

Bergen Magazine – Bergwijzer.nl Magazine for Mountainhikers

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.

The magazine is published 5x per year and offers a lot of practical information about travelling to and in the mountains, hikingarea's, and things to see in mountainarea's. Each issue we publish information about outdoorproducts

The circulation of Bergen Magazine is 16.000 copies, each issue is read by multiple readers, **per issue 33.000 mountainhikers.**

www.bergwijzer.nl

Visitors find the latest news and indept articles about mountainsports and hikingdestinations. Also the latest 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 blogs, social media and a lot of contests, like the famous Bergwijzer photocontest, which always is organized with a partner.

Bergwijzer.nl has **80.000 unique visitors per month.**

Newsletter

The Bergwijzer e-mailnewsletter has 9.800 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.



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 and 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

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

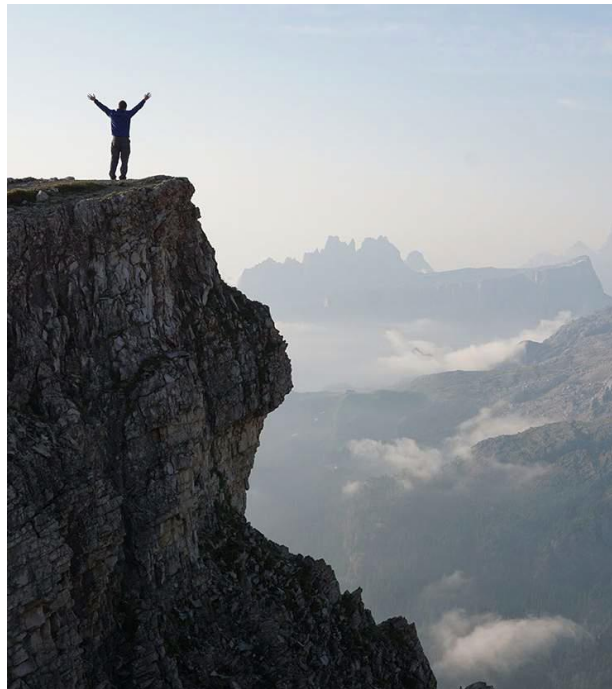
68% always looks at the advertisement

34% contacts the advertiser or checks the internet for more information

Per year between € 300,- and

€ 500,- is spend on

outdoorclothing and equipment.



Bergen Magazine Specials

Brandspecial

All mountaineers, including the hikers, need a solid equipment before heading into the mountains.

However, what is it exactly that you need and, just as important, which brand? In the Bergen Magazine Brandspecial we offer brands the possibility to present themselves.

The Brandspecial is published as a printmagazine and online magazine.

Print Magazine: circulation **30.000 copies**

(distribution readers Bergen Magazine and Dutch and Flemish outdoorstores)

Online magazine: **250.000 mountainhikers & outdoorsporters**

(distribution via online Bergen magazine network and facebookcampaign)

The Brandspecial is published in june: 1/1 page in print and online € 1250,- (VAT excluded)

Bergen Online Magazine 'Mountainhiking with the kids'

In december we will publish an online version of Bergen Magazine about 'mountainhiking with the kids'. Where to go? What to do? And what to wear?

Reach Bergen Online Magazine : 150.000 mountainhikers

Distribution to online network Bergen Magazine and Facebookcampaign.

Price 1 article € 795,- (vat excluded)



Bergen Magazine Mediarates 2020

Publisher: Virtumedia

Editor: Jonathan Vandevoorde

Circulation: 16.000 copies

Frequency: 5x per year

Advertisements

All sizes in mm: width x height

	w x h in mm	rates excl. VAT
2/1 page	430 x 280 *	€ 1850,-
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,-

* please allow 5mm for clean cut

Brandspecial (June 2020)

1/1 page in print and online €1250,-

Bergen Online Magazine (December 2020)

Mountainhiking with the kids Price € 795,-

All prices VAT exclusive

Extra possibilities

Coverpage 2 and 3: +10% .

Coverpage 4: +25%

Inserts and advertorials on request

BERGEN tijdschrift voor bergwandelaars magazine

Publicationdates 2020

Issue	streetdate	reservationdate
1	21 february 2020	29 january 2020
2	17 april 2020	24 march 2020
3	12 june 2020	20 may 2020
4	11 september 2020	19 august 2020
5	04 december 2020	11 november 2020

Submission guidelines

Deliveryformats: Certified PDF 300 dpi true scale (JPEG, TIFF, EPS) Full-colour ads in CMYK. Do not include Crop Marks. Embed fonts or transfer into lettercontours.

All ads need to be delivered print-ready. Ads can be submitted via e-mail to: traffic@virtumedia.nl

Contact

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e-mail: kgrol@virtumedia.nl

Bergen Magazine is issued by publishing company Virtumedia. www.virtumedia.nl
[Click here for our Terms & Conditions](#)



Bergwijzer.nl

Publisher: Virtùmedia

Webeditor: Daan Couwenbergh

Unique visitors: 80.000 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: € 225,- per month

Rectangle

336 X 280 pixels pixels (max. file size 50 KB)

Rate: € 475,- per month

Leaderboard

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

Rate: € 750,- per month



Other advertisement possibilities

(all prices Vat excluded)

Bergwijzer e-mail newsletter

The Bergwijzer e-mailnewsletter is send twice per month to 10.000 subscribers
Size: title max. 8 words, text 60 words. One image 550 x 160 pixels (jpeg). Price: € 225,- .

Advertorial

Two weeks on the homepage of Bergwijzer.nl. Size: 300-500 words and photo's (jpeg). Price € 450,-

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:

traffic@virtumedia.nl

Contact

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