

Wandermagazin 2021

Target group: Mountain and active holidaymakers



FACTS

- 38.580 copies
- 115.600 readers
- Distribution: German speaking countries
- 4x per year
- "New" hikers, silver-ager (high income, well educated)

GOOD REASONS

- One of the best hiking magazines since 25 years
- High quality texts and pictures
- Detailed tour description of their own scouts



Lifestyle hiking! The "new" hikers are on average 49.5 years old, exceptionally well educated and have a higher income. To them, hiking is an introduction to a trendy lifestyle. Ecologically sustainable, emphasizing pleasure and easily customized, hiking means experiencing nature. Precisely researched, delightfully arranged and comprehensive with immediately usable features. **Wandermagazin** offers guaranteed high quality of experience - 4x per year! With close to 116,000 readers this magazine is one of the leading hiking magazines in German-speaking countries!

Format	€-rate 4c	B	H
1/1 page	€ 2.420,-	244 mm	340 mm
1/2 page	€ 1.530,-	244 mm	162 mm
1/2 page	€ 1.530,-	120 mm	340 mm
1/3 page	€ 880,-	87 mm	340 mm

Edition	ET	AS
Nr. 210 Spring 2021	11.03.2021	06.01.2021
Nr. 211 Summer 2021	17.06.2021	08.04.2021
Nr. 212 Autumn 2021	16.09.2021	24.06.2021
Nr. 213 Winter 2021	16.12.2021	14.10.2021



Online connection possible!
www.wandermagazin.de

www.IGL.at

Unser Herz schlägt für den Tourismus.