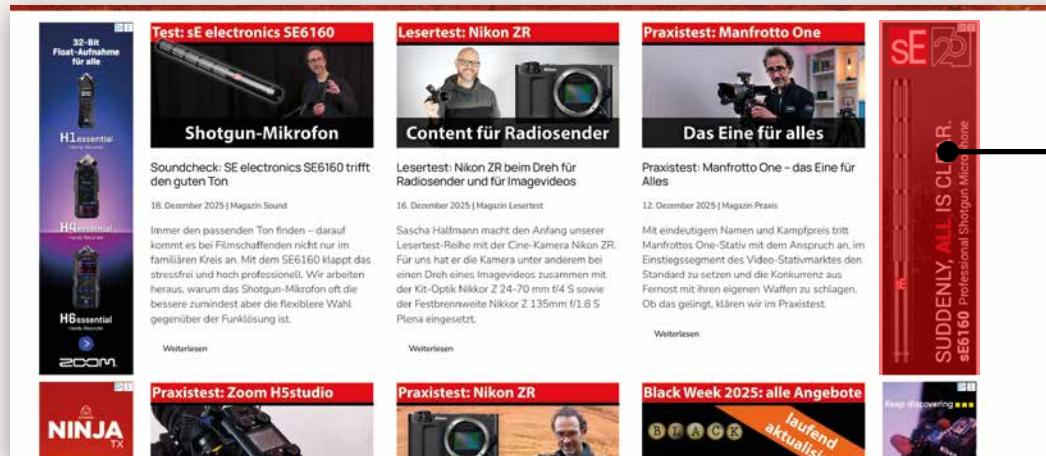


Small Rectangle

Rectangle

Billboard

Skyscraper



With a focus on active and professional filmmakers, we publish around 500 news articles and 70 magazine articles each year.

The standard formats are the attractively priced **Small Rectangle** and **Skyscraper**, which we integrate consistently on all pages.

We also offer the attractive and click-strong **Small Rectangle** format in the reading environment of the news and articles. All three banner formats have proven to be very effective when equipped with the appropriate advertising materials. Our new

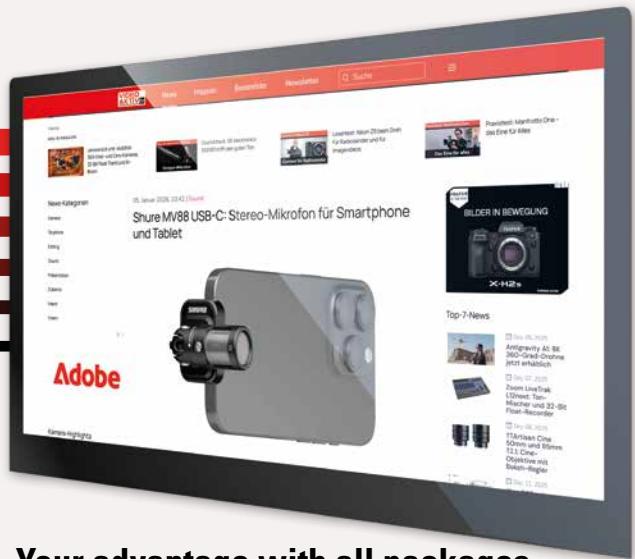
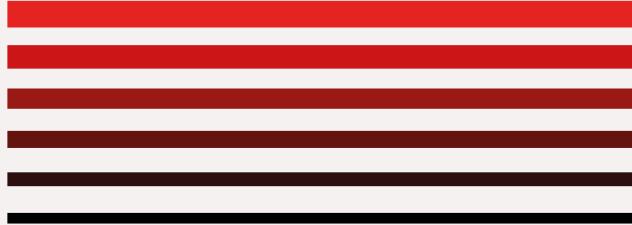
Billboard is particularly click-strong, which we position not only attractively in two positions on the home page, but also prominently in the start area of the articles. Due to high demand, we recommend booking in good time.

