

# We'll send you to the stratosphere!

Together with TikToker Anne's Nerd Night, we're building a weather balloon, send it into the stratosphere and then collect it afterwards.

**Video format:** The 5-part series will be released on **YouTube** & on Anne's **TikTok channel** (35k followers)

**Background:**

- What is the stratosphere, why are we doing this, is it even allowed?
- **Preparation:** 3D printing, soldering, etc.
- Live stream of the assembly and flight
- Collecting the balloon, reviewing the results

**Reach:** approx. 100,000 retrievals

**Start:** - planned for August

**Advertising options**

- Logo sponsorship of the videos
- HostRead Integration of Anne's Nerd Night
- branded box as luggage in the weather balloon
- Editors wear branded T-shirts
- Beach flags with logo for outdoor shots

**Advertising package by individual arrangement in our media:**

- Integration Make: Newsletter
- Branding on heise online & in c't Print
- Podcast spot in topic-relevant areas

**Rate at the start: € 8,900** (agency commission possible)



annesnerdnight



to the TikTok profile

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