

Bergen Magazine Mediacard 2018

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 2018

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 **65.000 unique visitors per month**.

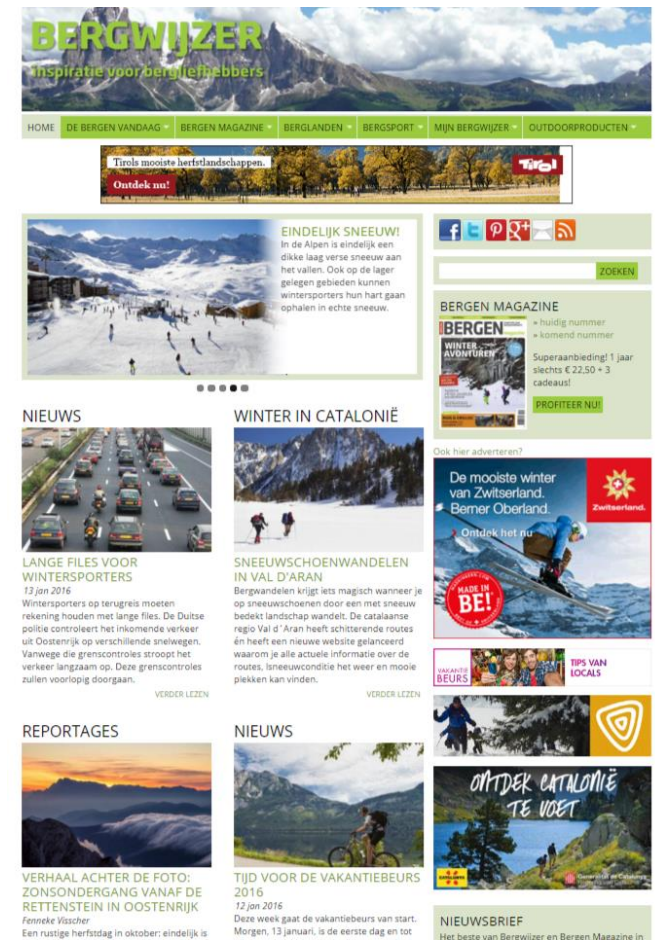
Visitor info

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 10.000 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.



Title: Bergen Magazine

Publisher: Virtumedia
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	€ 1950,-
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 2018

Issue	streetdate	reservationdate
1	09 february 2018	15 january 2018
2	13 april 2018	09 march 2018
3	15 june 2018	14 may 2018
4	14 september 2018	13 august 2018
5	07 december 2018	12 november 2018

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



Contact

Virtumedia
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e-mail: kgrol@virtumedia.nl
www.bergwijzer.nl/www.virtumedia.nl

Title: Bergwijzer.nl

Publisher: Virtùmedia
Webeditor: Daan Couwenbergh
Unique visitors: 65.000 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 30 KB)
Rate: € 195,- per month

Long banner

468 x 60 pixels (wxh(max. file size 30 KB)
Rate: € 310,- per month
Position: only visible on homepage

Rectangle

336 X 280 pixels pixels (max. file size 50 KB)
Rate: € 430,- per month

Leaderboard

728 x 90 pixels w x h (max. filesize 40 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

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