



www.bergwijzer.nl ratecard 2012

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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

Advertising:

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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: € 640,- per month
Position: right of page

Customized ads, customized headers and advertorials on application

Newsletter

Is send to 4000 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 100 words, one image (jpeg), size: 468 x 60 pixels, price on application

Technical specification

CPM: cost per thousand impressions.
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

