

Media Data 2025

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color
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interest.



Hiking, Outdoor & Lifestyle

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**Format:**

230 x 297 mm

Number of pages:

100 – 116 pages

Frequency of publication:

9 times a year

Copyprice:

EUR 5,90

Overall print run:

ca. 45.000 copies

Issue-in-issue
EXTRA



TREKKING Magazin – The magazine for outdoor sports

For most people Outdoor just means to slip into the hiking shoes and start walking. Experience nature as close as possible. Thus, trekking-Magazin also focuses on hiking. But we always go a step further. Starting with a wellness tour for example or hitting a via ferrata, maybe taking a pack rafting journey - every edition offers something new and something well-established.

Function

Transmit the fascination outdoor, entertain, inspire, give useful and necessary information – these are the requirements of trekking-Magazin. Everyone who enjoys being outside will find inspiration and enthusiasm. Besides, neither alpine knowledge nor the big world journey is needed – the reports in trekking-Magazin are interesting for beginners as well as for advanced outdoorers and often they start right on one's doorstep. The travel reports are several pages long and impress with authentic experiences and stunning pictures. The perfect equipment for it is presented in product advisors and market overviews. Renowned outdoor journalists guarantee for solid Information and professional expertise.

Target Audience

trekking-Magazin speaks specifically to the broad mass of active people. People who enjoy outdoor activities and the nature around them. You obtain access to an audience who is well funded, and like to spend money for their hobby on regular short trips and holidays.

Year	Issue	Publication date	Closing date for ads	Deadline printing material
2025*	01/2025 Extra: Wintertouren Spezial	03.01.2025	09.12.2024	11.12.2024
	02/2025	28.02.2025	10.02.2025	12.02.2025
	03/2025	04.04.2025	12.03.2025	14.03.2025
	04/2025	02.05.2025	09.04.2025	11.04.2025
	05/2025 Extra: Green Outdoor & Travel	06.06.2025	12.05.2025	14.05.2025
	06/2025	04.07.2025	12.06.2025	16.06.2025
	07/2025	01.08.2025	10.07.2025	14.07.2025
	08/2025	05.09.2025	14.08.2025	18.08.2025
	09/2025 Extra: Skitouren Spezial	07.11.2025	16.10.2025	20.10.2025
2026*	01/2026 Extra: Wintertouren Spezial	02.01.2026	08.12.2025	10.12.2025

**www.wir-leben-
outdoor.de**

* Expected dates. Subject to alteration.

Advertising rates

Size/Format		width x height (mm)	Prices in EUR (4-colour)
1/1 page		200 x 258 print space 230 x 297 trimmed ads	5.445,-
1/2 page		vertical 97 x 258 print space 112 x 297 trimmed ads horizontal 200 x 131 print space 230 x 148 trimmed ads	3.250,-
1/3 page		vertical 64 x 258 print space 78 x 297 trimmed ads horizontal 200 x 82 print space 230 x 99 trimmed ads	2.100,-
1/4 page		vertical 97 x 131 print space horizontal 200 x 57 print space 230 x 74 trimmed ads	1.690,-
2/1 page		430 x 258 print space 460 x 297 trimmed ads	10.500,-
Opening Spread		430 x 258 print space 460 x 297 trimmed ads	10.900,-

All prices in Euro, VAT not included.

Infos:

For advertisements in bleed format, an additional 3 mm bleed on all sides must be added.
Trim-sensitive texts or pictures should have a margin of at least 5 mm above and below text or picture regarding the final trimmed format.

DISCOUNTS & EXTRA CHARGES

Special formats 2nd and 3rd cover page: basic rate + 15 %
4th cover page: basic rate + 20 %

Trimmed ad charges

(Not subject to any discount!) basic rate + 10 %

Discounts

(within one year)

from	3 ads	5 %	from	12 ads	20 %
from	6 ads	10 %	from	18 ads	25 %
from	9 ads	15 %	from	24 ads	30 %

LOOSE INSERTS (Not subject to any discount!)

minimum format: 105 x 148 mm (DIN A6);

maximum format: 225 x 287 mm

Five samples are required by order

up to 20 g **EUR 110,-** or up to 50 g **EUR 135,-** per Thousand

For each additional 5 g a price surcharge of EUR 5,- is calculated.

For split run a price surcharge of EUR 10,- is calculated.

BOUND INSERTS (Not subject to any discount!)

maximum format: 460 mm width x 297 mm height

EUR 135,- per Thousand (only up to 20 g, minimum 4-sided)

GLUED-IN INSERTS (Not subject to any discount!)

minimum format: for the carrier advertisement: 1/1 page.

Sticking a postcard: **EUR 49,-** per Thousand.



WANDERN & REISEN – The magazine for pleasure hikers

Wandern & Reisen is the magazine for everyone who likes to walk. Whether on hiking trails through German low mountain ranges, to the most panoramic Alpine peaks or on foot around a lake on your doorstep: The magazine provides inspiration for all pleasure hikers and those who want to become one.

Function

In authentic reports, Wandern & Reisen provides information on enjoyable walks and excursions, in front of the front door and in Europe. Wandern & Reisen shows what you can discover in nature on foot: Tour suggestions and reports inspire, equipment tips help with the decision to buy hiking boots, clothing and co.

Target group

Wandern & Reisen is aimed at pleasure hikers of all ages who value a health-conscious and sustainable lifestyle and prefer to spend their leisure time actively in nature.

Format: 230 x 297 mm

Number of pages: 100 – 116 pages

Frequency of publication:

4 times a year

Copyprice: EUR 5,90

Overall print run: ca. 40.000 copies

Year	Issue	Publication date	Closing date for ads	Deadline printing material
2025*	01/2025	17.12.2024	25.11.2024	27.11.2024
	02/2025	25.03.2025	03.03.2025	05.03.2025
	03/2025 Extra: Green Outdoor & Travel	24.06.2025	02.06.2025	04.06.2025
	04/2025	23.09.2025	01.09.2025	03.09.2025
2026*	01/2026	16.12.2025	24.11.2025	26.11.2025

Advertising rates

Size/Format		width x height (mm)	Prices in EUR (4-colour)
1/1 page		200 x 258 print space 230 x 297 trimmed ads	4.950,-
1/2 page		vertical 97 x 258 print space 112 x 297 trimmed ads horizontal 200 x 131 print space 230 x 148 trimmed ads	2.970,-
1/3 page		vertical 64 x 258 print space 78 x 297 trimmed ads horizontal 200 x 82 print space 230 x 99 trimmed ads	1.980,-
1/4 page		vertical 97 x 131 print space horizontal 200 x 57 print space 230 x 74 trimmed ads	1.540,-
2/1 page		430 x 258 print space 460 x 297 trimmed ads	9.500,-
Opening Spread		430 x 258 print space 460 x 297 trimmed ads	9.900,-

All prices in Euro, VAT not included.

Infos:

For advertisements in bleed format, an additional 3 mm bleed on all sides must be added.
Trim-sensitive texts or pictures should have a margin of at least 5 mm above and below text or picture regarding the final trimmed format.

DISCOUNTS & EXTRA CHARGES

Special formats 2nd and 3rd cover page: basic rate + 15 %
4th cover page: basic rate + 20 %

Trimmed ad charges

(Not subject to any discount!) basic rate + 10 %

Discounts

(within one year)

from	3 ads	5 %	from	12 ads	20 %
from	6 ads	10 %	from	18 ads	25 %
from	9 ads	15 %	from	24 ads	30 %

LOOSE INSERTS (Not subject to any discount!)

minimum format: 105 x 148 mm (DIN A6);

maximum format: 225 x 287 mm

Five samples are required by order

up to 20 g **EUR 110,-** or up to 50 g **EUR 135,-** per Thousand

For each additional 5 g a price surcharge of EUR 5,- is calculated.

For split run a price surcharge of EUR 10,- is calculated.

