

# MEDIA KIT

CAMPING / TRAVEL / OUTDOOR / RV  
INFLUENCER / PHOTOGRAPHER / SPEAKER

**bergbrise camping**



# TOPICS

## CAMPING / OUTDOOR

LIFESTYLE  
MOTORHOMES  
MARKET  
TECHNOLOGY  
OUTDOOR  
BIKING  
TRAVEL  
DESTINATIONS  
CAMPSPACES  
LEISURE  
PEOPLE





# LET'S GO SOMEWHERE

I am Mark Kujath, the creative mind behind "Bergbrise Camping." Born in 1970 in Lower Saxony, I am a passionate professional lifestyle photographer and filmmaker. My love for camping stems from my longing for freedom, which I find equally in the vastness of the sea and the majestic mountains.

On my adventures, I am always accompanied by my daughter, my partner Caro, and our loyal companions, the dogs Akim and Nelson. Together, we explore the world, driven by curiosity and the desire to capture unforgettable moments.

Our camping vehicle, a four-wheel-drive Sprinter, is our mobile home and means of transportation. In it, comfort and adventurous spirit merge into a lifestyle that we passionately cultivate.

My interest in lifestyle is more than just a passion—it's a life philosophy reflected in my images and films. Through my work, I aim to inspire, ignite dreams, and encourage people to push their own limits.

Join me on my journey and discover the world through my lens. Welcome to the world of "Bergbrise Camping."

**MARK KUJATH**

# Camping and Travel Expert and Speaker

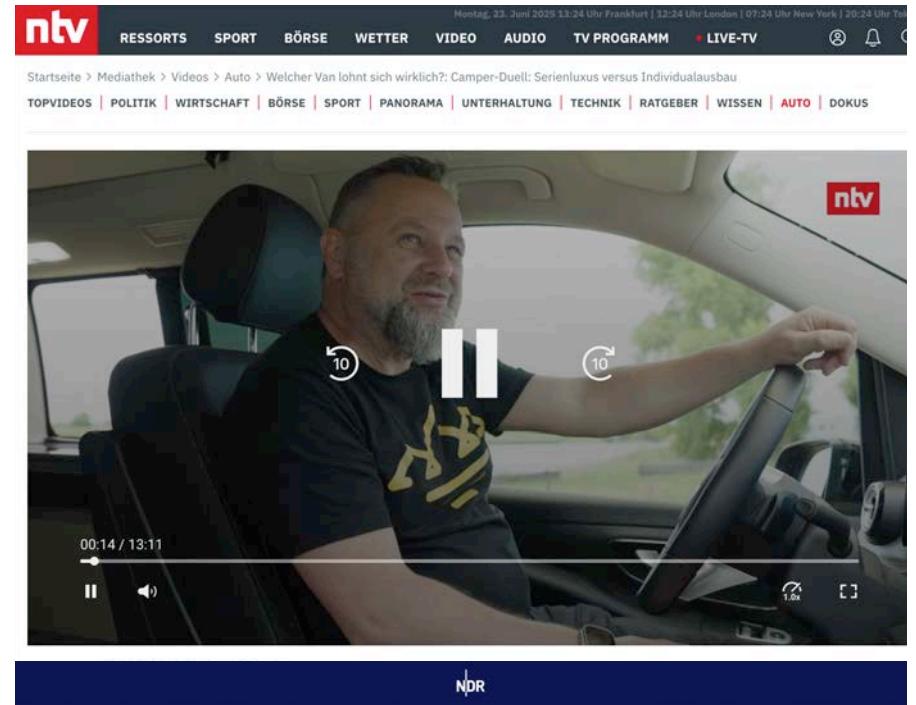
Camping? I've got you covered. Whether it's on TV, on stage, or in interviews – I'm regularly invited to speak as an expert on camping, vanlife, and all things outdoors. I share real-world experience, current trends, and practical tips that are not only inspiring but easy to apply.

With countless tours and projects under my belt, I talk about the outdoor lifestyle with authenticity and passion – no sales talk, just the real deal.

Interested? Let me know – I'd be happy to join your event, step into your studio, or speak in front of your camera.

