www.msv-medien.de

MSV MEDIEN BADEN-BADEN

Media Data 2027

MSV Medien Baden-Baden – The strong partner for your marketing campaigns in German-speaking regions

color your interest.

No. 2/2027
Valid from November 1st 2026

Hiking, Outdoor & Lifestyle













Homeland & Lifestyle

Bicycle











Camping









Water sports





Content

Hiking, Outdoor & Lifestyle

TREKKING-Magazin 05
Wandern & Reisen Magazin 07
Meine ALPEN 09
NEW: Fernzeit Magazin 11

Bicycle

Bike&Travel Magazin 13
e-bike TOUREN Magazin 15
FAHRRADLAND 17
GRAVEL Touren Magazin 19
E-MOUNTAINBIKE TOUREN Magazin 21

Camping

Camping & Reise Magazin 23
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Water sports

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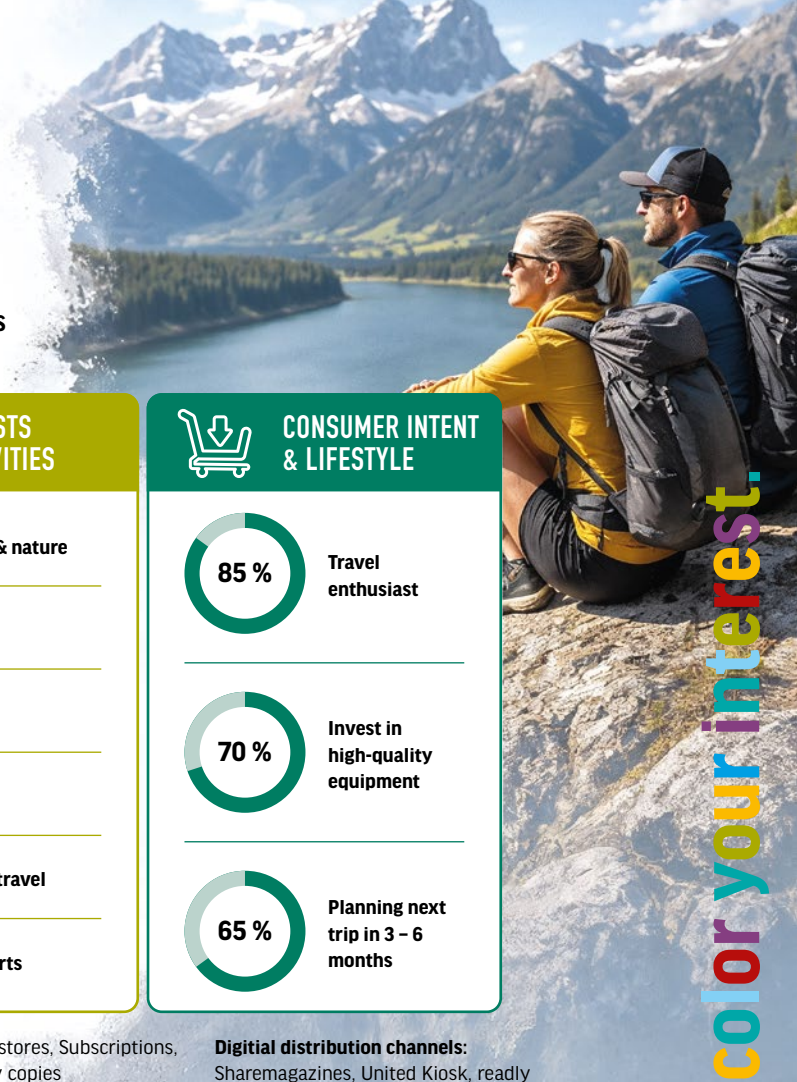
Reader profile

17
NUMBER OF MAGAZINES

68
NUMBER OF ISSUES PER YEAR

> 500
TRAVEL STORIES

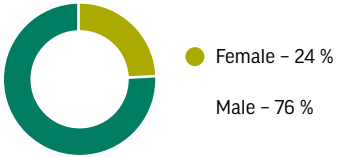


DEMOGRAPHICS

AGE STRUCTURE



GENDER



INTERESTS & ACTIVITIES

- Outdoors & nature
- Cycling
- Hiking
- Camping
- Domestic travel
- Water sports

CONSUMER INTENT & LIFESTYLE

Travel enthusiast

Invest in high-quality equipment

Planning next trip in 3 – 6 months

DISTRIBUTION

Print distribution channels: Grosso, Railway and specialist bookstores, Subscriptions, Reading circles, Trade fairs & hospitality / hotels, Complimentary copies

Digitial distribution channels: Sharemagazines, United Kiosk, readly

color your interest.