BOUND INSERTS (Not subject to any discount!)

maximum format: 460 mm width x 297 mm height

EUR 135,- per Thousand (only up to 20 g, minimum 4-sided)

GLUED-IN INSERTS (Not subject to any discount!)

minimum format: for the carrier advertisement: 1/1 page.

Sticking a postcard: **EUR 49,-** per Thousand.



Format: 230 x 297 mm

Number of pages: 84 – 100 pages

Frequency of publication:
4 times a year

Copyprice:: EUR 5,90

Overall print run: ca. 45.000 copies

Reisewelt ALPEN Magazin – The magazine for alpine lovers

Reisewelt ALPEN Magazin conveys a unique attitude towards life and takes the reader into a breathtaking world. Excellent hiking and climbing tours, selected restaurants and alpine chalets, great addresses of spa hotels, new ideas for the lifestyle in the Alps, as well as suggestions for spending the leisure time in the whole of the Alpine region during all seasons of the year. There is something for everyone: for young and old, for hikers and athletes, for connoisseurs and gourmets, for wellness fans and people enjoying city tourism - in the Reisewelt ALPEN Magazin everyone will find impulses for a wonderful vacation in the Alps.

Function

The reports are authentically researched by our authors on-site, the motives are selected with much love for detail and visualized in generous series of pictures. Hotels and leisure time activities are selectively determined to present only the best to the reader. Furthermore useful information and interesting facts for the perfect equipment in the Alps are demonstrated: the right clothing, the optimal gear, as well as classical product introductions and checks.

Target group

Reisewelt ALPEN Magazin addresses to all those who are loving the mountains and are pleased to spend their holidays in the Alps. Recreational athletes, culture and city enthusiasts, health and wellness lovers and all those people who spend their leisure time in the fresh mountain air with pleasure.

Year	Issue	Publication date	Closing date for ads	Deadline printing material	
2025*	01/2025 Extra: Wintertouren Spezial	29.11.2024	07.11.2024	11.11.2024	Winter
	02/2025	07.03.2025	17.02.2025	19.02.2025	Spring
	03/2025 Extra: Green Outdoor & Travel	27.06.2025	06.06.2025	11.06.2025	Summer
	04/2025	05.09.2025	18.08.2025	20.08.2025	Autumn
2026*	01/2026 Extra: Skitouren Spezial	28.11.2025	10.11.2025	12.11.2025	Winter

**ONE
ISSUE**
per season

Advertising rates

Size/Format		width x height (mm)	Prices in EUR (4-colour)
1/1 page		200 x 258 print space 230 x 297 trimmed ads	5.950,-
1/2 page		vertical 97 x 258 print space 112 x 297 trimmed ads horizontal 200 x 131 print space 230 x 148 trimmed ads	3.570,-
1/3 page		vertical 64 x 258 print space 78 x 297 trimmed ads horizontal 200 x 82 print space 230 x 99 trimmed ads	2.380,-
1/4 page		vertical 97 x 131 print space horizontal 200 x 57 print space 230 x 74 trimmed ads	1.860,-
2/1 page		430 x 258 print space 460 x 297 trimmed ads	11.500,-
Opening Spread		430 x 258 print space 460 x 297 trimmed ads	12.900,-

All prices in Euro, VAT not included.

Infos:

For advertisements in bleed format, an additional 3 mm bleed on all sides must be added.
Trim-sensitive texts or pictures should have a margin of at least 5 mm above and below text or picture regarding the final trimmed format.

DISCOUNTS & EXTRA CHARGES

Special formats 2nd and 3rd cover page: basic rate + 15 %
4th cover page: basic rate + 20 %

Trimmed ad charges

(Not subject to any discount!) basic rate + 10 %

Discounts

(within one year)

from	3 ads	5 %	from	12 ads	20 %
from	6 ads	10 %	from	18 ads	25 %
from	9 ads	15 %	from	24 ads	30 %

LOOSE INSERTS (Not subject to any discount!)

minimum format: 105 x 148 mm (DIN A6);

maximum format: 225 x 287 mm

Five samples are required by order

up to 20 g **EUR 110,-** or up to 50 g **EUR 135,-** per Thousand

For each additional 5 g a price surcharge of EUR 5,- is calculated.

For split run a price surcharge of EUR 10,- is calculated.

BOUND INSERTS (Not subject to any discount!)

maximum format: 460 mm width x 297 mm height

EUR 135,- per Thousand (only up to 20 g, minimum 4-sided)

GLUED-IN INSERTS (Not subject to any discount!)

minimum format: for the carrier advertisement: 1/1 page.

Sticking a postcard: **EUR 49,-** per Thousand.



Format: 230 x 297 mm

Number of pages: 100 – 116 pages

Frequency of publication:

7 times a year

Copyprice: EUR 6,50

Overall print run: ca. 45.000 copies

Bike&Travel Magazin – The magazine for cycling

Bike&Travel is the magazine for all those who like to be on a voyage of discovery with their bicycle. Actively, with enthusiasm for nature and culture, scouting out mountains, valleys, riversides as well as cities and metropolis.

Function

With authentic and well-investigated reports Bike&Travel introduces the most beautiful regions and stretches for a journey with the bike. No matter if day-out, weekend-tour or holiday – reading already guarantees the special sense of adventure. Focus is on Germany and the surrounding countries as well as the practicability of the presented tours. Of course the appropriate gear must not miss. Product presentations, market overviews and manuals replenished with recent news and workshops offer all the information the reader needs.

Target Group

Bike&Travel is addressed to everyone who enjoys being on tour with the bicycle and creating his for her leisure time actively.

Year	Issue	Publication date	Closing date for ads	Deadline printing material
2025*	01/2025	10.12.2024	18.11.2024	20.11.2024
	02/2025	11.02.2025	20.01.2025	22.01.2025
	03/2025	15.04.2025	24.03.2025	26.03.2025
	04/2025	10.06.2025	19.05.2025	21.05.2025
	05/2025	12.08.2025	21.07.2025	23.07.2025
	06/2025	16.09.2025	25.08.2025	27.08.2025
	07/2025	21.10.2025	22.09.2025	24.09.2025
2026*	01/2026	09.12.2025	17.11.2025	19.11.2025

Advertising rates

Size/Format		width x height (mm)	Prices in EUR (4-colour)
1/1 page		200 x 258 print space 230 x 297 trimmed ads	4.950,-
1/2 page		vertical 97 x 258 print space 112 x 297 trimmed ads horizontal 200 x 131 print space 230 x 148 trimmed ads	2.970,-
1/3 page		vertical 64 x 258 print space 78 x 297 trimmed ads horizontal 200 x 82 print space 230 x 99 trimmed ads	1.980,-
1/4 page		vertical 97 x 131 print space horizontal 200 x 57 print space 230 x 74 trimmed ads	1.540,-
2/1 page		430 x 258 print space 460 x 297 trimmed ads	9.500,-
Opening Spread		430 x 258 print space 460 x 297 trimmed ads	9.900,-

All prices in Euro, VAT not included.

Infos:

For advertisements in bleed format, an additional 3 mm bleed on all sides must be added.
Trim-sensitive texts or pictures should have a margin of at least 5 mm above and below text or picture regarding the final trimmed format.

DISCOUNTS & EXTRA CHARGES

Special formats

2nd and 3rd cover page: basic rate + 15 %
4th cover page: basic rate + 20 %

Trimmed ad charges

(Not subject to any discount!) basic rate + 10 %

Discounts

(within one year)

from	3 ads	5 %	from	12 ads	20 %
from	6 ads	10 %	from	18 ads	25 %
from	9 ads	15 %	from	24 ads	30 %

LOOSE INSERTS (Not subject to any discount!)

minimum format: 105 x 148 mm (DIN A6);

maximum format: 225 x 287 mm

Five samples are required by order

up to 20 g **EUR 110,-** or up to 50 g **EUR 135,-** per Thousand

For each additional 5 g a price surcharge of EUR 5,- is calculated.

