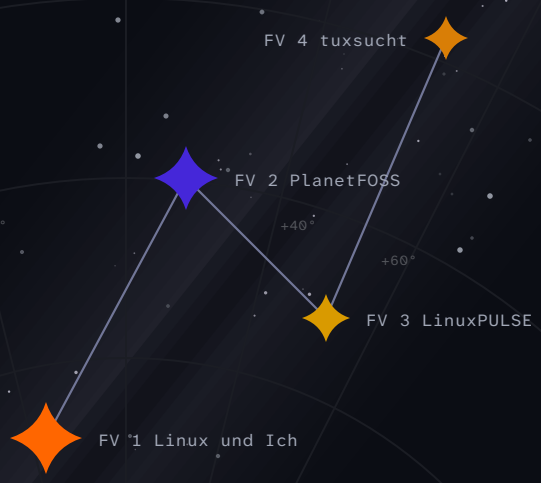
freiversum

As of 20 November 2026
Figures for the last 30 days



Media kit · Advertising in the freiversum

Independent projects around Linux and FOSS

Linux, open source and tech you run yourself. One contact, one offer, one report.

Reach, all projects
107,000
page views and app requests in 30 days

Readers on Linux
48%
on Linux und Ich, 72% on desktop

Tracking
0
cookies, third-party scripts or consent banners

Why advertise here

Readers who use Linux every day
How-tos, reviews and news for people who run their own tech.

Proof instead of estimates
Report with viewable impressions (50% for one second) and clicks per day and placement.

No tracking
Ads from the projects' own servers, no cookies, no ad network in between.

Only relevant and reputable ads
We accept what fits Linux, open source, hardware, self-hosting, homelab, web development, Android, and LLMs and AI. Excluded are online casinos and gambling, multi-level marketing and dubious financial offers.

Contents

The projects 2
Ad placements and formats 3
Process and contact 4

Contact

Christoph Langner
Charlottenstr. 43/1, 88212 Ravensburg
Phone +49-89-21554030
info@freiversum.de · freiversum.de

The projects

A constellation of independent sites

Each project has its own audience and its own brand. Book them individually or as a package; everything is measured the same way, from the server log, without bots and without our own visits.

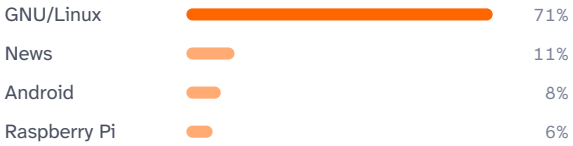
FV 1 · linuxundich.de

Linux und Ich

Independent blog about Linux, Android, homelab and AI with how-tos, reviews and analysis; German and English.

36,000

page views in 30 days



Audience	48% Linux, 72% Desktop
Followers	276 Mastodon, 33 Bluesky
Language	German and English

FV 2 · planetfoss.net

PlanetFOSS

Linux and open-source news aggregator in magazine style: the most important stories from blogs and projects, updated daily; German and English.

69,100

page views in 30 days



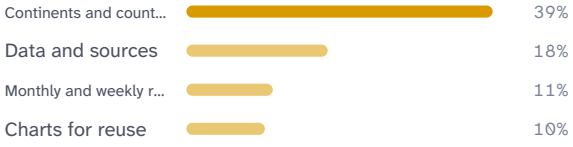
Audience	51% Linux, 70% Desktop
App	1,800 requests in 30 days
Language	German and English

FV 3 · linuxpulse.net

LinuxPULSE

Public figures on desktop Linux by continent and distribution, updated weekly, with a monthly report. English only.

Reach still growing



FV 4 · tuxsucht.de

tuxsucht

The Linux search engine: curated search across German-language Linux blogs, forums and magazines, plus new articles from the Linux web.

Reach still growing

Language	German

“Growing”: fewer than 1,000 views in 30 days or not yet measured every day. You can still book; billing is then by period, not by reach.

Ad placements and formats

A card within the content, not beside it

Ads appear as a labelled card in the middle of the content: picture or logo, title, one sentence, one button. On Linux und Ich your own image banners work too, animated if you like, but calm. Topic sponsorship shows your ad only next to articles on your topic.

