

Wandermagazin 2025

Target group: Mountain and active holidaymakers



FACTS

- 30.778 copies
- 90.000 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 90,000 readers this magazine is one of the leading hiking magazines in German-speaking countries!

Format	€-rate 4c	B	H
1/1 page	€ 4.990,-	230 mm	300 mm
1/2 page	€ 2.620,-	230 mm	150 mm
1/2 page	€ 2.620,-	113 mm	300 mm
1/3 page	€ 1.830,-	80 mm	300 mm

Edition	Date of publication	Order deadline
Nr. 226 Spring 2025	14.03.2025	03.01.2025
Nr. 227 Summer 2025	13.06.2025	04.04.2025
Nr. 228 Autumn 2025	12.09.2025	04.07.2025
Nr. 229 Winter 2025	12.12.2025	10.10.2025



Online connection possible!
www.wandermagazin.de

www.IGL.at

Unser Herz schlägt für den Tourismus.