MEDIA KIT 2021

Valid as of 01.01.2021
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1 TITLE PORTRAIT
2 TOPICS
3 DATES / FORMATS / PRICES
4 AD SPECIALS
5 ADVERTISING MARKET / SPECIALIST DEALER PACKAGE
6 DIGITAL
7 PUBLISHER'S DETAILS / TECHNICAL GUIDELINES / CONTACT

Copy price:	€ 6.50
Issues per year	12 + 2 specials
Price 1/1 ad page 4c:	€ 4,680
Sold circulation, IVW I/2021:	23,620 copies

THE ALPINE GUIDE WITH UTMOST COMPETENCE – THIS IS THE MOUNTAINEER'S SUCCESS FORMULA

Featuring fascinating pictures, exciting reports on the most stunning mountain tours and unique background information about life in the mountains, the oldest commercial mountaineering magazine in the world rekindles the desire to explore the world of the mountains every month anew.

Aiming to whet the reader's appetite for discovery, **Bergsteiger** provides a wealth of tour tips in each issue. The best day tours, the most exciting hut treks and alpine tours lasting several days: Pure and unadulterated fascination of the mountains. From basic to challenging – every mountaineering enthusiast will appreciate these contributions - whether hikers, mountaineers, via ferrata fans or high alpine climbers and ski tourers. And naturally, your will also find tips for families with children who like to take to the mountains.

12 tour maps as enclosures to take out and collect per issue are a reliable service for safe routes to the summits that our readers appreciate.

In addition to the fascination of the mountains, the experts from the **Bergsteiger** editorial team also provide competent information: reports on the latest alpine trends and - with very special attention given to the the quality of the equipment available on the market.

The test procedures developed over decades describe the standard when it comes to testing alpine „hardware" and putting it through its paces. Reliably tested by professionals on the mountain. Special features in booklets and special issues round off the magazine portfolio. Exciting destinations are often presented here - because this is another major interest area **Bergsteiger** readers in addition to mountaineering equipment know-how.

The web portal **www.bergsteiger.de** provides the perfect complement to the successful **Bergsteiger** print products. Here, mountaineering enthusiasts will find current reports from trade fairs, extensive purchasing advice and editorially reviewed tours in the Alpine regions with downloadable GPS data.

Bergsteiger is published by the renowned outdoor publishing house Bruckmann. In brief: The **Bergsteiger** media brand provides competent information on everything that mountaineering enthusiasts want to know and need to know - on all information channels, print, online and social media.

MAJOR BUYING GUIDES/TESTS*

Avalanche backpacks

Climbing harnesses

Service gloves

Fleece jackets

Summer equipment advisor

Light mountain boots

Short hiking pants/zip-off pants

Light backpacks up to 25 l

Via ferrata sets

Service functional underwear

Equipment advisor winter

Touring and freeride skis/ ski boots/ ski bindings

TOURISM TOPICS*

National Parks

Long-distance hiking trails

Via ferrata Trekking tours

Ridge and ridge tours

High-altitude hiking paths

Hut tours

Theme hikes

High Alpine tours

Environmentally friendly mountaineering and Alpine tourism

Regional portraits

Alpine crossings

Pleasure tours

Plaisir climbing

FIXED TOURISM SERIES & SECTIONS*

Tourism News

Hüttenzauber

The perfect mountain-weekend

Family outings (Familienbande)

Portraits of regions

New on the market

Mountain pictures

Ascender/Descender of the Month

The Klemmers Keile Column

Bike & Hike

Mountaineering scene

Wild paths

SERVICE TOPICS*

Joint Gentle Mountaineering (BW)

Navigating in the mountains

Sun protection on the mountain

Lunch boxes

Travel towels

Headgear

Drinking systems

Socks

Binoculars

*subject to modifications

ISSUES	PUBLICATION DATE	ADVERTISING DEADLINE	PRINT DEADLINE	INSERTS/BOUND INSERTS
02/21	Fri 15.01.21	Wed 02.12.20	Fri 04.12.20	Tue 15.12.20
03/21	Fri 12.02.21	Wed 13.01.21	Fri 15.01.21	Tue 26.01.21
04/21	Fri 12.03.21	Tue 09.02.21	Thu 11.02.21	Tue 23.02.21
05/21	Fri 09.04.21	Mon 08.03.21	Wed 10.03.21	Fri 19.03.21
06/21	Fri 14.05.21	Tue 13.04.21	Thu 15.04.21	Mon 26.04.21
07/21	Fri 11.06.21	Fri 07.05.21	Tue 11.05.21	Fri 21.05.21
08/21	Fri 09.07.21	Wed 09.06.21	Fri 11.06.21	Tue 22.06.21
09/21	Fri 13.08.21	Wed 14.07.21	Fri 16.07.21	Tue 27.07.21
10/21	Fri 10.09.21	Wed 11.08.21	Fri 13.08.21	Tue 24.08.21
11/21	Fri 15.10.21	Wed 15.09.21	Fri 17.09.21	Tue 28.09.21
12/21	Fri 12.11.21	Tue 12.10.21	Thu 14.10.21	Mon 25.10.21
01/22	Fri 10.12.21	Tue 09.11.21	Thu 11.11.21	Tue 23.11.21
Special Gardasee	**Fri 07.05.21**	**Mon 22.03.21**	**Wed 24.03.21**	**Tue 06.04.21**
Mit der Bahn zum Berg	**Fri 10.09.21**	**Wed 28.07.21**	**Fri 30.07.21**	**Tue 10.08.21**

