

Bergsteiger 2021

Target group: mountaineers, hikers, ski tourers



FACTS

- 17.726 sold copies
- 85.000 readers
- Distribution: German speaking countries
- 12x per year
- Active between 30 and 61 years

GOOD REASONS

- High degree of reader loyalty
- High subscription rate in the core target group



For more than 80 years, **BERGSTEIGER** is one of the market leaders among outdoor magazines in Germany. Thanks to exciting reports of tours, extensive stories, high-quality photo galleries and professional tips for tours **BERGSTEIGER** also reaches a new and younger audience, in addition to its long-standing and regular readers.

Whether it's mountaineering, hiking, high mountain tours of ski touring - due to the high quality content and the modern appearance **BERGSTEIGER** is an important decision making tool for alpine destinations, mountain sports equipment and tour planning.

Format	€ -rate 4c	B	H
1/1 page	4.620,-	181 mm	241 mm
1/2 page	2.590,-	181 mm	121 mm
1/3 page	1.790,-	181 mm	74 mm
1/4 page	1.450,-	88 mm	117 mm



Online connection possible!
www.bergsteiger.de

Edition	ET	AS
02/2021	15.01.2021	02.12.2020
03/2021	12.02.2021	13.01.2021
04/2021	12.03.2021	09.02.2021
05/2021	09.04.2021	08.03.2021
06/2021	14.05.2021	13.04.2021
07/2021	11.06.2021	07.05.2021

Edition	ET	AS
08/2021	09.307.2021	09.06.2021
09/2021	13.08.2021	14.07.2021
10/2021	10.09.2021	11.08.2021
11/2021	15.10.2021	15.09.2021
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Unser Herz schlägt für den Tourismus.

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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