

Bergauf 2025

Target group: Mountain and active holidaymakers, hikers

IGL

FACTS

- 350.000 copies (just members, postal delivery)
- 855.000 readers
- Distribution: Austria
- 4x 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
01/2025	07.03.2025	27.01.2025
02/2025	06.06.2025	28.04.2025
03/2025	05.09.2025	28.07.2025
04/2025	21.11.2025	28.07.2025



Online connection possible!
www.freizeitpin.at

www.IGL.at

Unser Herz schlägt für den Tourismus.

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