For split run a price surcharge of EUR 10,- is calculated.

BOUND INSERTS (Not subject to any discount!)

maximum format: 460 mm width x 297 mm height

EUR 135,- per Thousand (only up to 20 g, minimum 4-sided)

GLUED-IN INSERTS (Not subject to any discount!)

minimum format: for the carrier advertisement: 1/1 page.

Sticking a postcard: **EUR 49,-** per Thousand.



Format: 230 x 297 mm

Number of pages: 100 pages

Frequency of publication:

4 times a year

Copyprice: EUR 6,50

Overall print run: ca. 45.000 copies

e-bike TOUREN – The magazine all about E-Bike

The trend topic e-bike implies a completely new awareness of life when riding a bicycle. Not only cyclists that are already active and fascinated, but also less sportingly ambitious experience fun on their bike with a tailwind. If in the city traffic, on the way to work or on a long cycle tour on the e-bike. The magazine e-bike TOUREN will explain the fascination »e-bike« to our readers and demonstrate how to ride a bike in a relaxed way with a flexible drive – it doesn't matter if on an e-city bike, e-trekking bike, e-mountain bike, e-racing bike or on the pedelec.

Function

Our competent specialist authors research selected e-bike tours, mainly in Europe, and create wonderful authentic and extensive reports with great pictures. The focus is on the presentation of beautiful e-bike regions, in which the reader can choose between mountainbike trails and great routes for connoisseurs, families and sportspeople. Market overviews about e-bikes for tours, city and fitness, as well as fitting equipment, product innovations, profound practical tests and advisors offer all relevant information for the reader and provide support for the purchase decision.

Target Group

The magazine e-bike TOUREN reaches active and enterprising cyclists of every age, that attach importance to a sustainable lifestyle and invest generously in their hobby and leisure time.

Year	Issue	Publication date	Closing date for ads	Deadline printing material
2025*	01/2025	25.02.2025	03.02.2025	05.02.2025
	02/2025	20.05.2025	28.04.2025	30.04.2025
	03/2025	19.08.2025	28.07.2025	30.07.2025
	04/2025	11.11.2025	20.10.2025	22.10.2025

Advertising rates

Size/Format		width x height (mm)	Prices in EUR (4-colour)
1/1 page		200 x 258 print space 230 x 297 trimmed ads	4.950,-
1/2 page		vertical 97 x 258 print space 112 x 297 trimmed ads horizontal 200 x 131 print space 230 x 148 trimmed ads	2.970,-
1/3 page		vertical 64 x 258 print space 78 x 297 trimmed ads horizontal 200 x 82 print space 230 x 99 trimmed ads	1.980,-
1/4 page		vertical 97 x 131 print space horizontal 200 x 57 print space 230 x 74 trimmed ads	1.540,-
2/1 page		430 x 258 print space 460 x 297 trimmed ads	9.500,-
Opening Spread		430 x 258 print space 460 x 297 trimmed ads	9.900,-

All prices in Euro, VAT not included.

DISCOUNTS & EXTRA CHARGES

Special formats 2nd and 3rd cover page: basic rate + 15 %
4th cover page: basic rate + 20 %

Trimmed ad charges

(Not subject to any discount!) basic rate + 10 %

Discounts

(within one year)

from 3 ads	5 %	from 12 ads	20 %
from 6 ads	10 %	from 18 ads	25 %
from 9 ads	15 %	from 24 ads	30 %

LOOSE INSERTS (Not subject to any discount!)

minimum format: 105 x 148 mm (DIN A6);

maximum format: 225 x 287 mm

Five samples are required by order

up to 20 g **EUR 110,-** or up to 50 g **EUR 135,-** per Thousand

For each additional 5 g a price surcharge of EUR 5,- is calculated.

For split run a price surcharge of EUR 10,- is calculated.

BOUND INSERTS (Not subject to any discount!)

maximum format: 460 mm width x 297 mm height

EUR 135,- per Thousand (only up to 20 g, minimum 4-sided)

GLUED-IN INSERTS (Not subject to any discount!)

minimum format: for the carrier advertisement: 1/1 page.

Sticking a postcard: **EUR 49,-** per Thousand.

Infos:

For advertisements in bleed format, an additional 3 mm bleed on all sides must be added.

Trim-sensitive texts or pictures should have a margin of at least 5 mm above and below text or picture regarding the final trimmed format.



Format: 230 x 297 mm

Number of pages: 100 – 116 pages

Frequency of publication:

3 times a year

Copyprice: EUR 6,90

Overall print run: ca. 45.000 copies

FAHRRADLAND – The magazine for cycling connoisseurs

FAHRRADLAND, the magazine for every cyclist.

The inspiration for regional and unusual destinations.

The magazine Fahrradland is aimed at all bicycle enthusiasts. It makes no difference whether an everyday bike, a trekking bike or an e-bike is used. We are on easy day tours in Germany, with a maximum length of 70 km. The credo is: simply enjoy cycling, right in front of your door and away from the crowds.

Function

In authentic and visually powerful reports, our specialized journalists reveal where to find remote or less known, but still beautiful tours. Insider tips are on the agenda and can be mastered for every type of bicycle. Cycling makes happy and is lived in the magazine Fahrradland!

Target group

Fahrradland is suitable for cyclists of all ages, both e-bike riders and non-e-bike riders who want to be far from everyday life and explore Germany. You can freely choose whether to get on your bike right outside your front door or travel through Germany - there are suitable tour suggestions for every need. But one thing applies to every place and every tour: The selected destinations show cycle paths that are not overloaded, but have retained their charm.

Year	Issue	Publication date	Closing date for ads	Deadline printing material
2025*	01/2025	13.05.2025	16.04.2025	22.04.2025
	02/2025	15.07.2025	23.06.2025	25.06.2025
	03/2025	23.09.2025	01.09.2025	03.09.2025

Advertising rates

Size/Format		width x height (mm)	Prices in EUR (4-colour)
1/1 page		200 x 258 print space 230 x 297 trimmed ads	4.950,-
1/2 page		vertical 97 x 258 print space 112 x 297 trimmed ads horizontal 200 x 131 print space 230 x 148 trimmed ads	2.970,-
1/3 page		vertical 64 x 258 print space 78 x 297 trimmed ads horizontal 200 x 82 print space 230 x 99 trimmed ads	1.980,-
1/4 page		vertical 97 x 131 print space horizontal 200 x 57 print space 230 x 74 trimmed ads	1.540,-
2/1 page		430 x 258 print space 460 x 297 trimmed ads	9.500,-
Opening Spread		430 x 258 print space 460 x 297 trimmed ads	9.900,-

All prices in Euro, VAT not included.

Infos:

For advertisements in bleed format, an additional 3 mm bleed on all sides must be added.
Trim-sensitive texts or pictures should have a margin of at least 5 mm above and below text or picture regarding the final trimmed format.

DISCOUNTS & EXTRA CHARGES

Special formats 2nd and 3rd cover page: basic rate + 15 %
4th cover page: basic rate + 20 %

Trimmed ad charges

(Not subject to any discount!) basic rate + 10 %

Discounts

(within one year)

from	3 ads	5 %	from	12 ads	20 %
from	6 ads	10 %	from	18 ads	25 %
from	9 ads	15 %	from	24 ads	30 %

LOOSE INSERTS (Not subject to any discount!)

minimum format: 105 x 148 mm (DIN A6);

maximum format: 225 x 287 mm

Five samples are required by order

up to 20 g **EUR 110,-** or up to 50 g **EUR 135,-** per Thousand

For each additional 5 g a price surcharge of EUR 5,- is calculated.

For split run a price surcharge of EUR 10,- is calculated.

BOUND INSERTS (Not subject to any discount!)

maximum format: 460 mm width x 297 mm height

EUR 135,- per Thousand (only up to 20 g, minimum 4-sided)

GLUED-IN INSERTS (Not subject to any discount!)

minimum format: for the carrier advertisement: 1/1 page.