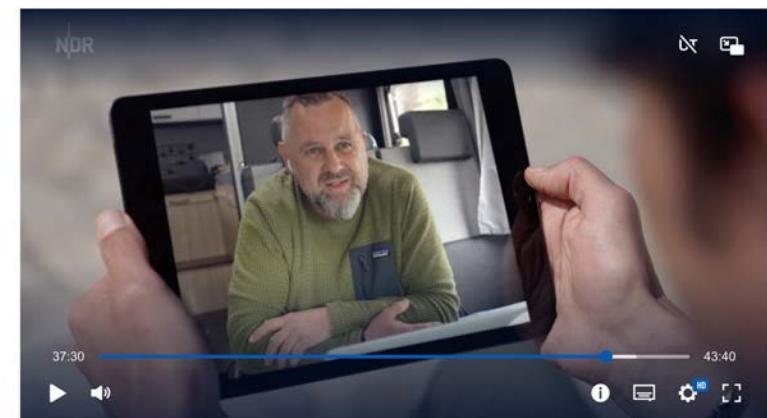
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berg and brise



## Die Tricks der Reisebranche

Montag, 23. Juni 2025, 21:00 bis 21:45 Uhr **UT** Mittwoch, 25. Juni 2025, 06:35 bis 07:20 Uhr  
Donnerstag, 26. Juni 2025, 01:00 bis 01:45 Uhr



**EXPAND YOUR AUDIENCE.  
BOOST INTERACTION WITH A MORE TAILORED  
AND ENGAGED TARGETGROUP.**

# The Target Group

Bergbrise reaches an affluent, hands-on, and tech-savvy audience.



## **Bergbrise represents a community that knows what it wants**

Experienced campers who recognize quality, appreciate functionality, and understand technology.

They consciously invest in their vehicles — in solar, battery, and power systems, in water filters, routers, and comfort upgrades — because they value independence, safety, and sustainability.

This audience isn't looking for marketing promises, but for real experiences and honest recommendations.

And that's where Bergbrise's strength lies: credible, hands-on content created for people who truly use their equipment.

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**berg and brise**

# Audience: Key Facts, Insights

## 70% of the Bergbrise community

are between 45 and 64 years old – an experienced, affluent audience with strong purchasing power and a high willingness to invest.

## 79% are male, highly tech-savvy

and interested in practical, functional solutions related to power, water, and self-sufficiency.

## 80% travel in panel vans or semi-integrated motorhomes

mostly based on Fiat Ducato or Mercedes Sprinter platforms often equipped with lithium batteries, solar panels, and inverters.

## 75% prefer off-grid or semi-independent camping

combining campsites, free spots, and camper stops – spending on average over two months per year on the road.

## 9 out of 10 already own solar or battery systems

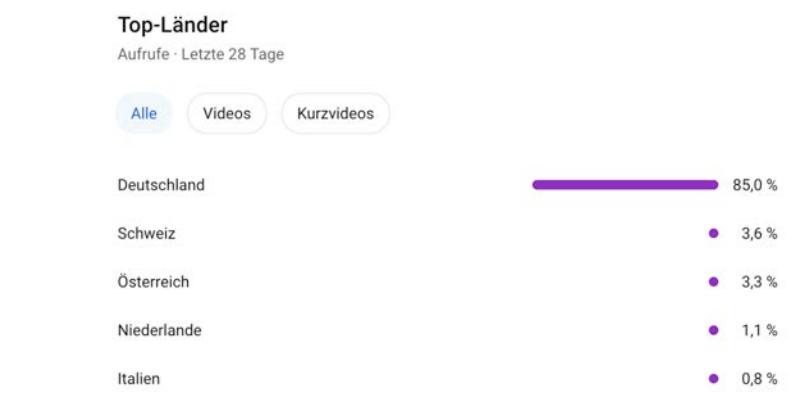
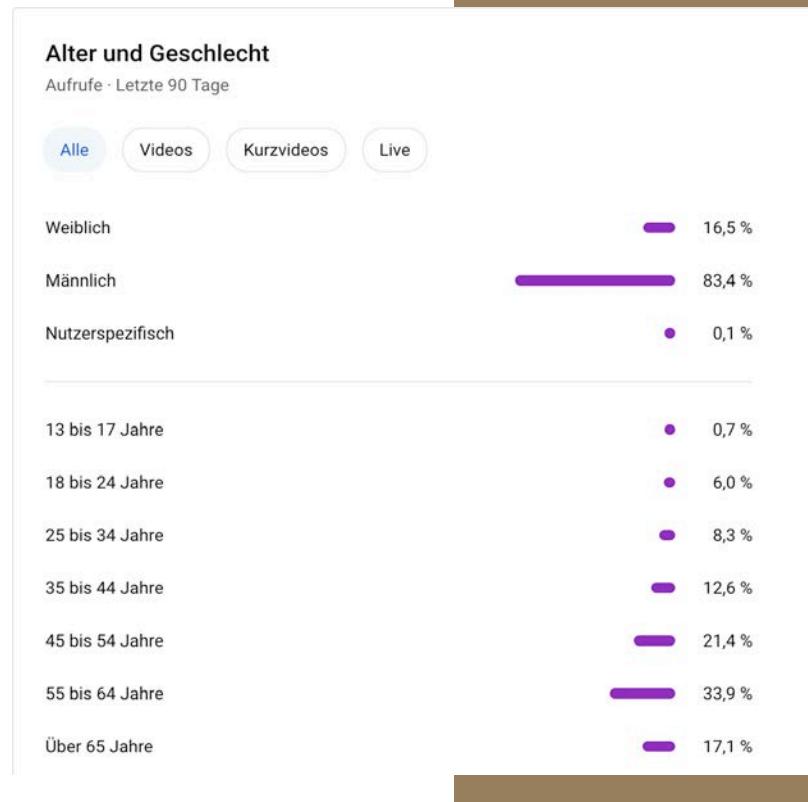
and actively invest in technical upgrades such as routers, Starlink, MaxxFan, water filters, or coffee machines.

