

## Bergen Magazine Mediacard 2017

### Bergen Magazine

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

### Our readers

#### General profile

average age: between 30 and 65

80% received higher education (university or similar)

50% is very interested in nature, culture and history

50% is very interested in photography

#### Visits to the mountains

80% visits the mountains multiple times per year

50% go on holidays with their children between 6 and 16 years

Most favorite countries are: Austria, Switzerland, France, Norway and Italy

#### Circulation

The circulation of Bergen Magazine is 15.000 copies

### Mountainsports

95% is very interested in mountain hiking

33% is interested in climbing and alpinism

40% is interested in wintersports

### Reading and buying habits & rating

94% keeps the issues of Bergen Magazine for future reference

68% always looks at the advertisement, 34% contacts the advertiser or checks the internet for more information

Per year between € 300,- and € 500,- is spend on outdoorclothing and equipment.

Our readers are interested in advertisements about:

Outdoorclothing (58%)

Hikingshoes (53%)

Navigation and photomaterial (35%)

Climbingmaterial (25%)



# www.bergwijzer.nl 2017

## www.bergwijzer.nl

Bergwijzer.nl offers a lot of practical information about travelling to and in the mountains, hiking routes, accommodations and things to see in mountain areas. Visitors also find information about the newest outdoor products, a lot of tips about the best hiking routes, photography, safety and maintenance of products and gear and more.

There is a lot of interaction with the visitors, with travel stories, social media and a lot of contest, like the Bergwijzer photo contest, which always is organized with a partner. Bergwijzer also offers the latest news and background stories about mountain areas in Europe and beyond.

## Unique visitors

Bergwijzer.nl has **44.000 unique visitors per month**.

## Visitor 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.

## Newsletter

The Bergwijzer e-mailnewsletter has 8.600 subscribers and is sent twice per month. It contains the latest news and articles of Bergwijzer.nl, information of our partners and advertorials and contests of all kind.

A couple of times per year we send a special e-zine dedicated to one subject or mountain region.

The screenshot shows the Bergwijzer website homepage. At the top, there is a navigation bar with links for HOME, DE BERGEN VANDAAG, BERGEN MAGAZINE, BERGLANDEN, BERGSPORT, MIJN BERGWIJZER, and OUTDOORPRODUCTEN. Below the navigation bar is a search bar and social media icons. The main content area features several article teasers:

- TIJDS MOOISTE HERFTLANDSCHAPPEN**: A banner for autumn landscapes with the text "Ontdek nu!".
- EINDELIJK SNEEUW!**: An article about winter in the Alps, mentioning snow and hiking.
- WINTER IN CATALONIË**: An article about winter in Catalonia, featuring a photo of a person on a snowy mountain.
- LANGE FILES VOOR WINTERSPORTERS**: An article about long queues for winter sports, mentioning a photo of a road with cars.
- SNEEUWSCHOENWANDELEN IN VAL D'ARAN**: An article about snowshoe hiking in the Val d'Aran, mentioning a photo of a person on a snowy mountain.
- REPORTAGES**: A section for reports, featuring a photo of a sunset over mountains.
- NIEUWS**: A section for news, featuring a photo of a person on a bicycle.
- MAKATIET BEURS**: A section for the Makatiet Fair, featuring a photo of a person on a bicycle.
- TIPS VAN LOCALS**: A section for local tips, featuring a photo of a person on a bicycle.
- ONTDEK CATALONIË TE VOET**: A section for exploring Catalonia on foot, featuring a photo of a person on a bicycle.
- NIEUWSBRIEF**: A section for the newsletter, featuring a photo of a person on a bicycle.

# Title: Bergen Magazine

Publisher: Virtùmedia  
Editor: Jonathan Vandevoorde  
Circulation: 15.000 copies  
Frequency: quarterly  
Price: € 5,95  
Subscription: € 27,50 per year

## Ad sizes

All sizes in mm: width x height  
Trimsize: 190 x 255,6 mm  
Bleedsize\*: 215 x 280 mm  
\* please allow 3mm for clean cut

	w x h in mm	rates excl. VAT
2/1 page	430 x 280	€ 1560,-
1/1 page	215 x 280	€ 995,-
1/2 page landscape	190 x 125,3	€ 595,-
1/2 page portrait	92.5 x 255,6	
1/4 page landscape	92.5 x 125,3	€ 345,-
1/8 page landscape	92,5 x 60	€ 195,-

## Series discount

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

## Extra possibilities

Coverpage 2 and 3: +10% .  
Coverpage 4: +25%  
Enclosures and special placements are offered separately.  
Inserts rate's on request \

# BERGEN tijdschrift voor bergwandelaars magazine

## Deadlines 2016

Issue	streetdate	reservationdate
Nr. 1 2017	10 february	16 january
Nr. 2 2017	11 april	15 march
Nr. 3 2017	09 june	15 may
Nr. 4 2017	15 september	14 august
Nr. 5 2017	8 december	13 november

## Submission guidelines

Deliveryformats: JPEG, TIFF, EPS and Certified PDF 300 dpi true scale. Full-colour ads in CMYK. 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](mailto:studio@virtumedia.nl)



## Contact

Virtùmedia  
Klaartje Grol  
Tel. (0031)30-6933727  
e-mail: [kgrol@virtumedia.nl](mailto:kgrol@virtumedia.nl)  
[www.bergwijzer.nl/www.virtumedia.nl](http://www.bergwijzer.nl/www.virtumedia.nl)

# Title: Bergwijzer.nl

Publisher: Virtùmedia  
Webeditor: Daan Couwenbergh  
Unique visitors: 44.000 per month

On Bergwijzer.nl there are multiple possibilities for advertising, like banners, advertorials, emailnewsletter and mediacampaigns

## Banners

(all prices Vat excluded, all banners appear in carrousel)

### Button left

336 x 95 pixels (max. file size 16 KB)  
Rate: € 195,- per month

### Long banner

468 x 60 pixels (wxh(max. file size 20 KB)  
Rate: € 310,- per month  
Position: only visible on homepage

### Rectangle

336 X 280 pixels pixels (max. file size 25 KB)  
Rate: € 430,- per month

### Leaderboard

728 x 90 pixels w x h (max. filesize 30 KB)  
Rate: € 600,- per month

## Other advertisement possibilities

(all prices Vat excluded)

### Bergwijzer e-mail newsletter

The Bergwijzer e-mailnewsletter is send twice per month to 8.600 people.  
Size: title max. 8 words, text 60 words. One image (jpeg),  
rate: € 175,- .

## Advertorial

Two weeks on the homepage of Bergwijzer.nl.  
Size: 300-500 words and photo's (jpeg). Rate: € 250,-

## Holiday-tip ( mini-advertorial)

Two weeks on homepage, then in site-archive.  
Size 100 words and 1 photo(jpeg). Rate: € 100,-

## Customized media campaigns, dedicated e-zine

The rates for customized media campaign (contains both commercial and editorial items) and dedicated e-zine on application.

## 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. Banners can be placed in carousel. All prices VAT excluded. Banners and other advertisements can be submitted via e-mail to: studio@virtumedia.nl

## Contact

Virtùmedia  
Klaartje Grol  
Tel. (0031)30-6933727  
e-mail: [kgrol@virtumedia.nl](mailto:kgrol@virtumedia.nl)  
[www.bergwijzer.nl/www.virtumedia.nl](http://www.bergwijzer.nl/www.virtumedia.nl)

