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, hikingroutes, accommodations and things to see in mountainarea's. Visitors also find information about the newest outdoorproducts, 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 mountainarea's 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-mailnewletter has 10.000 subscribers and is send 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 mountainregion.



REPORTAGES



RETTENSTEIN IN OOSTENRIJK

NIEUWS



Deze week gaat de vakantiebeurs van start.

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	€ 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 possiblities

Coverpage 2 and 3: +10%.

Coverpage 4: +25%

 $\label{lem:enclosures} \mbox{Enclosures and special placements are offered separately}.$

Inserts rate's on request \

BERGEN tijdschrift voor bergwandelaars magazine

Deadlines 2018

Issue	streetdate r	eservationdate
1	09 february 2018	15 january 2018
2	13 april 2018	09 march 2018
3	15 june 2018	14 may 2018
4	14 september 201	8 13 august 2018
5	07 december 2018	3 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

Virtùmedia Klaartje Grol Tel. (0031)30-3072248

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 ezine

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. Al prices VAT excluded. Banners and other advertisements can be

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

Contact

Virtùmedia Klaartje Grol Tel. (0031)30-3072248

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





ZWITSERLAND

Zeitsarrierd is ent van de meest bekende bergienden van Fursqu. Zwitsarriand staat bekend na haar hop bergienden, mode berginnen en die grote rivieren die er omspringen. Een grote deel van het land bestaat uit hoogsteberge. Dat maak Zeitserland een populaire bestemmit van berginnen zijn de voor de gesporten, dit knoët de 1% een oor worken terstemen hen en graan die bergien van de verde gesporten, dit voor die 1% een oorden terstemen hen en graan die bergien van de verde gesporten, dit voor die 1% een oorden terstemen hen en graan die bergien van die verde gesporten, die verde die verde









EUROPA MOE! WE IEN

Allows - 5,0n 2016
In Nederland is her niet verplicht, maar zodra
je de landsgerenen passent, krig je al snel
ermes te makert wisterbandene in
neuessketingen. Maar vandf wanneer moet
je met winterbanden vijden Ein zijn
sneawketingen ook verplicht? Her een
verstrich om alle enduluelijknied de wereld
wertrich om alle enduluelijknied de wereld







Nieum - 24 dez 2015
Her in Nederland is het nog erg warm
cicht, de tij dvan het jaar en ook in de
wintersportgebieden is het warmer de
te zilden
sineumnel
sineumnel
sineuwn op de pistes, in veel gebieden
te het
te sewakkanneme inggest, waardoor o
veel pistes geskled wordt op kumstane





ONTDEK DE SPROOKJESGONDELS IN GRÄCHEN

Violenties in die gondel naar beven kunnen verbet kinderen soms lang en saal zijn, in Grachen Zutstenland hebben et daar ies op gevenden. De inrichting van elke gondel is gevenden. De inrichting van elke gondel is Gebroeder's Grimm.