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.

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

Distribution channels: wholesalers, railway station bookshops, subscriptions, specialist retailers, trade fairs and free copies

Digital distribution channels: e-papers via United Kiosk, Readly and sharemagazines (reading circles)

www.wir-leben-outdoor.de

Year	Issue	Publication date	Closing date for ads	Deadline printing material
2027*	01/2027 Extra: Wintertouren/Langlauf Spezial	08.01.2027	10.12.2026	14.12.2026
	02/2027	26.02.2027	08.02.2027	10.02.2027
	03/2027	02.04.2027	10.03.2027	12.03.2027
	04/2027	07.05.2027	09.04.2027	13.04.2027
	05/2027 Extra: Green Outdoor & Travel	04.06.2027	05.05.2027	10.05.2027
	06/2027	02.07.2027	10.06.2027	14.06.2027
	07/2027	06.08.2027	08.07.2027	12.07.2027
	08/2027	03.09.2027	12.08.2027	16.08.2027
	09/2027 Extra: Skitouren Spezial	05.11.2027	14.10.2027	18.10.2027
2028*	01/2028 Extra: Wintertouren/Langlauf Spezial	07.01.2028	09.12.2027	13.12.2027

* Expected dates. Subject to alteration.

Issue-in-issue
EXTRA

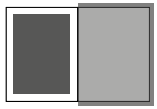
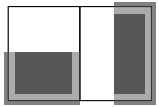
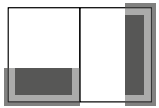
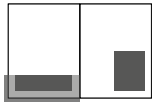






FORMATS & PRICES

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.

Important:
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.

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color your interest.



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

Distribution channels: wholesalers, railway station bookshops, subscriptions, specialist retailers, trade fairs and free copies

Digital distribution channels:
e-papers via United Kiosk, Readly and sharemagazines (reading circles)

www.wir-leben-outdoor.de

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

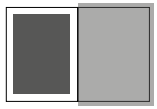
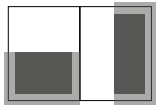
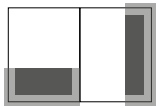
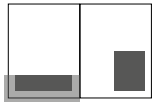
Wandern & Reisen is aimed at pleasure hikers of all ages who value a health-conscious and sustainable lifestyle and prefer to spend their leisure time actively in nature.

Year	Issue	Publication date	Closing date for ads	Deadline printing material
2027*	01/2027	15.12.2026	23.11.2026	25.11.2026
	02/2027 Spezial: Frauen wandern	22.03.2027	01.03.2027	03.03.2027
	03/2027 Extra: Green Outdoor & Travel	22.06.2027	28.05.2027	01.06.2027
	04/2027	21.09.2027	30.08.2027	01.09.2027
2028*	01/2028	14.12.2027	22.11.2027	24.11.2027

* Expected dates. Subject to alteration.

FORMATS & PRICES

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.

Important:
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.

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color your interest.



Meine ALPEN
– The magazine for alpine lovers

The former Reisewelt ALPEN magazine is now Meine ALPEN – with a new name, a modern look and feel, and a continued clear focus on the fascinating world of the Alps. Inspiring features, outstanding hiking and climbing routes, selected restaurants and alpine huts, special wellness hotels, as well as ideas for alpine lifestyle and leisure activities in every season make the magazine an indispensable companion for all lovers of the Alps. In future, the magazine will be even more personal, experience-oriented and closer to the people and stories of the Alpine region. Travel tips and authentic insider insights will remain an integral part of the magazine.