Sticking a postcard: **EUR 49,-** per Thousand.



GRAVEL Touren – The magazine all about Gravel Bike

Gravel biking - a trend that excites many bike fans.

That's why we inspire and inform cycling enthusiasts who already love gravel biking or want to discover it anew with the GRAVEL Touren Magazin. Gravel biking stands for freedom, boundlessness, long-distance performance, cross-country mobility and comfort. This type of bike makes it possible to travel at speed even off the beaten track. Journeys of discovery, whether on asphalt, cobblestones or field and forest paths, are possible in a single ride.

Function

Our authors, renowned specialist journalists, report in authentic reports on the most beautiful tours for gravel bikers, on classics as well as insider tips. In addition, large-size photo spreads convey the gravel biking lifestyle in an impressive way. Informative buyer's guides and market overviews as well as news and current scene tips round off the editorial profile.

Target group

GRAVEL Touren Magazin is aimed at all cyclists who are active, trend-conscious, spontaneous and adventurous. They have good purchasing power and like to invest in their passion.

Format: 230 x 297 mm

Number of pages: 100 pages

Frequency of publication:

3 times a year

Copyprice: EUR 6,50

Overall print run: ca. 40.000 copies

Year	Issue	Publication date	Closing date for ads	Deadline printing material
2025*	01/2025	25.03.2025	03.03.2025	05.03.2025
	02/2025	29.07.2025	07.07.2025	09.07.2025
	03/2025	28.10.2025	06.10.2025	08.10.2025

Advertising rates

Size/Format		width x height (mm)	Prices in EUR (4-colour)
1/1 page		200 x 258 print space 230 x 297 trimmed ads	4.950,-
1/2 page		vertical 97 x 258 print space 112 x 297 trimmed ads horizontal 200 x 131 print space 230 x 148 trimmed ads	2.970,-
1/3 page		vertical 64 x 258 print space 78 x 297 trimmed ads horizontal 200 x 82 print space 230 x 99 trimmed ads	1.980,-
1/4 page		vertical 97 x 131 print space horizontal 200 x 57 print space 230 x 74 trimmed ads	1.540,-
2/1 page		430 x 258 print space 460 x 297 trimmed ads	9.500,-
Opening Spread		430 x 258 print space 460 x 297 trimmed ads	9.900,-

All prices in Euro, VAT not included.

Infos:

For advertisements in bleed format, an additional 3 mm bleed on all sides must be added.
Trim-sensitive texts or pictures should have a margin of at least 5 mm above and below text or picture regarding the final trimmed format.

DISCOUNTS & EXTRA CHARGES

Special formats 2nd and 3rd cover page: basic rate + 15 %
4th cover page: basic rate + 20 %

Trimmed ad charges

(Not subject to any discount!) basic rate + 10 %

Discounts

(within one year)

from	3 ads	5 %	from	12 ads	20 %
from	6 ads	10 %	from	18 ads	25 %
from	9 ads	15 %	from	24 ads	30 %

LOOSE INSERTS (Not subject to any discount!)

minimum format: 105 x 148 mm (DIN A6);

maximum format: 225 x 287 mm

Five samples are required by order

up to 20 g **EUR 110,-** or up to 50 g **EUR 135,-** per Thousand

For each additional 5 g a price surcharge of EUR 5,- is calculated.

For split run a price surcharge of EUR 10,- is calculated.

BOUND INSERTS (Not subject to any discount!)

maximum format: 460 mm width x 297 mm height

EUR 135,- per Thousand (only up to 20 g, minimum 4-sided)

GLUED-IN INSERTS (Not subject to any discount!)

minimum format: for the carrier advertisement: 1/1 page.

Sticking a postcard: **EUR 49,-** per Thousand.



vorläufiges Cover

E-MOUNTAINBIKE TOUREN

– All things e-mountain bike

E-mountainbikes are a lot of fun, especially for nature lovers, sports aficionados and adrenaline addicts, city dwellers and mountain people. E-MOUNTAINBIKE TOUREN is the magazine for all those who love to be out and about. It is full of inspiration for adventures on your doorstep, for day trips, Alpine crosses or the grand European tour. Packed with all kinds of interesting facts about being on the road, the latest e-bikes and the right accessories.



Function

Varied tours at different levels, mainly in Germany and Europe, show the different facets of e-mountain biking. Reports on leisure tours, family excursions, sporting challenges and trails for experienced bikers awaken wanderlust and provide comprehensive information for planning your own trip. Market overviews of the newest models and suitable equipment provide comprehensive information on new products on the market.

Target group

The E-MOUNTAINBIKE TOUREN magazine reaches active, travel-loving e-mountain bikers of all ages who value a sustainable lifestyle and are therefore happy to invest generously in their leisure time.

Format: 230 x 297 mm

Number of pages: 100 pages

Frequency of publication:

1 time a year

Copyprice: EUR 6,50

Overall print run: ca. 40.000 copies

Year	Issue	Publication date	Closing date for ads	Deadline printing material
2025*	01/2025	22.04.2025	31.03.2025	02.04.2025

Advertising rates

Size/Format		width x height (mm)	Prices in EUR (4-colour)
1/1 page		200 x 258 print space 230 x 297 trimmed ads	4.950,-
1/2 page		vertical 97 x 258 print space 112 x 297 trimmed ads horizontal 200 x 131 print space 230 x 148 trimmed ads	2.970,-
1/3 page		vertical 64 x 258 print space 78 x 297 trimmed ads horizontal 200 x 82 print space 230 x 99 trimmed ads	1.980,-
1/4 page		vertical 97 x 131 print space horizontal 200 x 57 print space 230 x 74 trimmed ads	1.540,-
2/1 page		430 x 258 print space 460 x 297 trimmed ads	9.500,-
Opening Spread		430 x 258 print space 460 x 297 trimmed ads	9.900,-

All prices in Euro, VAT not included.

Infos:

For advertisements in bleed format, an additional 3 mm bleed on all sides must be added.
Trim-sensitive texts or pictures should have a margin of at least 5 mm above and below text or picture regarding the final trimmed format.

DISCOUNTS & EXTRA CHARGES

Special formats

2nd and 3rd cover page: basic rate + 15 %
4th cover page: basic rate + 20 %

Trimmed ad charges

(Not subject to any discount!) basic rate + 10 %

Discounts

(within one year)

from	3 ads	5 %	from	12 ads	20 %
from	6 ads	10 %	from	18 ads	25 %
from	9 ads	15 %	from	24 ads	30 %

LOOSE INSERTS (Not subject to any discount!)

minimum format: 105 x 148 mm (DIN A6);

maximum format: 225 x 287 mm

Five samples are required by order

up to 20 g **EUR 110,-** or up to 50 g **EUR 135,-** per Thousand

For each additional 5 g a price surcharge of EUR 5,- is calculated.

For split run a price surcharge of EUR 10,- is calculated.

BOUND INSERTS (Not subject to any discount!)

maximum format: 460 mm width x 297 mm height

EUR 135,- per Thousand (only up to 20 g, minimum 4-sided)

GLUED-IN INSERTS (Not subject to any discount!)

minimum format: for the carrier advertisement: 1/1 page.

Sticking a postcard: **EUR 49,-** per Thousand.



CAMPING & REISE – The magazine all about camping

The camping tourism nowadays proves more varied and more lively than ever! Camping & Reise Magazin provides everything that is interesting for the next camping holiday of camping fans and nature loving people that always wanted to try it out. No matter if the overnight stays are in a motorhome, camper, caravan or in a tent!

Function

Camping & Reise Magazin presents selected destinations, as well as campsites. It gives suggestions for touring opportunities, on-site leisure program and other activities. The magazine reports about the latest trends regarding camping, equipment and accessory and displays new products in market overviews. The target is to illustrate all the relevant camping facets in the form of authentic travel reports, detailed guidebooks, equipment presentations etc.