## 80% are primarily interested in technology

energy independence, and real product testing – they look for practical solutions, not lifestyle content.

## Favorite destinations: Scandinavia, the Alps

and the North Sea – nature-focused, quality-conscious, and adventure-experienced travelers.



# OUR PARTNERS

Our Partnerships & Sponsors: Together, we create unforgettable moments.

At Bergbrise Camping, we take pride in collaborating with a select range of partners and sponsors who share our passion for adventure and lifestyle. Through these valuable partnerships, we can offer our customers unforgettable experiences while advancing our mission to discover and experience the beauty of nature.

		
	<b>NIVONA</b>	
		

# STATISTICS

Numbers that speak for themselves: An overview of our successes

**+400.000** mon.  
MONTHLY VIEWS

**+40.000** mon.  
HOURS PLAYTIME

**+2000**  
NEW FOLLOWERS mon.

**+65.000**  
SUBSCRIBERS (YOUTUBE)

**+15.000 - 300.000**  
VIEWS PER VIDEO

**+10.000**  
FOLLOWERS (INSTAGRAM)

# Ways to Collaborate

tailored brand integrations across our channels  
created in genuine partnership

# 1. YOUTUBE VIDEO INTEGRATION

Seamless placement within a Bergbrise Camping video – authentic, practical, and with real value for the audience.

We integrate the product as part of our story or set-up – in real use, testing, or as part of an experience – presenting its benefits honestly and transparently.

This approach builds trust and long-term awareness – not classic advertising, but a credible recommendation through genuine storytelling.

**Duration:**  
**Price:**

**90-120sec**  
**2.850,-**



## 2. INSTAGRAM POSTS AND STORIES

Visual, direct, and personal.

Through our Instagram community, we reach an engaged audience of campers and outdoor enthusiasts every day.

In posts, reels, and stories, we showcase products in real use – authentic, natural, and always in the recognizable Bergbrise visual style.

Ideal for new product launches, brand awareness, and spontaneous activations.

<b>Feed Post (image incl caption + story slide)</b>	<b>500 €</b>
<b>Story Package (3-5 slides + link)</b>	<b>500 €</b>
<b>Post + Short Reel / Video (30-60 s)</b>	<b>900 €</b>



### 3. Newsletter

The Bergbrise newsletter reaches a highly targeted audience of campers who actively seek inspiration, products, and technical solutions.

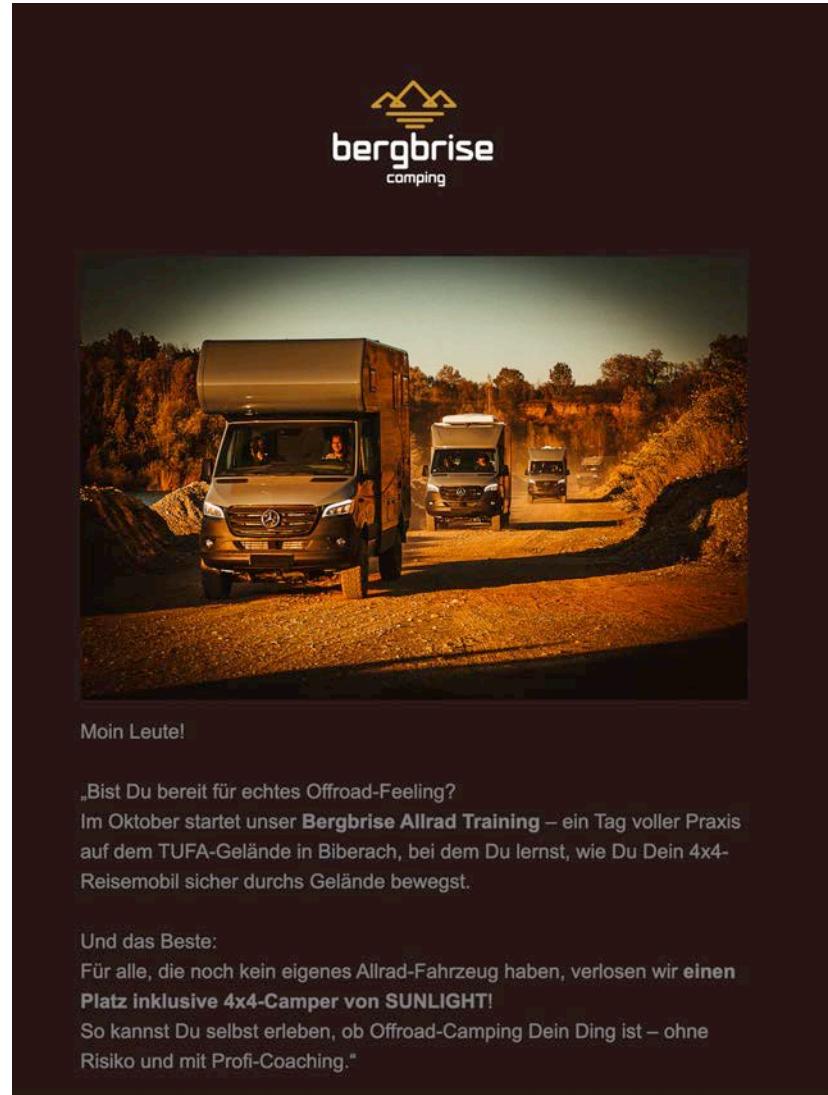
With a strong open rate (over 60%) and a focused editorial environment, it's the most direct way to reach our core audience.