YOUR CONTACT PERSON:

Joachim Sauer
Pirminstraße 145
78479 Reichenau
+49 7534 - 212 400
jsauer@medienbureau.de

VIDEOAKTIV PARTNERSHIPS

FOR YOUR COMMUNICATION



Premium partners

Content on VIDEOAKTIV

- Hereafter our Premium Partners will also be named on our homepage, below our Gold Partners, with the respective company logo displayed as a link.
- Out of principle, we will now also only report event announcements and special offers by our partners. This ensures that these exclusive announcements receive special attention.
- As a Premium Partner you have a direct line to our editorial team. We offer personalised communication about which of your products will appeal most to our broad readership which ranges from from semi- to full-time professionals. You may also send us products in advance for us to review and give you feedback on their prospects for success. Once the products are in trial, they are tested independently by our editors, and our texts and reviews are published.
- As a Premium Partner with a 12-month partnership, you can use our test seals free of charge. (List price €565)

Banners

The premium spot for our Premium Partners: As a Premium Partner, we guarantee 30,000 monthly page impressions (90,000 page impressions/quarter) on the Skyscraper.

List price: €1,680 per quarter

Your advantage with all packages

Your advantage with all partner packages
+ editorial services
+ logo/link on homepage

3 month offer (Premium-Basic)

Offer price: €1,512
List price: €1,680
Price advantage of €168 + editorial added value

6 month offer

Offer price: 2,488 Euro
List price: 3,360 Euro
Price advantage of €872 + editorial added value

12 month offer

Offer price: €4,976
List price: €6.720
Price advantage of €1,744 + editorial added value + free use of VIDEOAKTIV awards presented during the partnership (additional prize value of at least €595)

All prices net, VAT be added.

Invoices cover 3 months from the start of the partnership or the extension period.

Our special offer to you:

If you seamlessly renew our **Premium Basic** plan after 3 months, we will charge you the next tiered price for 6 or 12 months and also **grant you all the benefits** of the new package.

**NEW:
for Gold partner
included**

Gold-Partner

Content on VIDEOAKTIV

- Our Gold Partners are prominently named on our homepage, directly below the search bar with the respective company logo displayed as a link.
- Out of principle, event announcements and special offers linked to our partners are the only ones reported. In this way we ensure that these exclusive announcements receive special attention.
- As a Gold Partner you have a direct line to our editorial team. We offer personalised communication about which of your products will appeal most to our broad readership which ranges from from semi- to full-time professionals. You may also send us products in advance for us to review and give you feedback on their prospects for success. Once the products are in trial, they are tested independently by our editors, and our texts and reviews are published.
- As a Gold Partner, you can use our test seals free of charge. (List price €565)

Banners

The best spot for our best partners: We reserve the Rectangle for our Gold Partners. Upon request, we also offer rotation with the Billboard or Skyscraper. As a Gold Partner, we guarantee 30,000 monthly page impressions (90,000 page impressions/quarter) on the most-clicked sites.

List price: €2,565/quarter

YouTube sponsor*

More attention than YouTube sponsors: Your logo will be featured in both the opening and closing credits of VIDEOAKTIV videos. Upon request, we will reference and integrate your products into our productions. We guarantee inclusion in at least ten videos over a period of three months.

List price 2,100 Euro/quarter

* Included in Gold Partner status!

GOLD PARTNER OFFER

Your advantage with all packages

+ editorial services

+ logo/link on homepage

+ cross-media impact through YouTube sponsorship

+ free use of VIDEOAKTIV test seals awarded during the partnership.

3 month offer

Offer price: €4,198

List price: €6,665

Price advantage of €2,467 + editorial added value

6 month offer

Offer price: €8,300

List price: €13,330

Price advantage of €5,030 + editorial added value

12 month offer

Offer price: €15,780

List price: €26,660

Price advantage of €10,880 Euro + editorial added value

That is why we offer our partners these options partly free of charge and partly at extremely favorable prices.

Please contact us. We will be happy to advise you and offer you suitable packages.

VIDEOAKTIV partnership

combination product:

VIDEOAKTIV-Awards

Advertiser

Readers test

Premium basic**

discount 15%

discount 10 %

discount 10 %

Premium

discount 25%/**included*** **included**

discount 10 %

discount 10 %

Gold

included

discount 25 %

discount 25 %

Gold+

included

discount 30 %

discount 40 %

*VIDEOAKTIV test logos are included with bookings for 12 months of Premium service.

