

Wandermagazin 2023

Target group: Mountain and active holidaymakers

IGL

FACTS

- 36.820 copies
- 112.400 readers
- Distribution: German speaking countries
- 4x per year
- "New" hikers, silver-ager (high income, well educated)

GOOD REASONS

- One of the best hiking magazines since 30 years
- High quality texts and pictures
- Detailed tour description of their own scouts



Lifestyle hiking! The "new" hikers are on average 49.5 years old, exceptionally well educated and have a higher income. To them, hiking is an introduction to a trendy lifestyle. Ecologically sustainable, emphasizing pleasure and easily customized, hiking means experiencing nature. Precisely researched, delightfully arranged and comprehensive with immediately usable features. **Wandermagazin** offers guaranteed high quality of experience - 4x per year! With close to 112,500 readers this magazine is one of the leading hiking magazines in German-speaking countries!

Format	€-rate 4c	B	H
1/1 page	€ 4.900,-	244 mm	340 mm
1/2 page	€ 2.570,-	244 mm	162 mm
1/2 page	€ 2.570,-	120 mm	340 mm
1/3 page	€ 1.795,-	87 mm	340 mm

Edition	Date of publication	Order deadline
Nr. 218 Spring 2023	16.03.2023	05.01.2023
Nr. 219 Summer 2023	15.06.2023	05.04.2023
Nr. 220 Autumn 2023	14.09.2023	06.07.2023
Nr. 221 Winter 2023	14.12.2023	12.10.2023



Online connection possible!
www.wandermagazin.de

www.IGL.at

Unser Herz schlägt für den Tourismus.

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Valid from September 2022 - thus all previous price lists lose their validity. All rates are net, plus VAT and exclusive shipping costs as well as repro, litho or design costs are not included.
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