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# C O N T E N T

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*THE NUMBERS*

## **MEET OUR READERS**

The hard facts right at the beginning: What does Google Analytics say about the people who read us?

*ABOUT US*

## **MEET OUR TEAM**

Why The Chill Report has nothing to do with influencer culture, what our guidelines are, and why we are cool.

*COOPERATIONS*

## **WORK WITH US**

There are many different ways to work with The Chill Report. Here are some examples and starting prices.



# MEET OUR READERS

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YOU CAN CLAIM A LOT. WE SUBSTANTIATE OUR STATEMENTS WITH GOOGLE ANALYTICS REAL-TIME DATA.

**180k**  
VISITS  
MAY 2025

**3,25 mins**  
AVERAGE  
LENGTH OF STAY

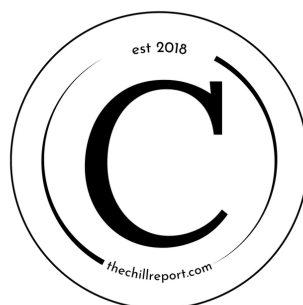
**60 %**  
ORGANIC  
SEARCHES

**40 %**  
DIRECT  
VIEWS

## More Facts

User from AT:	52,01 %
User from GE:	20,8 %
Age:	25-60
Instagram:	10 K
E-Paper Potential:	750k
SQUID Potential:	11 M/Month
Newsletter	2.9k

## Audience



@thechill.report

thechillreport.com

office@chillmedia.at



W H O  
W E  
A R E

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THE CHILL REPORT IS AIMED AT PEOPLE WHO VALUE THE BEAUTIFUL THINGS IN LIFE AND WANT TO FORM THEIR OWN OPINIONS.

## A MAGAZINE WITH A SPECIAL VISION

We report on the beautiful things in life: travel, architecture, design, lifestyle, and good food. We want to share our own passions and provide readers with all the information they need to form their own opinions. Storytelling with journalistic standards and the necessary industry expertise.



## WHAT WE ARE NOT

- Blogger, because we are committed to journalistic standards and it's not about us.
- Influencers, because we want people to inform themselves and form their own opinions.
- An AI-generated content farm, because we believe the internet already lacks humanity.
- A clickbait machine without a heart, because we share our true passions here.



# HERE'S WHAT WE ARE OFFERING

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*WE ARE INDUSTRY INSIDERS  
WITH EXPERTISE AND CAN  
IMPLEMENT TAILORED  
COLLABORATIONS.*

## **OUR MAGAZINE**

Every day, a new article appears on [thechillreport.com](http://thechillreport.com). These include news from around the world, lifestyle contributions, honest reviews, best-of lists, interviews, reports, and columns.

## **SOCIAL MEDIA**

We share our impressions and articles on Facebook, Instagram, Pinterest, and our WhatsApp channel.

## **OUR PARTNER SQUID**

All our articles are shared via the news app SQUID ([squidapp.co](http://squidapp.co)), which according to their own information, has 11 million active users per month.

## **E-PAPER**

Twice a year, as a summer and winter edition, The Chill Report is also available as a beautiful e-paper with interactive content. Distribution is managed through our partner Newsreader, with a potential reach of 750K at relevant POIs such as hotels, airports, and cafes.

## **PRINT**

Starting in winter 2025, The Chill Report will also be available as a biannual print edition, thanks to a collaboration with GAS from Salzburg, with a reach of up to 400K.

## **PODCAST**

Yes, we have that too. The first two seasons are available for listening on Spotify, Apple Podcast, and Google Podcast.

**COME ON BOARD  
NOW, WE'RE READY  
TO TAKE FLIGHT.**

Contact us:  
office@chillmedia.at



## WE OFFER

1 Tailored articles in the e-paper,  
in the print edition, online.

Classic advertorials,  
backlinks, ads and  
banners

2

3 Newsletter integrations, theme  
sponsorships

Sweepstakes  
collaborations, reviews,  
social media presence

4

## EXAMPLES



## COOPERATIONS

Working with us is easy, fun, and straightforward.  
We have handshake quality and are excited to  
develop purposeful collaborations with added value  
together. Contact us for your tailored offer at:  
office@chillmedia.at or +43 650 79 80 719.



# LET'S CREATE SOMETHING BEAUTIFUL

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*WE WANT TO WORK WITH  
PEOPLE WHO SHARE OUR  
VISION OF APPRECIATION,  
RESPECT, A GOOD LIFE, AND  
GREAT STORIES. ARE YOU ONE  
OF THEM?*

## FROM-RATES

It's always difficult to quote prices without knowing the effort required for a specific project. But at the same time, you don't want to buy a pig in a poke. We understand that. Therefore, here are a few cooperation examples with starting prices:

### ONLINE ARTICLE

- Text creation based on a briefing
- SEO and RO
- Homepage presence for at least 1 week
- Squid & Social Media
- Do Follow Link
- Permanently online

starting from €720

### ADVERTORIAL

- Like the online contribution, but with customer approval process
- Labeled as "Partnership"
- Up to 600 words

starting from €890

### SUBSCRIPTION

- 12 articles
- Meaningful integration into the editorial theme plan
- Squid, Newsletter, Social Media
- Approval

starting from €6,280

### E-PAPER

- Full-page advertisement incl. clickable links €3,670
- Product snippet €475

### PRINT

- Full-page advertisement incl. Advertisement in the e-paper and online extension

€7,450

The fine print: Prices exclude 20% VAT. Please contact us for individual cooperations.