** Premium Basic is a three-month partnership with a reduced scope of services.

Gold+Partner

Inhalte auf VIDEOAKTIV

- Our Gold Partners are prominently named on our homepage, directly below the search bar with the respective company logo displayed as a link.
- Out of principle, event announcements and special offers linked to our partners are the only ones reported. In this way we ensure that these exclusive announcements receive special attention.
- As a Gold Partner you have a direct line to our editorial team. We offer personalised communication about which of your products will appeal most to our broad readership which ranges from semi- to full-time professionals. You may also send us products in advance for us to review and give you feedback on their prospects for success. Once the products are in trial, they are tested independently by our editors, and our texts and reviews are published.
- As a Gold Partner, you can use our test seals free of charge. (List price €565)

Banners

We reserve the banner space with the highest click rate for our Gold+Partners: We guarantee 20,000 page impressions per month (60,000 per quarter) on the brand-new billboard and an additional 20,000 page impressions (60,000 per quarter) on the rectangle. This means you get a total of 120,000 page impressions per quarter on our best banner spots.

GOLD+PARTNER OFFER

Your advantage with all packages

- + editorial services
- + logo/link on homepage
- + cross-media impact through YouTube sponsorship
- + free use of VIDEOAKTIV test seals awarded during the partnership.
- + most clicked banner placements

3 month offer

Offer price: €4,739

List price: €7,398

Price advantage of €2,659 + editorial added value

6 month offer

Offer price: €9,342

List price: €14,614

Price advantage of €5,272 + editorial added value

12 month offer

Offer price: €17,700

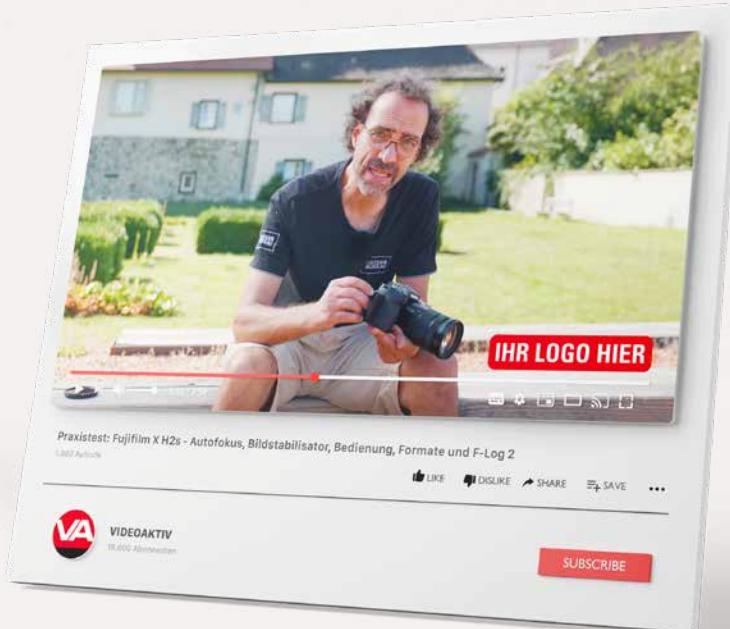
List price: €29,580

Price advantage of €11,880 + editorial added value

All prices are net, plus statutory value added tax. Invoicing always takes place for 3 months at the start of the partnership or on the agreed renewal dates.

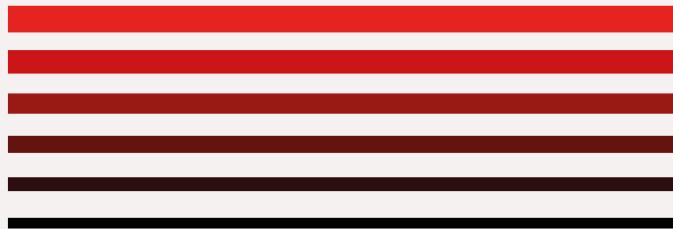
YouTube partner

VIDEOAKTIV has been active on YouTube for over 14 years and has uploaded around 1000 videos online to date. We are often among the first to introduce new products, so our videos can reach a significant audience of over 50,000 viewers per year. At the same time, we do not hesitate to produce videos that address specific problems or introduce niche products, sometimes reaching only around 1,000 viewers on average. It's important for us as well as for you that we bring together the right target audience here on our portal. We guarantee at least ten video publications with corresponding magazine articles per quarter on VIDEOAKTIV. Should you want to become active on YouTube independently, you can also contact us!



