

Bergauf 2023

Target group: Mountain and active holidaymakers, hikers

IGL

FACTS

- 350.000 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
- 98,4% 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	10.990,-	210 mm	280 mm
1/2 page	6.990,-	210 mm	140 mm
1/3 page	4.490,-	210 mm	93 mm

Edition	Date of publication	Order deadline
01/2023	05.01.2023	15.11.2022
02/2023	31.03.2023	17.02.2023
03/2023	09.06.2023	27.04.2023
04/2023	08.09.2023	04.08.2023
05/2023	03.11.2023	28.09.2023



Online connection possible!
www.freizeitpin.at

www.IGL.at

Unser Herz schlägt für den Tourismus.

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