

MEDIA KIT



bergbrise

ON THE ROAD. FREE. REAL.



LET'S GO SOMEWHERE

Hey, I'm Mark – the guy behind Bergbrise Camping. Photographer, filmmaker and motorhome nerd for years, rolling between the sunny south, the Alps, the North Sea and Scandinavia.

Before going full-time creator, I was Director of Product Marketing. So I know what brands actually need from a collab: not just reach – real impact.

On Bergbrise I test tech, vehicles and gear the way campers really use them – honest, pros and cons included. Along for the ride: my partner Caro, my daughter and our dogs Akim and Nelson.

Home on wheels: a HYMER MLT 580 on a Sprinter 4x4.

Welcome to Bergbrise.

MARK KUJATH

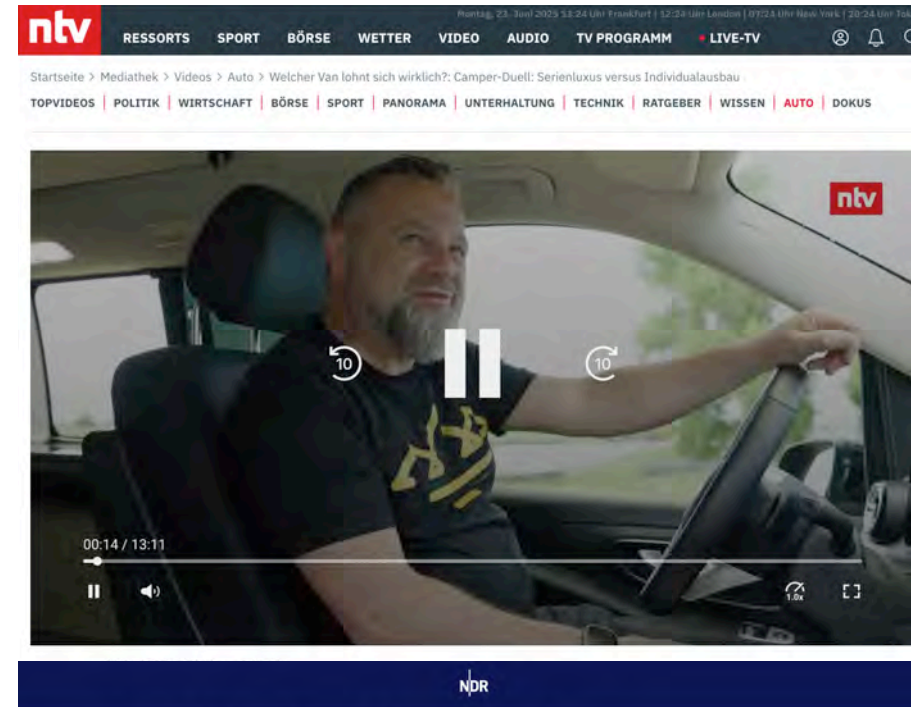
Camping Expert / Speaker

TV, stage or interview – I regularly get booked as the go-to guy for camping, motorhomes and off-grid living. Seen on ntv and NDR (German TV).

“Best Case by Bergbrise”
PiNCAMP featured Bergbrise in its online check of motorhome brands as a prime example of how entertaining, channel-native content drives engagement, reach and community loyalty.
(2025)

Interested? Hit me up – happy to come to your event, your studio or in front of your camera.

berg und brise



Die Tricks der Reisebranche

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



CHANNEL STATS

German-language YouTube channel, yearly figures – plus 40M+ impressions and 15,000+ new subscribers a year

4M+ per year

VIEWS (YOUTUBE)

400,000+ per year

HOURS OF WATCH TIME

7 min+

AVG. VIEW DURATION

around **80,000**

SUBSCRIBERS (YOUTUBE)

25,000 – 50,000

VIEWS PER VIDEO

13,000

FOLLOWERS (INSTAGRAM)

REACH THAT WORKS

Big reach – among people who actually listen.



16 brands have been with us for years.

My viewers buy solar setups, water filters, cameras and motorhomes – stuff that costs hundreds to thousands of euros. Nobody makes that call because of an ad. They make it because someone they trust shows the product in real life.

