

BERGEN MAGAZINE

Magazine for Mountainhikers

Photo: J. Vandevoorde



MEDIARATES | 2023



Information about
Bergen Magazine
and Bergwijzer.nl



Publication dates and
promotional possibilities



Print and online



Exclusive
options

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 16.500 copies, each issue is read by multiple readers, **per issue 33.600 mountainhikers**. Bergen Magazine is distributed in the Netherlands and Flanders.

Online Bergen Magazines are also published three times a year on a special theme, such as hut tours, a family edition and sustainability. These online editions of Bergen Magazine can be read for free at the website and have a large online reach.

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 12.500 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

- Aaverage age: between 30 and 65.
- 80% received higher education (university or similar).
- 50% is very interested in nature, culture and history and photography.
- 80% of our readers 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.



PRINT

Publication frequency	Circulation	Digital subscriptions	Readers per issue
5 x	16.500	600	33.600

ONLINE

Unique visitors	Newsletter subscribers	Facebook followers	Readers Online Magazine
80.000	12.500	22.850	185.000

Publishinghouse	Uitgeverij Virtùmedia
Chiefeditor	Jonathan Vandevoorde
Publicationfrequency	5 x per year
Subscription	€ 33,49 per year
Circulation	16.500 copies

ADVERTISEMENTS (ALL SIZES IN MM: WIDTH X HEIGHT)

Size	w x h in mm	Rates*
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	€ 595,-
1/4 page landscape	92,5 x 125,3	€ 345,-
1/8 page landscape	92,5 x 60	€ 195,-

* All prices VAT excluded.

** please allow 5 mm for clean cut.

EXTRA POSSIBILITIES

Coverpage 2 and 3:	+25%
Coverpage 4:	+50%

Inserts and advertorials on request.

PUBLICATIONDATES 2023

Issue	Streetdate	Reservationdate
1	03 March	02 February
2	21 April	23 March
3	16 June	18 May
4	08 September	10 August
5	08 December	09 November

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

Klaartje Grol
T +31 (0) 30 - 3072248
E kgrol@virtumedia.nl

Bert de Vries
T +31 (0) 30 - 6913312
E bdevries@virtumedia.nl

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www.virtumedia.nl [Click here for our Terms & Conditions](#)



ONLINE HUT TOURS MAGAZINE

Reader research has shown that 90% of our readers regularly take a hut tour or would really like to do it, but do not yet know how and what. For them and for many more outdoorsports enthusiasts, the editors of Bergen Magazine produce the Online Hut Tours Magazine in May.

This is an online magazine full of inspiring articles, written by our journalists who like to go on a hut tour themselves. The most beautiful routes, special huts and inspiring conversations with the hut warden. The online magazine is also full of useful tips.

- Publication date: end of April 2023
- Reach over 185.000 online mountaineers and outdoor enthusiasts.

ONLINE MAGAZINE 'IN THE MOUNTAINS WITH THE FAMILY'

This online magazine is published annually in June and inspires readers to visit the European mountains with the whole family. From beautiful hiking regions, special hiking routes to hotels and family activities. This online magazine contains many tips, inspiration and articles with photos that are guaranteed to get you excited.

- To be released June 2023
- Reach online magazine: 185.000 mountaineers, outdoor enthusiasts and hikers.

ONLINE BERGEN MAGAZINE THEME 'SUSTAINABLE INTO THE MOUNTAINS'

We all want to go into the mountains as much as possible, but fortunately also more and more in a responsible way. By traveling, staying overnight and consuming more consciously, we can reduce our ecological footprint. And many outdoor brands provide a greener production process and recycled materials.

For sustainable inspiration, the editors of Bergen Magazine will produce a new Online Magazine at the end of October with the theme 'Sustainable into the mountains', an online magazine full of inspiring articles and product information and reviews written by our journalists who like to travel as responsible as possible.

- Out October 2023
- Reach 185.000 responsible travelers, mountaineers and outdoor enthusiasts



Publisher Uitgeverij Virtùmedia
Webeditor Daan Couwenbergh
Unique visitors 80.000 per month
Emailnewsletter 12.000 subscribers

CUSTOMIZED MEDIA CAMPAIGNS, DEDICATED E-ZINE

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

BANNERS

Type	w x h in pixels	Rates
Button	336 x 95 (max. 30 KB)	€ 225,- per month
Large Rectangle	336 x 280 (max. 50 KB)	€ 475,- per month
Leaderboard	728 x 90 pixels (max. 40 KB)	€ 750,- per month

All banners appear in carrousel.

SUBMISSION GUIDELINES

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 7 workdays before publicationdate to: **traffic@virtumedia.nl**

OTHER ADVERTISEMENT POSSIBILITIES

BERGWIJZER E-MAIL NEWSLETTER

The Bergwijzer e-mailnewsletter is send twice per month to 10.500 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).
- Photo's (jpeg).

Price € 450,-

All prices VAT Excluded.

CONTACT

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E kgrol@virtumedia.nl

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