

# Ad Special OUTSIDES Winter



Target group: Winter sport enthusiasts

## FACTS

- 191.283 copies (Edition Bavaria)
- 550.000 readers
- Distribution: German speaking countries
- 1 x per year
- Active, high income, outdoor and sport enthusiasts



## GOOD REASONS

- Supplement made by the publishing house
- 1x per year
- Additional 1/4 page advertorial in the complete edition Sueddeutsche Zeitung edition with 391,026 copies (on Saturdays)

The special magazine "Outsides" is published in the Bavarian issue of the Sueddeutsche Zeitung. 49% of the readers in Bavaria are winter sport enthusiasts (alpine ski, snowboarding, cross-country skiing). 42% of the readers in Bavaria are willing to spend more money on wellness and health.

## You book 1/2 page 4c and you get FREE OF CHARGE ON TOP

- 1/2 page editorial in OUTSIDES
  - 1/4 page (180x264 mm) advertorial in the complete edition of the Sueddeutsche Zeitung (Edition: 391,026 Readers: 1,25 Mio.)
- Dates: November to March  
Placement: Saturdays, travel market

Availability	POWER-value	Your rate
2021 1x per year	ca. € 23.000,-	€ 5.000,-

Edition	ET	AS
2021	20.10.2021	14.09.2021

[www.IGL.at](http://www.IGL.at)

Unser Herz schlägt für den Tourismus.