Linux und Ich

linuxundich.de, German and English

	Placement	Format
	Within the article, Middle of long articles after paragraph 3	Image banner 336×280 or 800×200 (also animated) or text ad with logo
	Below the article	Image banner 800×200 or 336×280 (also animated) or text ad with logo
	Sidebar	Image banner 336×280 (also animated) or text ad with logo
	Home page sponsor one sponsor per month	“Sponsored by” with logo and one sentence, or image banner 800×200

PlanetFOSS

planetfoss.net and Android app

	Placement	Format
	“Latest” grid, Sidebar, Category carousel, List pages	Sponsor card: image, title, text, button
	App: Latest, Lists no extra charge with a website booking	Card with picture or compact card with logo

LinuxPULSE

linuxpulse.net

	Placement	Format
	Card on the home page, distributions page, gaming page	Card: 16:9 picture, title, text, link
	Row in the news ticker	Text row: sponsor and title
	Card on a continent page	Card for one region (e.g. Europe)

tuxsucht

tuxsucht.de, German

	Placement	Format
	Sponsor bar on the home page	One line with logo, sponsor name, one sentence and link, or your own image banner 728 × 90 (also animated)

Prices

One offer for everything that suits you

Prices on request

You will get an offer for one site or all of them, with placement and period. Longer bookings cost less. You get a proper invoice with tax number; as a small business under § 19 UStG (German VAT Act), no VAT is charged.

How a booking works

Request
Topic, period and preferred placement via form or e-mail.

Offer
One offer for one site or all of them, with placement and period.

Run
Your ad goes live to the minute, creatives can be swapped.

Report
Impressions and clicks per day and placement as PDF.

Does your offer suit our readers?

Tell us briefly what you would like to advertise. You will get an offer, usually with a suggestion for the right placement.

info@freiversum.de
freiversum.de/anfrage

Responsible: Christoph Langner, Ravensburg. Reach = page views from the server log of the last 30 full days, without bots and own visits; not a visitor count. Topic shares of the last 90 days. Sites without daily figures in the network: current month plus the previous month pro rata up to 30 days.

FV 1 · Media kit

Linux und Ich

Independent blog about Linux, Android, homelab and AI with how-tos, reviews and analysis; German and English.

Page views, 30 days	On Linux	Social Media
36,000	**48%**	**309**
8% of them in English	72% on desktop	276 Mastodon, 33 Bluesky

Top topics

last 90 days

GNU/Linux	71%
News	11%
Android	8%
Raspberry Pi	6%
Hardware	3%

What your ad looks like

Advertisement

Logo

Title up to 70 characters

One or two sentences about the offer, matching the article topic.

View offer

or

Your image banner

800 × 200 · phone 336 × 280 · animation welcome

Text ad or your own image banner (JPEG, PNG, GIF or WebP), animated if you like, but calm and without blinking. Placement within the article after paragraph 3, optionally only next to articles on your topic.

Ad placements

	Placement	Format
	Within the article after paragraph 3	Image banner 336×280 or 800×200 (also animated) or text ad with logo

	Middle of long articles in the middle of articles with at least 1,200 words	Image banner 336×280 or 800×200 (also animated) or text ad with logo
	Below the article	Image banner 800×200 or 336×280 (also animated) or text ad with logo
	Sidebar	Image banner 336×280 (also animated) or text ad with logo
	Home page sponsor one sponsor per month	“Sponsored by” with logo and one sentence, or image banner 800×200

Figures and technology

Measured, not estimated

Page views by real browsers, counted without cookies on our own server; automated access and own visits filtered out, not a visitor count. Measured since 23 September 2026.

Social Media

Mastodon @linuxundich@social.anoxinon.de	276
Bluesky @linuxundich.de	33

Followers as shown on the public profiles; as of 19 November 2026.

Why advertise here

Audience measured, not estimated
48% of page views come from Linux, 73% from desktop computers.