Fixed partnerships from one quarter to a full year – exclusive in your product category.

7+ minutes average watch time:
your integration gets watched, not skipped.

Happy to walk you through results from past collabs in a personal chat.

berg and brise

The Audience

72% are over 45 – experienced campers, ready to invest.

83% male – tech-savvy and into solutions that actually work.

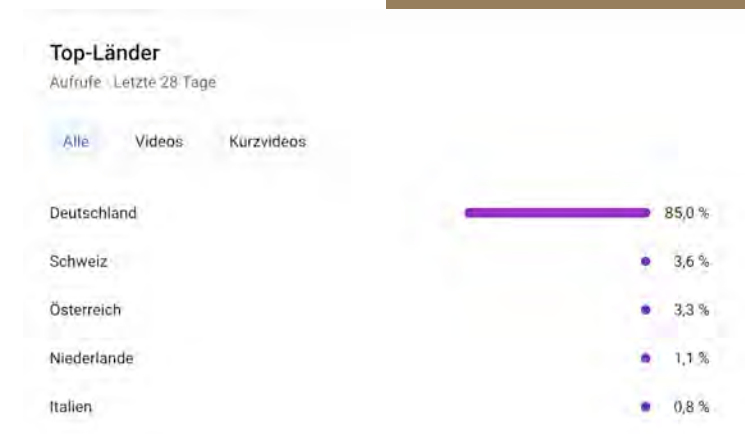
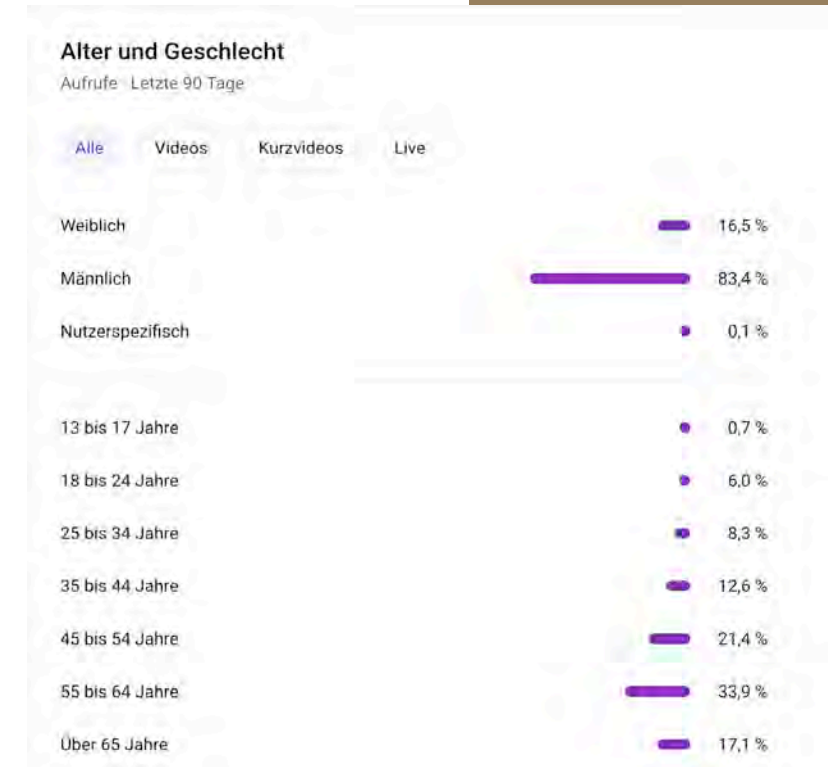
92% from Germany, Austria and Switzerland.

Campervans and semi-integrated motorhomes – mostly on Ducato or Sprinter chassis.

Wild camping, pitches, campsites – so they invest in power, water and connectivity: lithium and solar, water filters, routers, Starlink.

Real experience over ad promises – they want to know how a product holds up in everyday life.

Favourite destinations: Italy, Spain, the Alps, Scandinavia, the North Sea.