Target group

Camping & Reise Magazin refers to active and outdoor people, individualists, families, couples, survivalcampers, glampers (Glamour & Camping), bicycle-campers, globetrotters and to all those, who want to spend their holidays in harmony with nature and are interested in active and diverse vacations.

Format: 230 x 297 mm

Number of pages: 100 pages

Frequency of publication:

7 times a year

Copyprice: EUR 6,50

Overall print run: ca. 40.000 copies

Year	Issue	Publication date	Closing date for ads	Deadline printing material
2025*	01/2025 Extra: CMT	02.01.2025	09.12.2024	11.12.2024
	02/2025	13.02.2025	20.01.2025	22.01.2025
	03/2025	10.04.2025	17.03.2025	19.03.2025
	04/2025	12.06.2025	22.05.2025	26.05.2025
	05/2025 Extra: Caravan Salon	07.08.2025	16.07.2025	18.07.2025
	06/2025	01.10.2025	08.09.2025	10.09.2025
	07/2025	27.11.2025	03.11.2025	05.11.2025
2026*	01/2026 Extra: CMT	02.01.2026	08.12.2025	10.12.2025

Advertising rates

Size/Format		width x height (mm)	Prices in EUR (4-colour)
1/1 page		200 x 258 print space 230 x 297 trimmed ads	4.950,-
1/2 page		vertical 97 x 258 print space 112 x 297 trimmed ads horizontal 200 x 131 print space 230 x 148 trimmed ads	2.970,-
1/3 page		vertical 64 x 258 print space 78 x 297 trimmed ads horizontal 200 x 82 print space 230 x 99 trimmed ads	1.980,-
1/4 page		vertical 97 x 131 print space horizontal 200 x 57 print space 230 x 74 trimmed ads	1.540,-
2/1 page		430 x 258 print space 460 x 297 trimmed ads	9.500,-
Opening Spread		430 x 258 print space 460 x 297 trimmed ads	9.900,-

All prices in Euro, VAT not included.

Infos:

For advertisements in bleed format, an additional 3 mm bleed on all sides must be added.
Trim-sensitive texts or pictures should have a margin of at least 5 mm above and below text or picture regarding the final trimmed format.

DISCOUNTS & EXTRA CHARGES

Special formats

2nd and 3rd cover page: basic rate + 15 %
4th cover page: basic rate + 20 %

Trimmed ad charges

(Not subject to any discount!) basic rate + 10 %

Discounts

(within one year)

from	3 ads	5 %	from	12 ads	20 %
from	6 ads	10 %	from	18 ads	25 %
from	9 ads	15 %	from	24 ads	30 %

LOOSE INSERTS (Not subject to any discount!)

minimum format: 105 x 148 mm (DIN A6);

maximum format: 225 x 287 mm

Five samples are required by order

up to 20 g **EUR 110,-** or up to 50 g **EUR 135,-** per Thousand

For each additional 5 g a price surcharge of EUR 5,- is calculated.

For split run a price surcharge of EUR 10,- is calculated.

BOUND INSERTS (Not subject to any discount!)

maximum format: 460 mm width x 297 mm height

EUR 135,- per Thousand (only up to 20 g, minimum 4-sided)

GLUED-IN INSERTS (Not subject to any discount!)

minimum format: for the carrier advertisement: 1/1 page.

Sticking a postcard: **EUR 49,-** per Thousand.



Format: 230 x 297 mm

Number of pages: 100 pages

Frequency of publication:

4 times a year

Copyprice: EUR 6,50

Overall print run: ca. 40.000 copies

CAMPING Ratgeber – Guidebook on all things camping

Get out and enjoy life: This wish makes the heart of mobile travellers beat faster, no matter whether they are travelling with a comfortable motorhome or in the most spartan way. The Camping Ratgeber (Guidebook) focuses on a special topic for them in each issue with helpful tips and suggestions for their next trip. In addition, there is the Camping Food Guide, thanks to which readers can enjoy not only nature on the road, as well as culinary delights that are easy to prepare and require little equipment.

Function


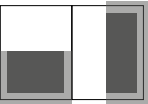
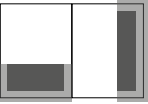
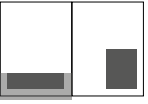


The Camping Ratgeber has the right tips for both rookies and experienced campers to prepare for their next adventure.

Target group

The Camping Ratgeber will appeal to both new and experienced campers who are open to new travel ideas, nature holidays and helpful advice. The Camping Food Guide is aimed at hobby cooks and gourmets who want to learn more about creative camping cuisine.

Year	Issue	Publication date	Closing date for ads	Deadline printing material
2025*	01/2025 / Camping- & Stellplätze	27.03.2025	06.03.2025	10.03.2025
	02/2025 / Food Guide	30.05.2025	05.05.2025	07.05.2025
	03/2025 / Camping- & Stellplätze	24.07.2025	30.06.2025	02.07.2025
	04/2025 / Technik	30.10.2025	06.10.2025	08.10.2025

Advertising rates

Size/Format		width x height (mm)	Prices in EUR (4-colour)
1/1 page		200 x 258 print space 230 x 297 trimmed ads	4.950,-
1/2 page		vertical 97 x 258 print space 112 x 297 trimmed ads horizontal 200 x 131 print space 230 x 148 trimmed ads	2.970,-
1/3 page		vertical 64 x 258 print space 78 x 297 trimmed ads horizontal 200 x 82 print space 230 x 99 trimmed ads	1.980,-
1/4 page		vertical 97 x 131 print space horizontal 200 x 57 print space 230 x 74 trimmed ads	1.540,-
2/1 page		430 x 258 print space 460 x 297 trimmed ads	9.500,-
Opening Spread		430 x 258 print space 460 x 297 trimmed ads	9.900,-

All prices in Euro, VAT not included.

Infos:

For advertisements in bleed format, an additional 3 mm bleed on all sides must be added.
Trim-sensitive texts or pictures should have a margin of at least 5 mm above and below text or picture regarding the final trimmed format.

DISCOUNTS & EXTRA CHARGES

Special formats

2nd and 3rd cover page: basic rate + 15 %
4th cover page: basic rate + 20 %

Trimmed ad charges

(Not subject to any discount!) basic rate + 10 %

Discounts

(within one year)

from 3 ads	5 %	from 12 ads	20 %
from 6 ads	10 %	from 18 ads	25 %
from 9 ads	15 %	from 24 ads	30 %

LOOSE INSERTS (Not subject to any discount!)

minimum format: 105 x 148 mm (DIN A6);

maximum format: 225 x 287 mm

Five samples are required by order

up to 20 g **EUR 110,-** or up to 50 g **EUR 135,-** per Thousand

For each additional 5 g a price surcharge of EUR 5,- is calculated.

For split run a price surcharge of EUR 10,- is calculated.

BOUND INSERTS (Not subject to any discount!)

maximum format: 460 mm width x 297 mm height

EUR 135,- per Thousand (only up to 20 g, minimum 4-sided)

GLUED-IN INSERTS (Not subject to any discount!)

minimum format: for the carrier advertisement: 1/1 page.

Sticking a postcard: **EUR 49,-** per Thousand.



Special issue VANTRIP – The magazine for vanlife and adventure

Camping and outdoor experiences go together like campfires and marshmallows. Whether you are an experienced camper or new to camping, this special issue is packed with inspiring destinations and valuable tips for your next camping trip. From the picturesque coastline in the north to the majestic mountains in the south, it features a hand-picked selection of campsites and pitches that are the perfect base for a wide range of outdoor activities.

Each campsite is featured for its special features and the outdoor experiences that await you there. Be it hiking, water sports or cycling: Here everyone will find the perfect place to satisfy their own thirst for adventure.