READER-TEST

TARGETED PRODUCT MARKETING



Looking for special attention on a particular product?

The VIDEOAKTIV Reader Test may be perfect for you, combining a product presentation with a well-founded product trial by readers for readers, thus ensuring particularly high attention – from the announcement to publication over a significant timespan.

HOW IT WORKS:

1. We announce the Reader Test as part of a freely available product presentation in our VIDEOAKTIV magazine and select up to three testers suitable for your product from many reader applicants. They will receive the product, which you provide either on loan or as a prize, along with a questionnaire developed by us.

2. Our readers learn who the reader testers are. These then have four to six weeks to intensively test the product, work through and complete the test protocol, and shoot a complementary video.

3. VIDEOAKTIV uses the test protocols to develop a reader-tailored, meaningful reader test. This will then appear staggered over time in the VIDEOAKTIV magazine and on the VIDEOAKTIV YouTube channel.

The videos will also be announced in our newsletter and promoted on our social media channels. This will ensure permanent visibility for your brand and product on all VIDEOAKTIV channels over a period of approximately three to five months.

The screenshot shows a magazine-style layout on the VIDEOAKTIV.tv website. At the top, the header reads "VIDEOAKTIV.tv Test und Technik für Filmschaffende". Below the header, a navigation bar includes "HOME", "NEWS", "MAGAZIN", "BESTSELLER", "WISSEN", and "G. Suche". The main content area features a large image of a man holding a Nikon ZR camera. The text above the image reads "Lesertest: Nikon ZR beim Dreh für Radiosender und für Imagevideos". Below the image, a bold heading says "Content für Radiosender". Further down, there is a section titled "M. LESETEST" with a small image of the camera and some descriptive text. A red callout box on the right side of the page contains the text "Current examples can be found at: videoaktiv.tv/magazin/magazin-lesertest".

Price*

Individual reader test	€2.950
2-person reader test	up to €4,250
3-person reader test	up to €5,800

* for reader test with one to three filmmakers, plus provision or collection of test products, either for a rental period or as a prize. Reader test

YOUR CONTACT PERSON:

Joachim Sauer
Pirminstraße 145
78479 Reichenau
+49 7534 - 212 400
jsauer@medienbureau.de

SPONSORED CONTENT

Did your product perform well in testing? Would you like the results to be available to a wider audience? Then simply book our sponsored content. The article will reach our VIDEOAKTIV subscribers, but will also be available to all other VIDEOAKTIV visitors free of charge. As a result, you can reach more readers of VIDEOAKTIV.de and can also link directly from your website to our article. In addition, the free article will be supported by a 330 x 186 pixel advertisement featuring your logo for three weeks, showcasing your positive test results and perfectly positioning your brand in the market.

Test: TASCAM Portacapture X8

8-Spur-Mobilrecorder in der Praxis ausprobiert

SPONSORED CONTENT

by TASCAM



ADVERTORIAL

Would you like to introduce your products personally to our target group? Then book an advertorial, where you provide us with your content, and we publish it on our magazine channel, freely available and clearly signposted.

Optionally, we can also prepare content for you or provide additional reach for your product with a complementary video.

Just let us know what you're looking for.

