



Ratecard Bergen Magazine 2012



Bergen Magazine

Bergen Magazine, a leading glossy magazine on mountain recreation and sports, offers up to date information, news and background on mountain areas in Europe and the rest of the world.

Title: Bergen Magazine

Publisher: Virtùmedia, Pepijn Dobbelaer

Postbus 595, 3700 AN Zeist, Nederland

Editor

Jonathan Vandevoorde

e-mail: redactie@bergenmagazine.nl

Advertising: Virtùmedia

Klaartje Grol, e-mail: kgrol@virtumedia.nl

Tel. 0(031)30-6933727

Fax. 0(031)30-6913312

Frequency	quarterly
Price	€ 6,50
Subscription	€ 24,95
Circulation	7000 copies

Deadlines 2012

Issue	reservation	street date
Nr. 1 2012	Jan 24	Feb 24
Nr. 2 2012	April 24	May 25
Nr. 3 2012	Aug 7	Sep 7
Nr. 4 2012	Oct 24	Nov 23

Ad sizes

All sizes in mm: width x height

Trimsizes: 190 x 255,6 mm

Bleedsize*: 215 x 280 mm

* please allow 3mm for clean cut

2/1 page	430 x 280
1/1 page	215 x 280
1/2 page landscape	190 x 125,3
1/2 page portrait	92,5 x 255,6
1/3 page portrait	60 x 255,6
1/4 page landscape	190 x 60,2
1/4 page portrait	92,5 x 125,3
1/8 page landscape	190 x 27,5

Advertising rates

In euro's, excl. VAT

2/1 page	€ 1550,-
1/1 page	€ 970,-
1/2 page	€ 575,-
1/3 page	€ 435,-
1/4 page	€ 325,-
1/8 page	€ 195,-

Series discount

2 advertisements	- 5%
3 advertisements	- 7%
4 advertisements	- 15%

Extras

Required placement: +10% extra charge.

Coverpage 2 and 3: +10% to full colour price.

Coverpage 4: +25% to full colour price.

Enclosures and special placements are offered separately.

Inserts rate's on request

Ask for a package deal (www.bergwijzer.nl and Bergen Magazine), contact Klaartje Grol

Submission guidelines

Deliveryformats: JPEG, TIFF, EPS and Certified PDF 300 dpi true scale. Full-colour ads in CMYK (important: during printing small differences in colour can appear, Virtùmedia cannot be held responsible for this). Do not include Crop Marks. Embed fonts or transfer into lettercontours. All ads need to be delivered print-ready. Corrupt files or wrongly designed files will be invoiced, but not placed.

Ads can be submitted via e-mail to:
studio@virtumedia.nl





www.bergwijzer.nl ratecard 2012

www.bergwijzer.nl

Bergwijzer.nl offers up to date information about mountain areas in Europe and the rest of the world. The website contains news as well as background, blogs, photo's and tips on getting there and around, accommodation, hiking, sightseeing, weather conditions and a wide range of products.

Unique visitors: Bergwijzer.nl has been online since July 2010. The 15.000 visitors generate app. 45.000 pageviews per month.

User info

Dual earner, income well above average, highly educated, age between 25 and 55, spends a substantial amount of time and money on outdoor activities, early adaptor of new ranges of equipment, visits the mountains at least twice a year.

Publisher: Virtumedia, Pepijn Dobbelaer
Postbus 595, 3700 AN Zeist The Netherlands
www.virtumedia.nl

Marketing and sales

Klaartje Grol, e-mail: kgrol@virtumedia.nl
Tel. (0031)30-6933727
Fax. (0031)30-6913312

Banners

Banners can be placed on 3 places on the website, backed by detailed reporting and tracking, banners appear on all pages.

Button left

190 x 95 pixels (max. file size 15 KB)
rate: € 200,- per month
Position: left of page

Button right

120 x 300 pixels (max. file size 15 KB)
rate: € 320,- per month
Position: right of page

Skyscraper

120 x 600 pixels (max file size 20 KB)
rate: € 580,- per month
Position: right of page

Customized ads, customized headers and advertorials on application

Newsletter

Is send to 4500 people. Size: 100 words, one image (jpeg), size: 468 x 60 pixels, rate: € 250,- .

Technical specification

Banners must be submitted as GIF, PNG or JPEG, 72 dpi. Max. 20 kb. Flashbanners only after consultation. Publisher can approve or reject banners

Ads can be submitted via e-mail to:
studio@virtumedia.nl

Ask for a package deal (bergwijzer.nl and Bergen Magazine), contact your sales representative

