

BERGEN MAGAZINE

Magazine for Mountainhikers

Photo: J. Vandevoorde

MEDIARATES | 2022



Information about
Bergen Magazine



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.

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 10.500 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

ONLINE

Readers per issue

33.000

Newsletter subscribers

12.000

Facebook followers

22.000

Readers Online Magazine

400.000

Publishinghouse	Uitgeverij Virtùmedia
Chieffeditor	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 2022

Issue	Streetdate	Reservationdate
1	25 February	27 January
2	22 April	21 March
3	17 June	12 May
4	09 September	11 August
5	09 December	10 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

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



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

400.000 mountaineers & 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: 250.000 mountainhikers
Distribution to online network Bergen Magazine and Facebookcampaign.

Price 1 article: € 795,- (VAT excluded)



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.

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.

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

CONTACT

Klaartje Grol

T 0031 (0) 30 - 3072248

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