

BERGEN MAGAZINE

Magazine for Mountainhikers

Photo: J. Vandevoorde



MEDIARATES | 2025



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 33.000 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
5 x

Circulation
16.500

Readers
per issue
33.000

ONLINE

Unique
visitors
80.000

Digital
subscriptions
600

Newsletter
subscribers
13.000

Facebook
followers
23.000

Readers
Online
Magazine
145.000

Publishinghouse	Uitgeverij Virtùmedia
Chiefeditor	Jonathan Vandevoorde
Publicationfrequency	5 x per year
Subscription	€ 38,45 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:	+15%
Coverpage 4:	+25%

Inserts and advertorials on request.

PUBLICATIONDATES 2025

Issue	Streetdate	Reservationdate
1	28 February	30 January
2	25 April	27 March
3	13 June	13 May
4	05 September	07 August
5	05 December	06 November

SUBMISSION GUIDELINES

Submit advertising material digitally as a certified PDF. The material must contain all fonts and illustrations used (at least 200 dpi). Make sure you use CMYK colors (full color)! Do not use RGB colors or add spot colors! Ads can be submitted via e-mail to: traffic@virtumedia.nl

CONTACT

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



ONLINE BERGEN MAGAZINE

The Online Bergen Magazines are published three times a year, each with its own theme: hut tours, hiking with the family and sustainability. These online editions of Bergen Magazine can be read for free at **Outdoormagazines.nl en Bergwijzer.nl**

REACH ONLINE MAGAZINE

Online we reach approximately 145,000 outdoor enthusiasts per magazine via Bergen Magazine own media channels and other magazines within the publishing house, such as Wandelmagazine and Bike explorer. Also, each Magazine is promoted through an extensive Facebook campaign.

NO.1 ONLINE BERGEN MAGAZINE 'HUT TRIPS'

Readers research has shown that 90% of our readers regularly takes a hut tour or would love to do, but don't know yet how and what. In this online magazine, the reader will find inspiring articles, tips, the most beautiful routes and special huts.

NO.2 ONLINE BERGEN MAGAZINE 'WALKING WITH THE FAMILY'

This online magazine is published annually at the beginning of summer and inspires readers to take the whole family out to go. From beautiful hiking regions, special hiking trails to hotels and family activities. This online magazine contains many tips, inspiration and articles with photos where you guaranteed get excited.

NO.3 ONLINE BERGEN MAGAZINE 'SUSTAINABLE IN THE MOUNTAINS'

We all want to go to the mountains as much as possible, but fortunately also increasingly in a responsible manner. By traveling, staying overnight and consuming more consciously we can reduce our ecological footprint.

PUBLICATION DATES 2025

Issue	Publication date	Submission date
1	20 May	06 May
2	30 June	16 June
3	27 Oktober	13 Oktober

PRICES

ADVERTORIAL

Between 250 and 500 words, content in consultation, photos and video possible.

Price € 595,-

SHORT TIPADVERTORIAL

Between 150 and 300 words, 1 photo and videos possible.

Price € 350,-

BANNER HOMEPAGE

Size 1400 x 210 pixels.

Price € 295,-

All prices are exclusive of VAT.

SUBMISSION GUIDELINES

ADVERTORIAL

Text in word document, between 250 and 500 words, at least 1 landscape royalty-free photo of at least 2,000 pixels wide, supplied as jpg or png. More photos are allowed; Link to the website, possibly with other contact details.

Optional: Video via YouTube and Vimeo.

SHORT TIPADVERTORIAL

Text in word document, between 150 and 300 words, 1 landscape royalty-free photo of at least 2,000 pixels wide, supplied as jpg or png. Link to the website, possibly with other contact details.

BANNER HOMEPAGE

Desktop: 1400 x 210 pixels; *Tablet* 680 x 150 pixels;

Mobile: 300 x 150 pixels

Banners and other online material can be submitted via email to; **traffic@virtumedia.nl**



Publisher Uitgeverij Virtùmedia
Webeditor Daan Couwenbergh
Unique visitors 80.000 per month
Emailnewsletter 13.000 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)	€ 250,- 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

Deliver banners at 72 dpi as jpg, png or (animated) gif, including a URL. 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 € 250,-

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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