

DAV Panorama 2025

Target group: Mountaineers, active holidaymakers



FACTS

- 862.049 copies
- 900.000 readers
- Distribution: German speaking countries
- 4x per year
- Members of Deutscher Alpenverein (German Alpine Club)



GOOD REASONS

- Largest outdoor magazine in Germany
- Leisure-magazine of the German Alpine Club

DAV Panorama is the traditional and service-oriented member magazine of the world largest mountain sports club. DAV Panorama is the official voice of the German Alpine Club and is distributed to its members, who are all active and mobile nature lovers, going away on trips several times per year.

Format	€-rate 4c	B	H
1/2 page	15.400,-	205 mm	130 mm
1/3 page	10.500,-	205 mm	90 mm
1/4 page	7.700,-	205 mm	64 mm

Edition	Date of publication	Order deadline
01/2025	11.02.2025	03.01.2025
02/2025	13.05.2025	04.04.2025
03/2025	12.08.2025	04.07.2025
04/2025	11.11.2025	02.10.2025



Online connection possible!
www.alpenverein.de

www.IGL.at

Unser Herz schlägt für den Tourismus.

IGL-Werbendienst Ges.m.b.H., 5021 Salzburg, Österreich, Nußdorferstraße 5a - Telefon +43/662 45 36 15-0, Fax +43/662 45 20 38, office@igl.at
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