YOUR CONTACT PERSON:

Joachim Sauer
Pirminstraße 145
D - 78479 Reichenau
+49 7534 - 212 400
jsauer@medienbureau.de

Price

Sponsored Content*

€1,200

Advertorial*

from €1,800

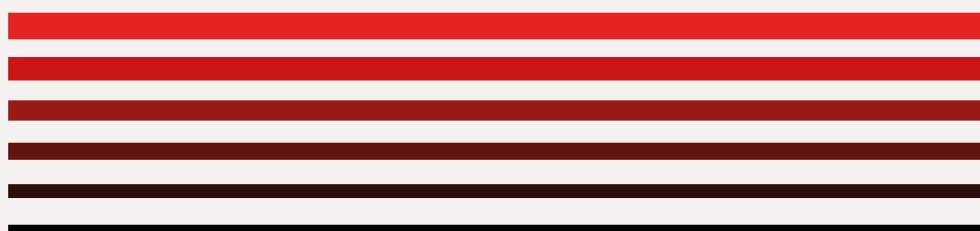
Advertorial with video

from €2,800

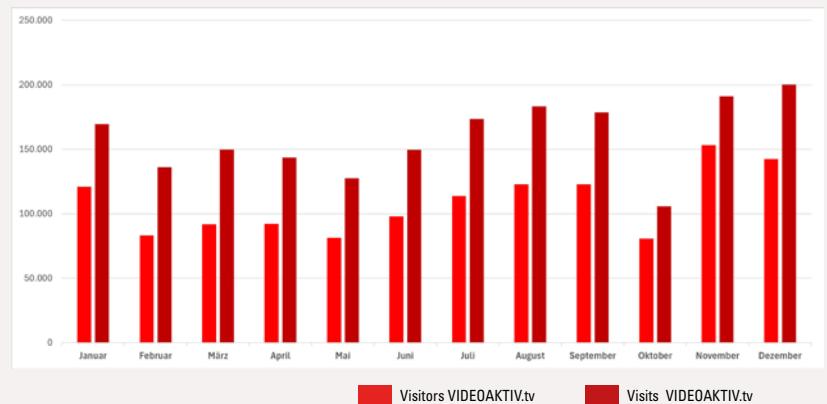
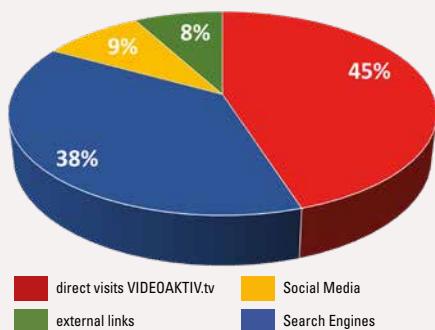
*Sponsored content and advertorials are not discounted.

VIDEOAKTIV KEY FIGURES

VISITS AND RANGE



PAGE VIEWS BY ORIGIN

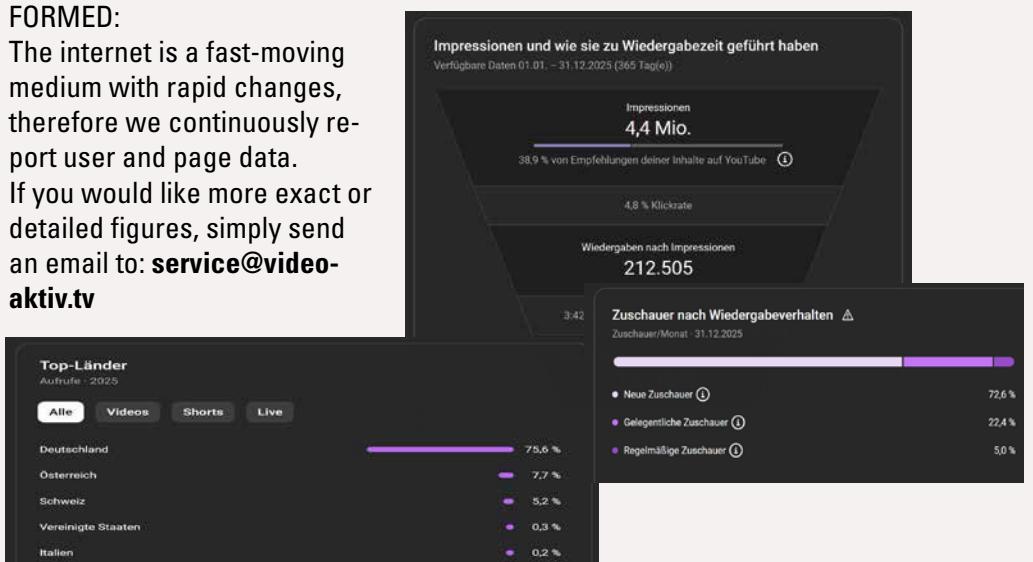


Technical conversion of VIDEOAKTIV.tv to a new interface in October leads to direct growth in November and December 2025.