TOPICS

CAMPING / OUTDOOR

TECH & OFF-GRID
KNOW-HOW & RULES
VEHICLE TESTS
FACTORY VISITS
MARKET & DEALERS
FAIRS & NEW RELEASES
DESTINATIONS
CAMPSITES
OUTDOOR & BIKING
PEOPLE



TOP VIDEOS

What our community watches
(views since release, as of October 2026)

819,000 views

MIRROR TRICK ITALY

258,000 views

STARLINK MINI

197,000 views

CMT CAMPER GADGETS

291,000 views

THE 3.5-TON LIE

250,000 views

NEW BRENNER RULES

180,000 views

MARINA DI VENEZIA

OUR PARTNERS

 LAIKA	<i>Dethleffs</i>	Sunlight 	Panasonic LUMIX
 DSR24 Deutsche Schadenregulierung	 WATTSTUNDE	UGREEN	Reolink
 BENT®	 Alb®	 clesana	
	STYYL®		VALLEYS & HILLS

PARTNERS WHO STICK AROUND.

We work with brands we believe in. We use their products ourselves or put them through serious testing – in the van, on the road and in everyday life. That's why we show them as they are: in action, pros and cons included.

Most of these partnerships have been running for years. Many brands book us quarterly or as annual partners – exclusive in their product category.

From motorhome makers to power, water and camera tech, all the way to services and gear: our partners cover exactly what our viewers care about.

Your brand fits right in? Let's talk.

WAYS TO WORK TOGETHER

**THE RIGHT PLACEMENT ON OUR CHANNELS.
AS PARTNERS, NOT JUST AN AD.**

1. YOUTUBE INTEGRATION & VIDEO

YouTube integration – €2,900

90–120 seconds in a regular Bergbrise video. I show your product in action, in a test or as part of my set-up – honest, pros and cons included. Not a classic ad, but a recommendation my viewers trust.

Dedicated video – from €7,500

A whole video about your product or company: long-term test, factory visit, comparison. We pick topic and title together – editorial control stays with me.

All prices net, plus VAT.



2. ADD-ONS

Only bookable together with a YouTube integration or a dedicated video.

Short / Reel – €600

30–60 seconds, on YouTube Shorts and Instagram.

Instagram story pack – €400

3–5 slides with link.

Newsletter placement – €250

3,300 subscribers, 47% open rate.

Photo package – €1,500

10 images, 12-month usage rights for web, social and print.

All prices net, plus VAT.



3. PACKAGES & fancy a bit more?

	Season Partner	Ambassador
Term	6 months	12 months
YouTube integrations 90–120 seconds in a regular Bergbrise video	2X	4X
Dedicated video Long-term test, factory visit or comparison – editorial control stays with the creator	-	1X
Shorts / Reels 30–60 seconds, on YouTube Shorts and Instagram	2X	4X
Newsletter 3,300 subscribers, 47% open rate	1X	2X
Photo package 10 images, 12-month usage rights for web, social and print	X	X
Exclusivity in your product category, defined in the contract	X	X
Brand landing page on bergbrise.de: why we use and recommend your products	-	X
Your logo on our vehicle on the road, at events and in the videos	-	X
Bergbrise at your trade fair booth one day on site, announced via newsletter and Instagram (plus expenses)	-	X
Expected YouTube views Based on approx. 35,000 views per video	approx. 70,000	approx. 180,000
Individual value	€8,750	€23,500
PRICE net, plus VAT	€7,500	from €20,000

Custom annual partnerships, e.g. with a monthly integration, available on request.

WE COME TO YOU! YOUR EVENT, WITH US!



Planning an open house, a trade fair or a customer event?

We roll up with our vehicle as a stand of its own – beach flag and flyers included. That brings real camper vibes to your event, and your visitors see: this brand works with Bergbrise.

We'll announce the date on Instagram and in our newsletter beforehand.

Details and pricing? Let's figure it out together. Just drop me a line!



CONTACT

Let's talk it all through,
no rush – it'll be great.
Promise!

bergbrise camping

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bergbrise.de



BECAUSE WE LOVE THIS STUFF!

Oh, and you wanted to know why we do all this?
And why we're already on a first-name basis?
Because it's just more fun that way.



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