PAGE FORMAT	TYPE AREA		BLEED*		PRICES IN €
	width mm	height mm	width mm	height mm	multicolour/bw
2/1	386	241	420	280	8,730.–
U4	181	241	210	280	5,390.–
U3	181	241	210	280	4,890.–
U2	181	241	210	280	5,090.–
1/1	181	241	210	280	4,680.–
3/4 portrait	140	241	157	280	3,630.–
3/4 landscape	181	191	210	210	3,630.–
2/3 portrait	120	241	137	280	3,340.–
2/3 landscape	181	167	210	186	3,340.–
1/2 portrait	88	241	105	280	2,620.–
1/2 landscape	181	121	210	140	2,620.–
1/3 portrait	53	241	70	280	1,810.–
1/3 landscape	181	74	210	93	1,810.–
1/4 portrait	42	241	53	280	1,470.–
1/4 2 columns	88	117			1,470.–
1/4 landscape	181	51	210	70	1,470.–

* For bleed advertisements, a bleed allowance (trim reserve) of 4 mm each at the top, bottom and outside must be added to the specified advertisement format.
Prices plus value added tax.

	SUPPLEMENTS				BOUND-IN INSERTS				GLUED-IN INSERTS			
	weight	total print run	partial print run	plus postal charges (only for subscription run)	volume	total print run	partial print run	plus postal charges (only for subscription run)		total print run	partial print run	plus postal charges (only for subscription run)
price per o/oo in €	up to 25g	96.–	101.–	28.–	up to 4 pages	106.–		23.–	postcard*	54.–		12.–
	up to 35g	106.–	111.–	33.–	up to 8 pages	127.–		28.–				
	up to 45g	116.–	121.–	43.–	up to 12 pages	147.–		33.–				
	Higher weights on request				Larger volumes, bound-in inserts with glued-on elements on request				Other stickers (e.g. coupons) on request * Paper = 150 g/qm (postal regulation)			
discounts	Postal charges and technical costs are excluded from discounts and commissions. Postal charges and technical costs are neither discountable nor commissionable.											
minimum print run	10,000 copies								carrier display: 1/1 page			
minimum format	105 mm x 148 mm				upon request				upon request			
maximum-format	200 mm x 270 mm				210 mm x 280 mm** ** Please note bleed allowances				upon request			
subvention	2 %				3 %				3 %			

READER TEST

With immediate effect, we are now offering you a form of advertising with a high degree of awareness and activation: the reader test

In close cooperation and coordination with you, we offer our readers your product for testing for a defined period of time. The necessary announcement for this is made in the magazine via a specially designed advertorial. After the test period, you will receive pictures and test reports from our readers, which will also form the basis for the final advertorial. If you wish, we can take over the entire organisation as well as the graphic design according to your specifications. Naturally, you can also contribute parts of the reader test yourself, such as the graphic design.

We would be happy to develop an individual reader test concept for you. We look forward to hearing from you!

SKI TOURING SPECIAL

Turnaround booklet on the subject of ski touring, approx. 48 pages.

PUBLICATION DATE:

Edition 12/21 - Fr 12.11.21
(see dates / prices 3)

TARGET GROUP:

All enthusiastic ski mountaineers from beginners to advanced.

CONTENTS:

Tour suggestions, guidebooks, avalanche awareness, equipment and product tests, large touring ski comparison test.

SPECIAL PUBLICATION »GREEN MOUNTAIN CLIMBING«

Special section on »Sustainability« topics as a turnaround booklet, about 35 pages.

PUBLICATION DATE:

Edition 8/21 - Fr 19.07.21
(see dates / prices 3)

TARGET GROUP:

All mountaineers and hikers interested in sustainability and ecology.

CONTENTS:

Information about sustainable outdoor products, green labels and regions that are particularly committed to environmental awareness.

Prices plus value added tax.

COOPERATION PACKAGES FOR TOURISM PARTNERS: WE SHOW THE MOST BEAUTIFUL HIGHLIGHTS OF YOUR REGION!

As a competent all-round provider of outdoor magazines and leisure media, we offer you an attractive media mix and extraordinary complete packages with numerous cross-media additional services. Together with your expertise, this will create distinctive products that will convince your audience and attract a great deal of attention and awareness. Naturally, we can also digitize the realized contents and offer them as apps or e-books.