Home page sponsor
“Sponsored by” right at the top, exclusive to one sponsor per month, around 8,000 home page views in 30 days.

Proof instead of estimates
Report with viewable impressions (at least 50% for 1 second) and clicks per day and placement, click-through rate so far 0.96%.

Topic sponsorship
Your ad optionally only next to matching articles, e.g. on GNU/Linux, News or Android.

No tracking
Ads are served from my own server, without cookies or third-party scripts – no consent banner in front of your ad.

Technical options

Rotation
Several creatives per booking alternate on every page view, weighted as you like (1–10), never the same ad twice on one page – even behind the page cache.

Language
German, English or both, each with its own creative, text and target. A single language is priced pro rata by page views.

Topics
Optionally only next to articles in chosen categories or tags, e.g. homelab, Android or AI.

Booking type
Fixed monthly price, exclusive (one advertiser per placement) or a fixed number of viewable impressions, spread evenly over the period.

Schedule
Start and end to the minute; the ad disappears on time – even from cached pages.

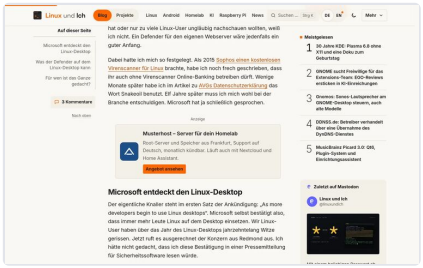
Formats
Your own image banner 336 × 280 or 800 × 200 (the small format automatically on phones), animated if you like, but calm and without blinking; or a text ad with logo. Without layout shift.

Reporting
Viewable impressions (at least 50% for 1 second) and clicks per day, placement and language, target links with UTM parameters for your own analytics, report as PDF.

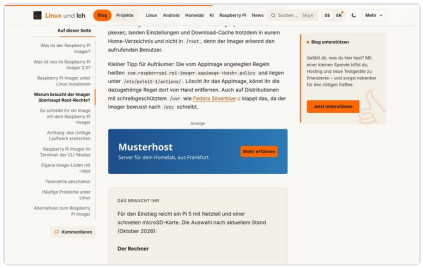
Privacy
Ads and counting from my own server, without cookies, third-party scripts or data sharing – no consent banner.

What the placements look like

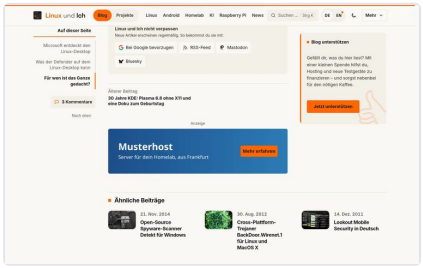
Screenshots of the live sites with an invented demo ad.



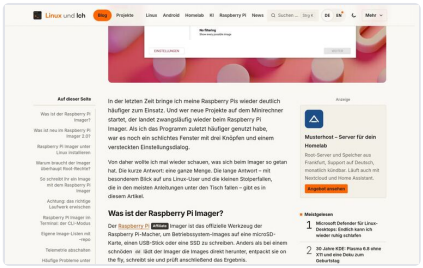
Within the article



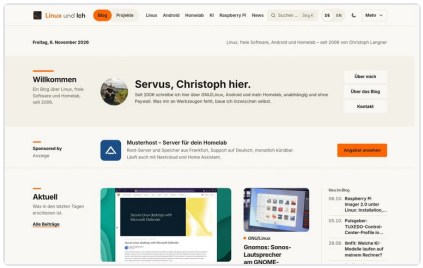
Middle of long articles



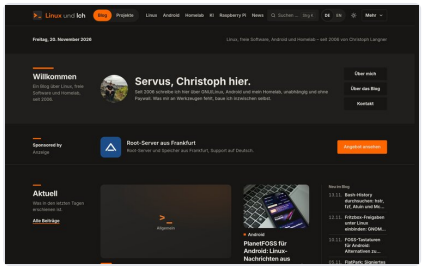
Below the article



Sidebar



Home page sponsor



Home page sponsor, dark mode

FV 2 · Media kit

PlanetFOSS

Linux and open-source news aggregator in magazine style: the most important stories from blogs and projects, updated daily; German and English.

