

Bergauf 2021

Target group: Mountain and active holidaymakers, hikers



FACTS

- 313.000 copies (just members, postal delivery)
- 855.000 readers
- Distribution: Austria
- 5x per year



GOOD REASONS

- Sensational 1000-readers rate!
- Area coverage from Eastern to Western Austria
- 98,8% will be delivered by post to the subscribers

"Bergauf" readers are of all ages but they have one thing in common: They are outdoor enthusiasts. According to a recent survey among readers, hiking, mountaineering, climbing, ski touring, Alpine skiing and mountain hiking are the most popular activities. Interest in the protection and preservation of the Alps, as well as in the many other environmental issues is particularly high and reassures the policy of the Alpine Club.

Format	€-rate 4c	B	H
1/1 page	8.790,-	210 mm	280 mm
1/2 page	5.390,-	210 mm	140 mm
1/3 page	3.990,-	210 mm	93 mm

Edition	ET	AS
01/2021	08.01.2021	16.11.2020
02/2021	09.04.2021	26.02.2021
03/2021	04.06.2021	30.04.2021
04/2021	10.09.2021	06.08.2021
05/2021	05.11.2021	30.09.2021



Online connection possible!
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Änderungen und Irrtümer vorbehalten. Gültig ab September 2020 - somit verlieren alle bisherigen Preislisten ihre Gültigkeit. Alle Preise verstehen sich exkl. Produktionskosten, zuzüglich der gesetzlich anfallenden Mehrwertsteuer. Platzierungszuschlag: 15% auf Umschlagseiten. ET = Erscheinungstermin, AS = Anzeigenschluss