SHORT PRESENTATION AS WEEKEND TIP

We present your region as a weekend tip in our column „The perfect mountain weekend“ with practical tour suggestions, where to stop off for refreshments and meals, as well overnight stay options.

ADVERTORIALS

You don‘t want an ad? No worries! You deliver your advertising text and your pictures. We will design and place your advertising message attractively and place it appropriately.

REPORTING

Experienced authors and editorial teams, creative graphic designers as well as renowned photographers team up to provide an exclusive report about your region. We determine the topics in close coordination with you.

BOOKLET

Our booklets, designed in close consultation with you, guarantee high attention and awareness.

Decide on a title presence or a topic-related placement in the magazine. We would be pleased to support you in the editorial implementation.

(w x h = 120 mm x 155 mm)

BERGSTEIGER SPECIAL

Together with you we will design a tailor-made special edition with your desired topics. Benefit from our proven distribution network of magazine kiosks, specialist retailers and end customers.

w x h = 210 mm x 280 mm)

BOOK & APP

We produce an individual hiking, travel or leisure guide in close cooperation that’s all about your region.

What’s more, we will issue the contents of your book project additionally as an app for smartphones.

MAXI-INSERT / INSERT

According to your wishes, our technical editors can create high-quality maxi inserts or bound-in inserts with high quality visuals and texts. The oversized format achieves a particularly strong sales impact in the magazine trade.

AD FORMATS IN THE MAXI-INSERT

SIZE IN PAGES PARTS	SECTION	
	width mm	height mm
1/1	200	300
1/2 portrait	105	300
1/2 landscape	200	150
1/3 portrait	67	300
1/3 landscape	200	100

plus 5mm trim

Prices plus value added tax.

BERGSTEIGER DEALER PACKAGE

10x BERGSTEIGER-MAGAZINE

You will receive 10 copies every month of the latest issue of **Bergsteiger** as a gift or for sale in your shop (binding copy price: € 6.50).

Tip: Gift **Bergsteiger** to your customers to strengthen customer loyalty.

ENTRY IN THE BERGSTEIGER SPECIALIST DEALER DIRECTORY

You will receive a 4-colour print entry of your shop with logo, address and telephone numbers in the **Bergsteiger**.

PRESENCE ON WWW.BERGSTEIGER.DE

You will receive a banner for your shop with all contact data on bergsteiger.de, including a link to your homepage.

Become a Bergsteiger specialist dealer now for only € 45.– monthly**

** plus 7 % VAT

SIZE IN PAGES	TYPE AREA		PRICES IN €
	width mm	height mm	multicolour/bw
1/4 portrait	42	219	960.–
1/4 2 column	88	117	960.–
1/4 landscape	181	58	960.–
1/8 portrait	42	120	500.–
1/8 landscape	88	60	500.–
1/16 portrait	42	60	260.–
1/16 landscape	88	30	260.–
1/32 portrait	42	30	135.–

Prices plus value added tax.

Let's go to the mountains! **Bergsteiger.de** is the specialist portal all about tours, mountaineering news, equipment and alpine know-how. Whether beginner or professional - **Bergsteiger.de** is an advisor and a source of inspiration for all those enthusiasts who want to ascend to the summits on the weekend. Our users are active, close to nature and use our website at home and on the road.

GENDER
54.7% male – 45.3% female

AGE
47% are 25 – 44 years

TECHNOLOGY
63,5% mobile / 36,5% desktop

Visits IVW, March 2021	192,534
Page Impressions	333,370
Newsletter	3,850
Facebook	13,970 fans
Instagram	2,715 follower

Source: Publisher information, March 2021

You can find further information at media.verlagshaus.de/marke/bergsteiger-online

DUON-Portal

TECHNICAL SPECIFICATIONS AND DELIVERY OF THE PRINTED DOCUMENTS

The current and binding technical specifications can be found at www.duon-portal.de. All print documents are to be delivered electronically via www.duon-portal.de

You can get support under support@duon-portal.de or phone 040/374117-50

Please always indicate our six-digit order number with the issue number and year of issue in the comments field, e.g. 123456_012020

TERMS AND CONDITIONS

The general terms of payment and business for advertisements and third-party inserts in newspapers and magazines, as well as the publisher‘s additional terms of business, shall apply. These can be obtained from the publisher or viewed online at media.verlagshaus.de/agb.

Due to tax regulations please be sure to request the tax number and/or the sales tax ID when placing the order

BANK DETAILS

Bruckmann Verlag GmbH
Deutsche Bank
Account 756 677 100
Sort Code 700 700 10
IBAN DE82 7007 0010 0756 6771 00
BIC/Swift code DEUTDEMMXXX

TERMS OF PAYMENT

Immediately after invoicing without discount. 2% discount until payment on the first day of sale, provided older invoices are not overdue.

GERANOVA BRUCKMANN VERLAGSHAUS

GERANOVA BRUCKMANN VERLAGSHAUS GMBH

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