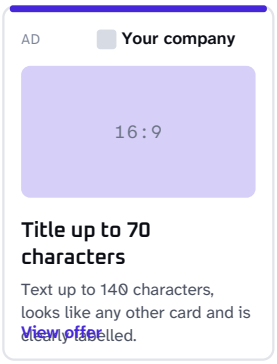
Page views, 30 days	On Linux	Language
69,100	**51%**	**DE/EN**
9% of them in English	70% on desktop	site and ads

Top topics

last 90 days



What your ad looks like



Picture
16:9, from 1200 × 675 px

Logo
square, small in the header

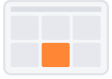
Title
up to 70 characters

Text
up to 140 characters

Link
target with UTM parameters

Card in the news grid in the style of the site, labelled as an ad; on request also in the Android app at no extra charge.

Ad placements

	Placement	Format
	“Latest” grid, Sidebar, Category carousel, List pages	Sponsor card: image, title, text, button
	App: Latest, Lists no extra charge with a website booking	Card with picture or compact card with logo

Figures and technology

Measured, not estimated

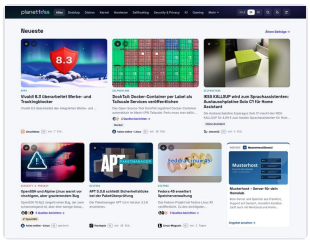
Page views by real browsers from the web server log, automated access and own visits filtered out; without cookies, third-party scripts or stored IP addresses. Same rules on all sites of the freiversum.

Monthly development

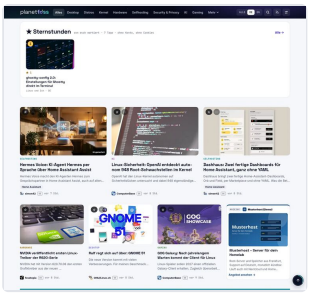


What the placements look like

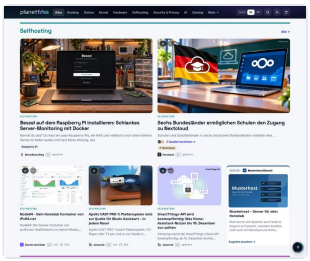
Screenshots of the live sites with an invented demo ad.



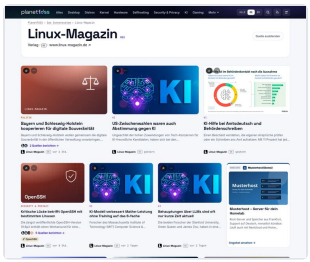
“Latest” grid



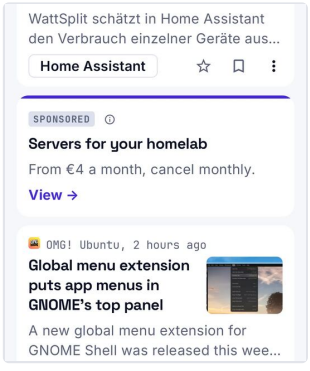
Sidebar



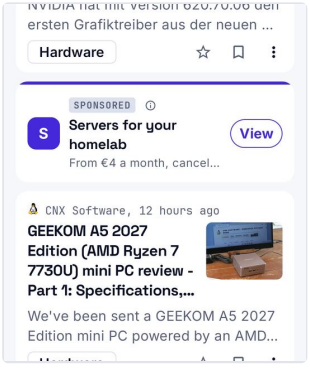
Category carousel



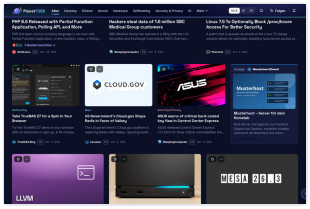
List pages



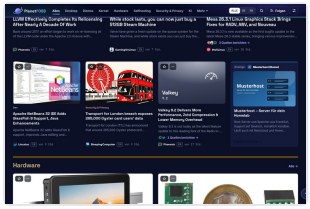
App: Latest



App: Lists



“Latest” grid, dark mode



Sidebar, dark mode

FV 3 · Media kit

LinuxPULSE

Public figures on desktop Linux by continent and distribution, updated weekly, with a monthly report. English only.