Practical tips on everything from choosing the right bike rack, to introducing sports equipment such as inflatable boats and standup paddleboards that are ideal for camping adventures, to recommendations on the best outdoor clothing for the different activities, make the special issue the perfect read for all camping enthusiasts and nature-loving outdoor enthusiasts.

Format: 230 x 297 mm

Number of pages: 100 pages

Frequency of publication:

5 times a year

Copyprice: EUR 6,50

Overall print run: ca. 40.000 copies

Year	Issue	Publication date	Closing date for ads	Deadline printing material
2025*	01/2025	06.03.2025	10.02.2025	12.02.2025
	02/2025 / Camp & Bike	08.05.2025	16.04.2025	22.04.2025
	03/2025 / Camp & Adventures	17.07.2025	23.06.2025	25.06.2025
	04/2025 / Camp & Hike	04.09.2025	07.08.2025	11.08.2025
	05/2025	11.12.2025	17.11.2025	19.11.2025

Advertising rates

Size/Format		width x height (mm)	Prices in EUR (4-colour)
1/1 page		200 x 258 print space 230 x 297 trimmed ads	4.950,-
1/2 page		vertical 97 x 258 print space 112 x 297 trimmed ads horizontal 200 x 131 print space 230 x 148 trimmed ads	2.970,-
1/3 page		vertical 64 x 258 print space 78 x 297 trimmed ads horizontal 200 x 82 print space 230 x 99 trimmed ads	1.980,-
1/4 page		vertical 97 x 131 print space horizontal 200 x 57 print space 230 x 74 trimmed ads	1.540,-
2/1 page		430 x 258 print space 460 x 297 trimmed ads	9.500,-
Opening Spread		430 x 258 print space 460 x 297 trimmed ads	9.900,-

All prices in Euro, VAT not included.

Infos:

For advertisements in bleed format, an additional 3 mm bleed on all sides must be added.
Trim-sensitive texts or pictures should have a margin of at least 5 mm above and below text or picture regarding the final trimmed format.

DISCOUNTS & EXTRA CHARGES

Special formats

2nd and 3rd cover page: basic rate + 15 %
4th cover page: basic rate + 20 %

Trimmed ad charges

(Not subject to any discount!) basic rate + 10 %

Discounts

(within one year)

from	3 ads	5 %	from	12 ads	20 %
from	6 ads	10 %	from	18 ads	25 %
from	9 ads	15 %	from	24 ads	30 %

LOOSE INSERTS (Not subject to any discount!)

minimum format: 105 x 148 mm (DIN A6);

maximum format: 225 x 287 mm

Five samples are required by order

up to 20 g **EUR 110,-** or up to 50 g **EUR 135,-** per Thousand

For each additional 5 g a price surcharge of EUR 5,- is calculated.

For split run a price surcharge of EUR 10,- is calculated.

BOUND INSERTS (Not subject to any discount!)

maximum format: 460 mm width x 297 mm height

EUR 135,- per Thousand (only up to 20 g, minimum 4-sided)

GLUED-IN INSERTS (Not subject to any discount!)

minimum format: for the carrier advertisement: 1/1 page.

Sticking a postcard: **EUR 49,-** per Thousand.



Format: 230 x 297 mm

Number of pages: 84 – 100 pages

Frequency of publication:

6 times a year

Copyprice: EUR 6,50

Overall print run: ca. 20.000 copies

KAJAK-Magazin – The magazine for paddle sports

Being on water you discover a very special perspective to the world. Cities, landscape and mountains offer a natural experience that is completely different. kajak-Magazin communicates this extraordinary awareness of life. With authentic reports and tour proposals that are new and original it transfers paddle sports onto paper.

Function

kajak-Magazin is the magazine for all paddle sport enthusiasts und those going to be. Kajak action on wild water, a quiet tour on a lake or a family day-out with a canoe. Not to forget an occasional »standing-ovation« to the sport with articles concerning stand-up paddling. Regions that are easy to get to are represented thrilling and multi-faceted. Furthermore they are suitable for all, beginners, advanced and professionals as well as regular or occasional paddlers. News, workshops, manuals and current news from the scene offer all the information the reader needs. Experienced paddlers and renowned outdoor-journalists form the team of authors ensuring solid information and professional competence on a high level.

Target Group

Well-funded touring and white water paddlers, who intensively occupy themselves with journeys and equipment.

Year	Issue	Publication date	Closing date for ads	Deadline printing material
2025*	01/2025	03.12.2024	07.11.2024	11.11.2024
	02/2025	04.02.2025	13.01.2025	15.01.2025
	03/2025	08.04.2025	17.03.2025	19.03.2025
	04/2025	03.06.2025	07.05.2025	09.05.2025
	05/2025	05.08.2025	14.07.2025	16.07.2025
	06/2025	07.10.2025	15.09.2025	17.09.2025
2026*	01/2026	02.12.2025	10.11.2025	12.11.2025

Advertising rates

Size/Format		width x height (mm)	Prices in EUR (4-colour)
1/1 page		200 x 258 print space 230 x 297 trimmed ads	4.150,-
1/2 page		vertical 97 x 258 print space 112 x 297 trimmed ads horizontal 200 x 131 print space 230 x 148 trimmed ads	2.190,-
1/3 page		vertical 64 x 258 print space 78 x 297 trimmed ads horizontal 200 x 82 print space 230 x 99 trimmed ads	1.630,-
1/4 page		vertical 97 x 131 print space horizontal 200 x 57 print space 230 x 74 trimmed ads	1.270,-
2/1 page		430 x 258 print space 460 x 297 trimmed ads	8.050,-
Opening Spread		430 x 258 print space 460 x 297 trimmed ads	8.790,-

All prices in Euro, VAT not included.

Infos:

For advertisements in bleed format, an additional 3 mm bleed on all sides must be added.
Trim-sensitive texts or pictures should have a margin of at least 5 mm above and below text or picture regarding the final trimmed format.

DISCOUNTS & EXTRA CHARGES

Special formats 2nd and 3rd cover page: basic rate + 15 %
4th cover page: basic rate + 20 %

Trimmed ad charges

(Not subject to any discount!) basic rate + 10 %

Discounts

(within one year)

from	3 ads	5 %	from	12 ads	20 %
from	6 ads	10 %	from	18 ads	25 %
from	9 ads	15 %	from	24 ads	30 %

LOOSE INSERTS (Not subject to any discount!)

minimum format: 105 x 148 mm (DIN A6);

maximum format: 225 x 287 mm

Five samples are required by order

up to 20 g **EUR 110,-** or up to 50 g **EUR 135,-** per Thousand

For each additional 5 g a price surcharge of EUR 5,- is calculated.

For split run a price surcharge of EUR 10,- is calculated.

BOUND INSERTS (Not subject to any discount!)

maximum format: 460 mm width x 297 mm height

EUR 135,- per Thousand (only up to 20 g, minimum 4-sided)

GLUED-IN INSERTS (Not subject to any discount!)

minimum format: for the carrier advertisement: 1/1 page.

Sticking a postcard: **EUR 49,-** per Thousand.



Format: 230 x 297 mm

Number of pages: 100 pages

Frequency of publication:

4 times a year

Copyprice: EUR 6,50

Overall print run:: ca. 20.000 copies

SUP Board Magazin – The magazine for Stand Up Paddling

Stand Up Paddling, short SUP, is undoubtedly the trend in water sports with the largest growth during the last years. Whether on lakes, rivers, the sea, in the wave or white water – in the meanwhile they are almost everywhere: People of all ages are paddling on their boards. Because of its low space requirement, the technology of inflatable SUP boards (iSUP) makes this sport easily accessible to a large target group. The Kajak-Magazin, the leading magazine for paddlers in the German-speaking area, has already identified this trend early and accompanies the issue Stand Up Paddling with the regular special »WORLD OF SUP« since 2010.