Function
Our authors research these features directly on location and present them in a compelling way through high-quality photo spreads. Hotels, leisure activities and special venues are carefully curated to present readers with only the very best recommendations. The offering is complemented by information on gear, clothing and equipment, as well as classic product reviews and tests. The modern layout, featuring clear typography and optimised ad placement, further ensures maximum attention at the point of sale and within the editorial content.

Target group
Meine ALPEN is aimed at anyone who loves the mountains and wants to spend their free time or holidays in the Alps in an active yet leisurely way. It is aimed at amateur sports enthusiasts, those interested in culture and city life, health and wellness enthusiasts, and anyone who appreciates nature, exercise, fine food and the Alpine way of life.

Format: 230 x 297 mm

Number of pages: 84 – 100 pages

Frequency of publication:
4 Mal times a year

Copyprice: EUR 5,90

Overall print run: ca. 45.000 copies

Distribution channels: wholesalers, railway station bookshops, subscriptions, specialist retailers, trade fairs and free copies

Digital distribution channels:
e-papers via United Kiosk, Readly and sharemagazines (reading circles)

www.wir-leben-outdoor.de

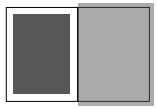
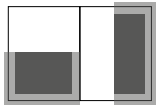
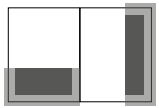
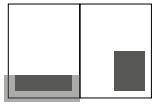
ONE ISSUE per season

Year	Issue	Publication date	Closing date for ads	Deadline printing material	
2027*	01/2027 Extra: Wintertouren Spezial	27.11.2026	09.11.2026	11.11.2026	Winter
	02/2027	05.03.2027	15.02.2027	17.02.2027	Spring
	03/2027 Extra: Green Outdoor & Travel	25.06.2027	07.06.2027	09.06.2027	Summer
	04/2027	03.09.2027	16.08.2027	18.08.2027	Autumn
2028*	01/2028 Extra: Skitouren Spezial	26.11.2027	08.11.2027	10.11.2027	Winter

* Expected dates. Subject to alteration.

FORMATS & PRICES

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.

Important:
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.

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Preview cover

FERNZEIT: Inspiration for your next wanderlust

A NEW MAGAZINE from **MSV Medien**

More and more people are drawn far away to experience breathtaking landscapes, foreign cultures, and the sheer dimensions of nature. Yet the way we travel is undergoing a fundamental transformation: fueled by the major trend toward slow travel and relaxploration, the desire for conscious deceleration, depth, and mindful exploration is growing in a fast-paced world. FERNZEIT is the ideal guide for anyone who longs for distant journeys and wants to experience the world intensely, sustainably, and at their own rhythm.

Function

With visually stunning features, useful equipment reviews and practical route planning, the magazine bridges the gap between active adventure and exclusive comfort. There is a special focus on the **'Slow Luxury'** segment – we showcase outstanding retreats, eco-lodges and designer hotels that fulfil the highest standards of comfort, sustainability and authenticity.

Target group

FERNZEIT speaks to active world explorers. People who are moved by wanderlust and who consciously set aside time to explore a new country, immerse themselves deeply in foreign cultures, and prioritise meaningful experiences over simply ticking off sightseeing spots. Active travellers seeking the perfect balance between discovery, light to moderate physical activity and a mindful deceleration in nature. Travellers who enjoy spending money and who place great value on high-quality, durable travel gear, authentic accommodation and well-researched travel tips.

Optional COVER



Preview cover

Format: 230 x 297 mm

Number of pages: 100 – 116 pages

Frequency of publication: 1 time a year

Copyprice: EUR 6,50

Overall print run: ca. 40.000 copies

Distribution channels: wholesalers, railway station bookshops, subscriptions, specialist retailers, trade fairs and free copies

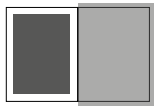
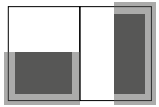
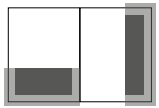
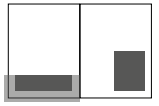
Digital distribution channels: e-papers via United Kiosk, Readly and sharemagazines (reading circles)

Year	Issue	Publication date	Closing date for ads	Deadline printing material
2027*	01/2027	05.10.2027	17.09.2027	20.09.2027

* Expected dates. Subject to alteration.