Page views, 30 days

growing

not yet 30 days measured or under 1,000

Language

EN

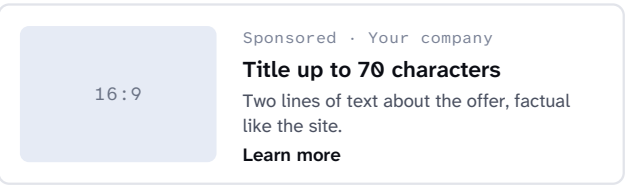
site and ads

Top topics

last 90 days

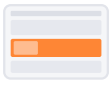
Continents and countries	39%
Data and sources	18%
Monthly and weekly reports	11%
Charts for reuse	10%
Linux pulse (index)	10%

What your ad looks like



Card in the style of the site, never inside charts or figures; part of the page, no third-party script or cookies.

Ad placements

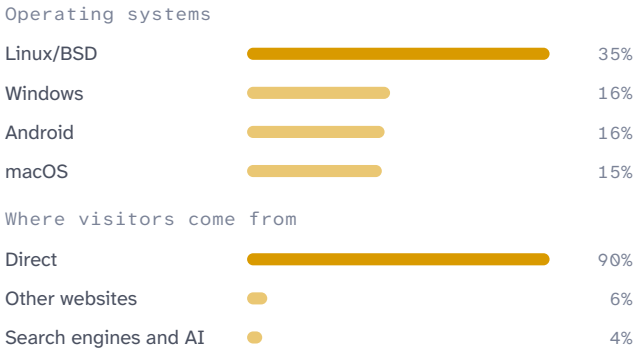
	Placement	Format
	Card on the home page, distributions page, gaming page	Card: 16:9 picture, title, text, link
	Row in the news ticker	Text row: sponsor and title
	Card on a continent page	Card for one region (e.g. Europe)

Figures and technology

Measured, not estimated

Page views by real browsers from the web server log, automated access and own visits filtered out; without cookies, third-party scripts or stored IP addresses. Same rules on all sites of the freiversum.

Audience



Technical options

Rotation
Several ads per booking alternate on every page view, weighted as you like (1–10), never the same ad twice on one page.

Regions
Cards on the continent pages only for chosen continents, e.g. Europe for EU vendors.

Formats
Card with 16:9 picture, title, text and link, or a row in the news ticker – in the style of the site, never in the first screen, at most two per page.

Privacy
Static site, counting from the server log, without cookies or third-party scripts.

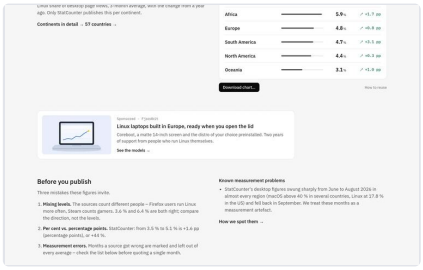
Language
The site is English only, so title, text and target are in English.

Schedule
Periods by the day. The site is built twice a day; an ad starts with the next build and ends on time at midnight after its last day.

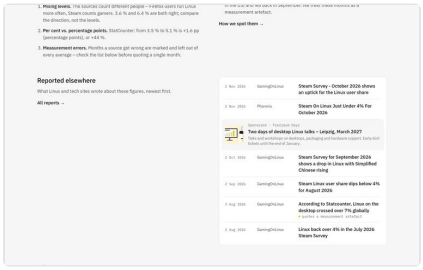
Reporting
Viewable impressions (half in view) and clicks per day and placement, target links with UTM parameters, in the network's combined report.