Function

Because of the growing popularity and the abundance of topics, »WORLD OF SUP« becomes an own magazine under the title »SUP Board«. The magazine contains fascinating impressions, selected purchase advices, useful advisors, and of course authentic, specially researched reports about this multifaceted sport. Whether beginner, advanced or expert – everybody will find the right! A dynamic team of experienced Stand Up Paddlers and outstanding outdoor journalists forms the basis of authors and ensures sound information and expertise at a high level.

Target Group

»SUP Board« addresses very specifically the mass sport: health-conscious people who like to be active in sports, enjoy nature, be willing to consume and love to invest in their leisure time.

Year	Issue	Publication date	Closing date for ads	Deadline printing material
2025*	01/2025	18.03.2025	24.02.2025	26.02.2025
	02/2025	06.05.2025	04.04.2025	08.04.2025
	03/2025	08.07.2025	16.06.2025	18.06.2025
	04/2025	14.10.2025	22.09.2025	24.09.2025

Advertising rates

Size/Format		width x height (mm)	Prices in EUR (4-colour)
1/1 page		200 x 258 print space 230 x 297 trimmed ads	3.790,-
1/2 page		vertical 97 x 258 print space 112 x 297 trimmed ads horizontal 200 x 131 print space 230 x 148 trimmed ads	1.990,-
1/3 page		vertical 64 x 258 print space 78 x 297 trimmed ads horizontal 200 x 82 print space 230 x 99 trimmed ads	1.485,-
1/4 page		vertical 97 x 131 print space horizontal 200 x 57 print space 230 x 74 trimmed ads	1.155,-
2/1 page		430 x 258 print space 460 x 297 trimmed ads	7.350,-
Opening Spread		430 x 258 print space 460 x 297 trimmed ads	7.950,-

All prices in Euro, VAT not included.

Infos:

For advertisements in bleed format, an additional 3 mm bleed on all sides must be added.
Trim-sensitive texts or pictures should have a margin of at least 5 mm above and below text or picture regarding the final trimmed format.

DISCOUNTS & EXTRA CHARGES

Special formats

2nd and 3rd cover page: basic rate + 15 %
4th cover page: basic rate + 20 %

Trimmed ad charges

(Not subject to any discount!) basic rate + 10 %

Discounts

(within one year)

from	3 ads	5 %	from	12 ads	20 %
from	6 ads	10 %	from	18 ads	25 %
from	9 ads	15 %	from	24 ads	30 %

LOOSE INSERTS (Not subject to any discount!)

minimum format: 105 x 148 mm (DIN A6);

maximum format: 225 x 287 mm

Five samples are required by order

up to 20 g **EUR 110,-** or up to 50 g **EUR 135,-** per Thousand

For each additional 5 g a price surcharge of EUR 5,- is calculated.

For split run a price surcharge of EUR 10,- is calculated.

BOUND INSERTS (Not subject to any discount!)

maximum format: 460 mm width x 297 mm height

EUR 135,- per Thousand (only up to 20 g, minimum 4-sided)

GLUED-IN INSERTS (Not subject to any discount!)

minimum format: for the carrier advertisement: 1/1 page.

Sticking a postcard: **EUR 49,-** per Thousand.

Further advertising opportunities

CROSS-TITLE SPECIAL PUBLICATIONS



Special	Winter TOUREN	GREEN Outdoor & Travel	SKITOUREN
Titel and issue	trekking-Magazin 01/2025 Reisewelt Alpen Magazin 01/2025	trekking-Magazin 05/2025 Wandern & Reisen Magazin 03/2025 Reisewelt Alpen Magazin 03/2025	trekking-Magazin 09/2025 Reisewelt Alpen Magazin 01/2026

SERVICES FOR SPECIAL PRODUCTIONS

We conceptualise and design your inserts, specials and special pages.

Development of journalistic concepts and production of publishers' inserts and supplements, including photo shoots and image editing by our renowned photographers. The range of topics includes travel, outdoor, sport, cuisine, lifestyle and so on.

You can find further examples of projects at:
<https://www.msv-medien.de/specials/>



Example:
Salzkammergut
– Kulturhauptstadt
2024
supplement in **Spiegel Magazin**
Circulation > 500.000 copies

SMALL ADVERTISEMENTS

SHOP ADVERTISEMENTS

(billing by millimetre)

Display-height	x	Number of columns	x	Millimetre price
min.		1 column:		4c:
20 mm		63 mm		6,50 EUR/
height		2 columns:		mm
		142 mm		
		3 columns:		
		200 mm		

All prices in Euro, VAT not included.

Other special advertising formats in all magazines on request.

No postal charges for printed inserts and items up to two millimetres thickness (also not for enclosed or glued postcards).

Additional postal charges only for enclosed items from three to 30 millimetres. Inserts and product samples on request, basic advert in the total print run according to price list.

ADD SPECIALS



Covergate as bookmark

The Ad Special with the practical additional benefit for the reader - high contact frequency through the characteristic of the bookmark.



Glued-in inserts

Glued-in inserts are classic and at the same time highly effective means of advertising. Response postcard, booklet, product sample, etc. on a carrier advertisement 1/1 page.



Coversampling

The eye-catching coversampling for the offensive presentation of your brand. No reader will miss to recognize it.

ONLINE ADVERTISING

www.wir-leben-outdoor.de



Use the possibilities of Online advertising and increase the range of your message!

With the new online portal www.wir-leben-outdoor.de we established another contact point for active hikers, paddlers and cyclists and for people who love nature. Up-to-date we inform about everything interesting around hiking, paddling, cycling, outdoor and camping. Overviews about practical equipment, independently researched tour reports about Germany and neighbouring countries, as well as useful guidebooks complete the needed know-how for the next, perfect tour.

Advertising opportunities:

Superbanner (at the top next to the logo)
max. 850 x 150 Pixel

Fullbanner
(in the middle of the page between the category teasers)
max. 1000 x 150 Pixel

Skyscraper
(Portrait format below the search bar on the right)
max. 300 x 600 Pixel

Sidebar /Content Ad
(below the timeline on the right)
max. 300 x 300 Pixel

Billboard
(in the footer)
1000 x 400 Pixel

Online Advertorial
ca. 2.500 Letters/3 Images

Other formats and prices on request.

Publisher's information & technical data

Publisher

MSV Medien Baden-Baden GmbH
Schulstraße 12
D-76532 Baden-Baden
Postfach 21 09
D-76491 Baden-Baden
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Fax : +49 7221 9521-45
info@msv-medien.de
www.msv-medien.de

Banking account

Sparkasse Baden-Baden Gaggenau
Kto. 39487; BLZ 662 500 30
IBAN DE14 6625 0030 0000 0394 87
BIC SOLADES1BAD

Terms of payment

immediately on receipt of invoice

Distribution

all magazines are distributed on the German speaking market in Europe

Advert closing date

see time schedule

Magazine format

230 x 297 mm panel format

Printmethod /

Binding

reel-fed offset printing / saddle stitch

Print space

200 x 258 mm panel format

Trimming add-on

3 mm on every side

Artwork

The publishing company can also create the printing file at a charge to cover the costs; price on request

Digital data

Mac: Adobe InDesign 2020, Adobe Photoshop 2020, Adobe Illustrator 2020

Preferred file format

JPEG, TIFF, PDF X3 at least 300 dpi, CMYK colour mode; disk: CD-ROM, DVD-(R-RW-RAM-DL)

Information: For advertisements in bleed format, an additional 3 mm bleed on all sides must be added. Trimsensitive texts or pictures should have a margin of at least 5 mm above and below text or picture regarding the final trimmed format.

Contact

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General terms and conditions for advertisements and inserts in newspapers and magazines.