VIDEOAKTIV.tv offers recognised transparent monitoring of page impressions (PIs), visitor numbers and user origins. This thorough analysis enables us to really know our users and allows us to provide reliable information about our portal. This positive development is the result of our dedication to content development to expand our target audience.

STAY UP-TO-DATE AND INFORMED:

The internet is a fast-moving medium with rapid changes, therefore we continuously report user and page data. If you would like more exact or detailed figures, simply send an email to: service@videoaktiv.tv



VIDEOAKTIV YouTube Channel

just under 500,000 video views per year
over 21,500 hours of playback time per year
over 19,000 subscribers

Audience age groups

13–17 years	0,5%
18–24 years	5,1%
25–34 years	15,5%
35–44 years	18,9%
45–54 years	17,7%
55–64 years	22,5%
65+ years	19,7%



GENERAL TERMS AND CONDITIONS - VIDEOAKTIV.TV

MEDIENBUREAU JOACHIM G. SAUER

1. An "Advertising Order" for the purposes of the following General Conditions of Business is the contract for the publication of one or more advertisements of an advertiser or other publicity agent in a publication for distribution.

2. In case of doubt, advertisements have to be published within one year of the conclusion of the contract. If, within the terms of a contract, the right has been granted for the publication of individual advertisements, then all advertisements must be published within one year of the date of appearance of the first advertisement, insofar as the first advertisement has been published within the time limit referred to above.

3. If an order is not fulfilled for reasons beyond the publisher's control, then the advertiser, without consideration of any further legal obligations, must refund to the publisher the difference between the discount granted and the discount corresponding to the actual volume of advertising placed. The refund will not apply where non-fulfilment is due to force majeure within the publisher's area of risk.

4. The publisher reserves the right to reject orders for which a legally binding confirmation has been given, and also single advertisements within the scope of a contract, on the grounds of content, origin or technical form, if the content thereof cannot reasonably be demanded of the publisher. This also applies to orders placed with representatives of the publisher. Insert orders only become binding on the publisher after submission of a specimen of the insert and approval thereof. Inserts which, by reason of their form or layout give the reader the impression that they form part of the newspaper or periodical or which contain advertising matter for third parties, shall not be accepted. Rejection of an order will be notified to the advertiser forthwith.

5. The advertiser is responsible for ensuring prompt delivery of the advertisement copy and faultless copy material or inserts. The publisher will forthwith request replacements where the copy material is obviously unsuitable or damaged. The publisher guarantees the usual printing quality for the publication reserved within the scope of the possibilities afforded by the copy material. Additional costs for the publisher have to be charged to the advertiser.

6. Where the printed advertisement is wholly or partly illegible, incorrectly or incompletely printed, the advertiser will be entitled to a reduction in payment or a perfect replacement advertisement, but only insofar as the purpose of the advertisement has been prejudiced. If the publisher fails to comply within a reasonable period or if the replacement advertisement is not perfect, the advertiser will be entitled to a reduction in the amount of payment, or to withdraw from the contract. Claims for compensation due to positive infringement of the stipulations of the contract, negligence in the completion of the contract and unlawful actions are excluded. Claims for compensation in respect of impossibility of completion of the contract and default are limited to the restitution of the foreseeable damages and to the amount payable to the advertisement or insert under consideration. This does not apply in the event of the intentional and gross negligence on the part of the publisher, his legal representatives or employees. The liability of the publisher for damages due to the absence of guaranteed quality remains unaffected. In the event of contracts with commercial organisations, the publisher is additionally also not responsible for gross negligence on the part of the employees who are not empowered to acts as executives; in all other cases the extent of liability arising out of gross negligence is limited to the extent of the foreseeable damages up to the amount payable for the advertisement of consideration. Complaints, apart from damages which are not obvious, must be made within four weeks of the receipt of invoice and voucher copy.

7. If no particular instructions are given regarding dimensions, then according to the nature of the advertisement, the dimensions will be calculated on the basis of the actual printed size.