What the placements look like

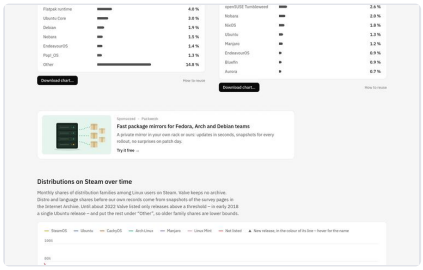
Screenshots of the live sites with an invented demo ad.



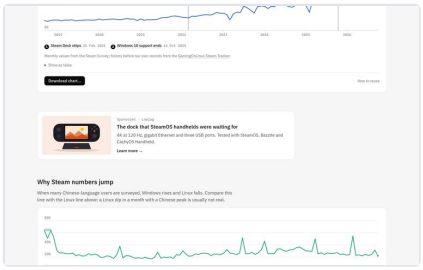
Card on the home page



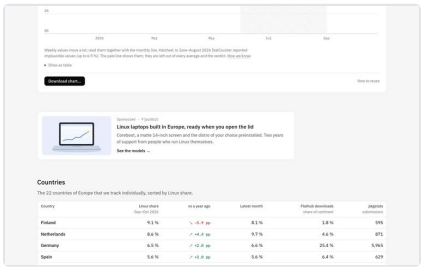
Row in the news ticker



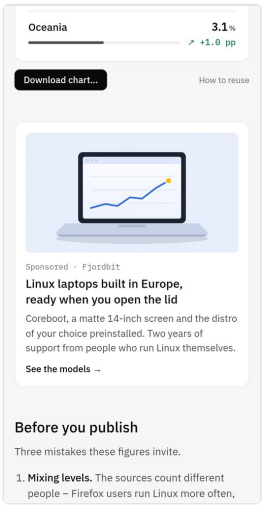
Card on the distributions page



Card on the gaming page



Card on a continent page



Card on the home page, on a smartphone

freiversum

A project in the freiversum
As of 20 November 2026

FV 4 · Media kit

tuxsucht

The Linux search engine: curated search across German-language Linux blogs, forums and magazines, plus new articles from the Linux web.

Page views, 30 days

growing

not yet 30 days measured or under 1,000

Language

DE

site and ads

What your ad looks like

AD tuxsucht is supported by Logo

One sentence about the offer, linked.

or

AD tuxsucht is supported by Your company

Your image banner 728 × 90 · animation welcome

Below the search box on the home page: a line with logo, name and one sentence, or your own image banner 728 × 90, animated if you like. One sponsor at a time, no third-party script or cookies.

Ad placements

	Placement	Format
	Sponsor bar on the home page	One line with logo, sponsor name, one sentence and link, or your own image banner 728 × 90 (also animated)

Figures and technology

Measured, not estimated

Page views by real browsers from the web server log, automated access and own visits filtered out; without cookies, third-party scripts or stored IP addresses. Same rules on all sites of the freiversum.

Audience

Operating systems

Linux/BSD	85%
Windows	5%
Other	10%

Where visitors come from

Direct	95%
Other websites	5%

Technical options

Exclusive
One sponsor at a time, the band appears on every view of the home page, no rotation.

Format
A line with logo (24 px high, transparent), name, one sentence up to 70 characters and link – or your own image banner 728 × 90 (JPEG, PNG, GIF or WebP), animated if you like, but calm and without blinking; German only.

Schedule
Periods by the day; tuxsucht fetches the plan every 10 minutes, start and end take effect automatically.

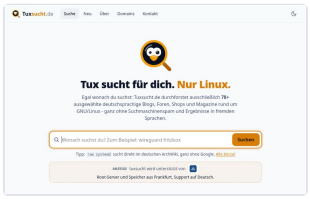
Reporting
Viewable impressions and clicks per day from the server log, in the network's combined report.

Context
Search across selected Linux blogs, forums and magazines instead of the whole web; readers arrive with a specific Linux question.

Privacy
Logo served from our own server, without cookies or third-party scripts; clicks go through a redirect that stores no addresses.

What the placements look like

Screenshots of the live sites with an invented demo ad.



Sponsor bar on the home page



Sponsor bar on the home page, dark mode



Sponsor bar on the home page, as an image banner