

# Bergsteiger 2023

Target group: mountaineers, hikers, ski tourers



## FACTS

- 20.830 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	4.990,-	181 mm	241 mm
1/2 page	2.800,-	181 mm	121 mm
1/3 page	1.930,-	181 mm	74 mm
1/4 page	1.570,-	88 mm	117 mm



Online connection possible!  
www.bergsteiger.de

Edition	Date of publication	Order deadline	Edition	Date of publication	Order deadline
02+03/2023	20.01.2023	12.12.2022	08/2023	14.07.2023	13.06.2023
Special Allgäu	10.02.2023	02.01.2023	09/2023	11.08.2023	11.07.2023
04/2023	10.03.2023	08.02.2023	10/2023	08.09.2023	07.08.2023
05/2023	11.04.2023	07.03.2023	11/2023	13.10.2023	11.09.2023
06/2023	12.05.2023	06.04.2023	12/2023	10.11.2023	06.10.2023
07/2023	16.06.2023	11.05.2023	01/2024	08.12.2023	08.11.2023

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Unser Herz schlägt für den Tourismus.