Ideal for product launches, promotions, or campaigns with products that require explanation or storytelling.

Currently reaching over 2,200 subscribers, all within a highly relevant niche.

**Standard-Placement**  
**Advertiser**

250 €  
400 €



# 4. AMBASSADOR PROGRAM - if you want more

	Ambassador PRO	Ambassador	Brand Friend
<b>Brand Landingpage</b> At bergbrise-camping.de/MARKE, we explain why we value your brand and why we are proud to be brand ambassadors. We also detail which of your products we use and the reasons behind our choices. <i>Exclusive in PRO</i>	X	-	-
<b>Youtube Video</b> In a dedicated video focused on your product, we will showcase how we use it and demonstrate its features. Depending on the product, we can also create specialized themed videos. The titles and content will be defined together. This is NOT an "advertisement video" but an authentic exploration of the product's benefits, customer value, and, if applicable, its drawbacks. The content is entirely in the hands of the content creator. <i>Exclusive in PRO</i>	X	-	-
<b>Youtube Video Integration</b> Product integrations run for 90-120 seconds within our regular videos. During this time, your company is introduced as a sponsor, and your product is showcased. The products featured are provided by you, along with a brief outlining the product's values and benefits. <i>Einzelpreis: 3.000,-</i>	3X	2X	1X
<b>Instagram Shorts/Reels</b> A brief introduction to how we use your product or highlight a specific benefit or use case from daily life. All content will be created entirely by the creator. <i>Einzelpreis: 1.000,-</i>	6x	3x	1x
<b>Instagram Posts</b> Images of your product in use or highlighting a specific benefit or daily life use case. All content will be created entirely by the creator. <i>Einzelpreis: 1.000,-</i>	6x	3x	1x
<b>Newsletter</b> We will feature your product and its benefits in our newsletter with the tagline, "Did you know we actually use XXX?" <i>Einzelpreis: 500,-</i>	2X	1X	-
<b>Yout Branding on my car</b> <i>Your company logo on our vehicle. We travel extensively to events and campgrounds—our vehicle always attracts attention, and your logo on it will be a clear endorsement of your brand.</i> <i>Exclusive in PRO</i>	X	-	-
<b>Bergbrise on your fairground</b> For a trade show day, Bergbrise Camping will be present at your booth! We will announce the specific timing of our presence at your booth in the Bergbrise newsletter and on Instagram. <i>Exclusive in PRO (plus travel exp.)</i>	X	-	-
<b>Pricing</b> Per year in EUR. Duration: 12 months, net.	<b>14.500</b>	<b>8.900</b>	<b>4.000</b>

# WE'RE COMING TO YOU! YOUR TRADE SHOWS AND EVENTS



Are you planning a customer event, trade show appearance, or another event where you'd like us to join?

No problem!

We'd be happy to come over and bring our vehicle as our own booth, including a beach flag and some flyers. That way, you'll have a true camper feeling right in the middle of your trade show, and at the same time, event attendees can see that you take the partnership with a well-known YouTuber seriously.

We're happy to discuss details and prices individually. Get in touch with us for that!



## CONTACT

Let's just discuss everything calmly,  
then it'll be fine.  
Absolutely!



**bergbrise camping**

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## BECAUSE WE'RE INTO IT!

Oh, you wanted to know why we're doing all of this? And why we're already on a first-name basis, you're curious about that too?  
Because everything is just more fun that way!



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