8. The invoice is payable within the time limit indicated in the contract, except where in individual cases some other period is allowed for payment, or payment in advance has been agreed upon.

9. In the event of any delay in payment or any deferment, interest will be charged according to the contract. Where there is delay in payment, the publisher may defer further execution of the current order until payment is received and demand payment in advance for the remaining advertisements. Where there are justified doubts regarding the solvency of the advertiser, the publisher will be entitled, even during the terms of an agreement for advertising, to make the publication of further advertisements irrespective of any payment conditions originally agreed upon, dependent on the advance payment of the amount thereof of the settlement of all invoiced amounts outstanding.

10. On request, the publisher will supply a copy of the advertisement. Depending on the nature and the scope of the order, cuttings, voucher pages or complete voucher issues will be supplied.

11. Place of fulfilment is the registered office of the publisher. In the event of legal action, the governing jurisdiction for commercial transactions with business persons, corporate bodies under public law or public funds is the registered office of the publisher. In the event of the domicile or ordinary residence of the advertiser not being known at the date of issue of proceedings, and in the event of the advertiser, after the contract has been concluded, moving his domicile or ordinary place of residence outside the jurisdiction of the law, the place of the registered office of the publisher is agreed as being the place of competent jurisdiction.

12. Publicity agents and advertising agencies are required to comply with the publisher's rate cards in their quotations, contracts and charges. The agency commission granted by the publisher is agreed as being the place of competent jurisdiction.

13. Changes in discounts are valid if the advertiser is informed one month in advance of the publishing of the advertisement. In this case the advertiser can withdraw from the contract as long as he has responded to the publisher's information within 14 days after receiving it.

14. The advertiser will alone bear responsibility for the contents and legitimacy for the text and pictorial matter supplied for the insertion. The advertiser will be responsible for indemnifying the publisher against any claims by third parties arising from the execution of the order, even if it is cancelled. The publisher is not required to examine orders and advertisements to see whether rights of third parties are infringed upon thereby.

Note: These conditions are a translation from German into English. In case of dissension or dispute the German version applies.

EDITORIAL ADDRESS

MEDIENBUREAU

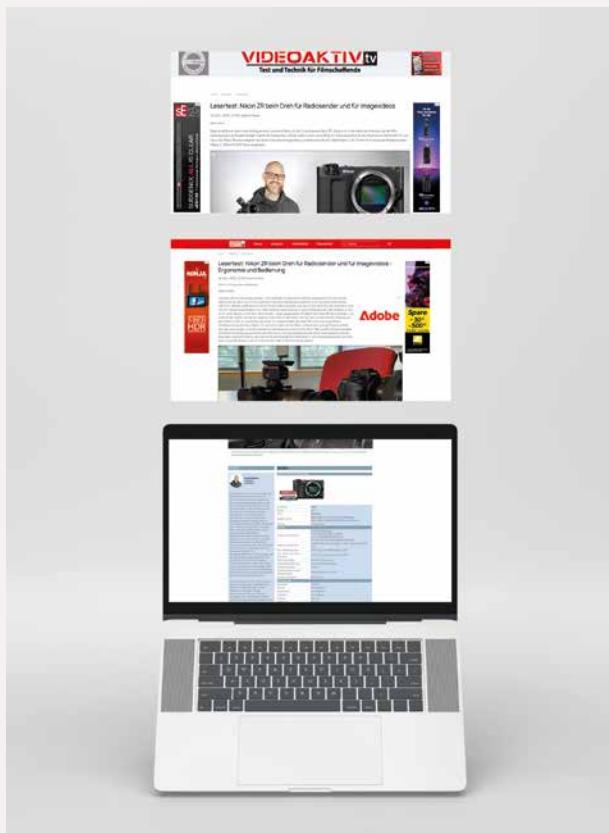
Joachim Sauer

Pirminstraße 145

D - 78479 Reichenau

+49 7534 - 212 400

jsauer@medienbureau.de



VIDEO
AKTIV.tv
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BUREAU

VIDEOAKTIV.tv remains an in-depth specialist publication online, with well-researched test reports and background articles. The new layout gives us more graphic options and allows us to publish our reports much more effectively and in a more timely manner.