

WANDERLUST 2025

Target group: hikers, mountain lover, outdoorers,

IGL

FACTS

- 36.387 copies
- 125.000 readers
- Distribution: German speaking countries
- 6x per year

GOOD REASONS

- Readers with high net household income
- 25% of the readers pick up the magazine more than 5 times



Wanderlust stands for inspiring hiking enjoyment throughout Europe, as well as a passion for impressive nature experiences. Exciting reports with lots of background information, individual tour tips and personal highlights are professionally prepared and are designed to whet the appetite for the next hiking holidays.

Format	€ -rate 4c	B	H
1/1 page	6.400,-	195 mm	256 mm
1/2 page	3.900,-	195 mm	123 mm
1/3 page	2.500,-	195 mm	74 mm
1/4 page	1.950,-	95 mm	123 mm

Edition	Date of publication	Order deadline
02/2025	25.03.2025	24.02.2025
03/2025	06.05.2025	07.04.2025
04/2025	24.06.2025	26.05.2025
05/2025	05.08.2025	07.07.2025
06/2025	07.10.2025	01.09.2025
01/2026	02.12.2025	03.11.2025

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Unser Herz schlägt für den Tourismus.

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