1. «Advertising order» within the meaning of the following General Terms and Conditions of Business is the contract for the publication of one or more advertisements of an advertiser or other advertisers in a printed publication for the purpose of distribution.
2. In case of doubt, advertisements shall be called for publication within one year after conclusion of the contract. If the right to call off individual advertisements is granted within the framework of a contract, the order shall be processed within one year of the publication of the first advertisement, provided that the first advertisement is called off and published within the period specified in sentence 1.
3. In the case of contracts, the client shall be entitled to call off further advertisements within the agreed period or the period specified in clause 2, even beyond the quantity of advertisements specified in the order.
4. If an order is not fulfilled due to circumstances for which the publisher is not responsible, the client must reimburse the publisher for the difference between the discount granted and the discount corresponding to the actual acceptance without prejudice to any further legal obligations. The reimbursement shall not be made if the non-fulfilment is due to force majeure within the publisher's sphere of risk.
5. When calculating the purchase quantities, text millimetre characters shall be converted into advertisement millimetres in accordance with the price.
6. Orders for advertisements and third-party inserts which are to be published exclusively in certain places in the publication must be received by the publisher in good time so that the client can be informed before the advertising deadline if the order cannot be executed in this way. Classified advertisements shall be printed in the relevant section without this requiring express agreement.
7. Text section advertisements are advertisements which are adjacent to the text by at least three pages and not to other advertisements. Advertisements which are not recognisable as advertisements due to their editorial design shall be clearly identified as such by the Publisher with the word «Advertisement».
8. The publisher reserves the right to reject advertisement orders - including individual call-offs within the framework of a contract - and insert orders on the basis of uniform, objectively justified principles of the publisher due to their content, origin or technical form, if their content, in the publisher's due discretion, violates laws, official regulations or morality, or if their publication is unreasonable for the publisher. This shall also apply to orders placed with offices, receiving offices or representatives. Orders for inserts shall only be binding on the publisher after submission of a sample of the insert and its approval. Inserts which, due to their format or presentation, give the reader the impression that they are part of the newspaper or magazine, or which contain third-party advertisements, shall not be accepted. The client shall be informed immediately of the rejection of an order.
9. The client shall be responsible for the timely delivery of the advertisement text and faultless printing material, or of the inserts, bound inserts, tip-ons, etc. The publisher shall immediately request a replacement for recognisably unsuitable or damaged printing material. The publisher shall guarantee the usual printing quality for the title used within the scope of the possibilities offered by the printing material.
10. In the event of wholly or partially illegible, incorrect or incomplete printing of the advertisement, the customer shall be entitled to a reduction in payment or to a faultless first advertisement, but only to the extent to which the purpose of the advertisement was impaired. If the publisher fails to meet a reasonable deadline set for this purpose or if the replacement advertisement is again not faultless, the client shall be entitled to a reduction in payment or cancellation of the order. Claims for damages arising from positive breach of contract, culpa in contrahendo and tort are excluded - even if the order was placed by telephone; claims for damages arising from impossibility of performance and delay are limited to compensation for foreseeable damage and to the fee payable for the advertisement or insert in question. This shall not apply to intent and gross negligence on the part of the publisher, his legal representative and his vicarious agent; in other cases, liability for gross negligence vis-à-vis merchants shall be limited to the extent of the foreseeable damage up to the amount of the advertisement fee in question. Complaints must be made - except in the case of non-obvious defects - within four weeks of receipt of invoice and receipt.
11. Proofs shall only be supplied upon express request. The client shall be responsible for the accuracy of the returned proofs. The publisher shall take into account all corrections of errors which are communicated to him within the period of time set when the proofs are sent.
12. If there are no special size regulations, the actual print height customary for the type of advertisement shall be used as the basis for calculation.
13. If the client does not make an advance payment, the invoice shall be sent immediately, but if possible 14 days after publication of the advertisement. The invoice shall be paid within the period stated in the price list, starting from receipt of the invoice, unless a different payment period or advance payment has been agreed in individual cases. Any discounts for early payment shall be granted in accordance with the price list.

14. In the event of default or deferment of payment, interest and collection costs shall be charged. In the event of default in payment, the publisher may defer further execution of the current order until payment has been made and demand advance payment for the remaining advertisements. In the event of reasonable doubt as to the solvency of the customer, the publisher shall be entitled, even during the term of an advertising contract, to make the publication of further advertisements dependent on the advance payment of the amount and on the settlement of outstanding invoice amounts, irrespective of any originally agreed payment period.
15. The publisher shall supply an advertisement voucher with the invoice on request. Depending on the type and scope of the advertisement order, advertisement cuttings, voucher pages or complete voucher numbers will be supplied. If a voucher can no longer be obtained, it shall be replaced by a legally binding certificate from the Publisher confirming the publication and distribution of the advertisement.
16. The client shall bear the costs for the production of ordered printing blocks, matrices and drawings as well as for significant changes to originally agreed designs requested by the client or for which the client is responsible.
17. In the case of a contract for several advertisements, a claim to a price reduction can be derived from a reduction in circulation if the overall average of the insertion year beginning with the first advertisement falls short of the average circulation stated in the price list or otherwise or - if a circulation is not stated - the average paid circulation (in the case of trade journals, if applicable, the average actually distributed circulation) of the previous calendar year. A reduction in circulation shall only be a defect justifying a price reduction if it amounts to 20 per cent for a circulation of up to 50,000 copies. In addition, claims for price reductions shall be excluded for contracts if the publisher has informed the client of the reduction in circulation in such good time that the client was able to withdraw from the contract before publication of the advertisement.
18. In the case of box number advertisements, the publisher shall exercise the care of a prudent businessman for the safekeeping and timely forwarding of the offers. Registered letters and express letters on box number advertisements shall only be forwarded by normal post. Receipts on numbered advertisements will be kept for four weeks. Letters which have not been collected within this period will be destroyed. The publisher will return valuable documents without being obliged to do so. In the interest and for the protection of the client, the publisher reserves the right to open the incoming offers for inspection purposes in order to eliminate misuse of the box number service. The Publisher shall not be obliged to forward commercial promotions and offers of mediation.
19. Films and data carriers will only be returned to the client on special request. The obligation to store them shall end three months after expiry of the order.
20. Place of performance is the registered office of the publisher. The place of jurisdiction is the registered office of the publisher. Insofar as claims of the Publisher are not asserted in dunning proceedings, the place of jurisdiction for non-merchants shall be determined by their place of residence. If the place of residence or habitual abode of the client is unknown at the time the action is brought or if the client has moved his place of residence or habitual abode outside the area of application of the law after conclusion of the contract, the place of jurisdiction shall be the registered office of the publisher.

Additional terms and conditions of the Publisher

- a) The Publisher shall exercise due diligence in the receipt and examination of advertising copy, but shall not be liable if it is misled or deceived by the Advertiser. By placing an advertisement order, the advertiser undertakes to bear the costs of publishing a counter-statement relating to factual allegations made in the published advertisement, in accordance with the applicable advertisement rate.
- b) The Advertiser shall be responsible for the content and legal admissibility of the text and image material provided for the insertion. It is the responsibility of the Advertiser to indemnify the Publisher against claims of third parties which arise against the Publisher from the execution of the order, even if it was not suspended in good time. The publisher is not obliged to check orders and advertisements to determine whether they infringe the rights of third parties. If advertisements are not suspended in time, the client shall not be entitled to any claims against the publisher. The client shall also indemnify the publisher against all claims arising from infringements of copyright.
- c) Cancellations must be made in writing. If an advertisement is cancelled, the publisher may charge for the typesetting costs incurred.
- d) Offers from intermediaries for classified advertisements will not be carried.
- e) Cases of force majeure as well as industrial action shall release the publisher from the obligation to fulfil orders and pay damages.
- f) The publisher reserves the right to set special prices for advertisements in publisher's supplements, special publications and collectives.
- g) Advertising intermediaries and advertising agencies are obliged to adhere to the publisher's price list in their offers, contracts and settlements with advertisers. The agency fee granted by the publisher may not be passed on to the client either in whole or in part.
- h) If any defects in delivered printed matter, such as bound inserts, tip-ons, etc., are not immediately recognisable, but only during processing, the advertiser shall bear any additional costs or losses incurred as a result during production.





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