FORMATS & PRICES

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.

Important:
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.

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color your interest.



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. With impressive tour reports, Bike&Travel inspires readers and shows them the most exciting aspects of cycling.

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 1or her leisure time actively.

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

Distribution channels: wholesalers, railway station bookshops, subscriptions, specialist retailers, trade fairs and free copies

Digital distribution channels:
e-papers via United Kiosk, Readly and sharemagazines (reading circles)

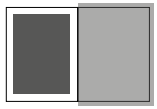
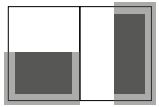
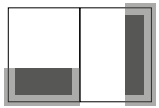
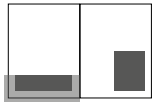
www.wir-leben-outdoor.de

Year	Issue	Publication date	Closing date for ads	Deadline printing material
2027*	01/2027	08.12.2026	16.11.2026	18.11.2026
	02/2027	09.02.2027	18.01.2027	20.01.2027
	03/2027	13.04.2027	19.03.2027	23.03.2027
	04/2027	08.06.2027	14.05.2027	19.05.2027
	05/2027	10.08.2027	19.07.2027	21.07.2027
	06/2027	14.09.2027	23.08.2027	25.08.2027
	07/2027	19.10.2027	20.09.2027	22.09.2027
2028*	01/2028	07.12.2027	15.11.2027	17.11.2027

* Expected dates. Subject to alteration.

FORMATS & PRICES

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.

Important:
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.

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anzeigen@msv-medien.de

color your interest.

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



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

Distribution channels: wholesalers, railway station bookshops, subscriptions, specialist retailers, trade fairs and free copies

Digital distribution channels:
e-papers via United Kiosk, Readly and sharemagazines (reading circles)

www.wir-leben-outdoor.de

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

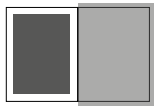
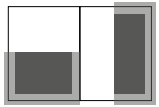
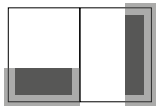
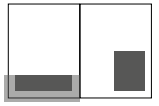
The magazine e-bike TOUREN reachs active and enterprising cyclists of every age, that attach importance to a sustainable lifestyle and invest generously in their hobby and leisure time.

Year	Issue	Publication date	Closing date for ads	Deadline printing material
2027*	01/2027	23.02.2027	01.02.2027	03.02.2027
	02/2027	18.05.2027	23.04.2027	27.04.2027
	03/2027	17.08.2027	26.07.2027	28.07.2027
	04/2027	09.11.2027	18.10.2027	20.10.2027

* Expected dates. Subject to alteration.

FORMATS & PRICES

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.

Important:
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.

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anzeigen@msv-medien.de

color your interest.



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

Distribution channels: wholesalers, railway station bookshops, subscriptions, specialist retailers, trade fairs and free copies

Digital distribution channels:
e-papers via United Kiosk, Readly and sharemagazines (reading circles)

www.wir-leben-outdoor.de

FAHRRADLAND – The magazine for cycling connoisseurs

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

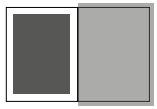
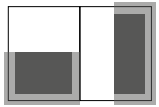
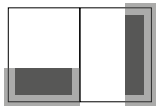
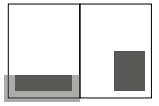
Fahrradland is suitable for cyclists of all ages, both e-bike riders and non-e-bike riders who want to be far from everyday life and explore Germany. You can freely choose whether to get on your bike right outside your front door or travel through Germany - there are suitable tour suggestions for every 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
2027*	01/2027	11.05.2027	15.04.2027	19.04.2027
	02/2027	13.07.2027	21.06.2027	23.06.2027
	03/2027	21.09.2027	30.08.2027	01.09.2027

* Expected dates. Subject to alteration.

FORMATS & PRICES

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 Anschnitt	9.900,–

All prices in Euro, VAT not included.

Important:
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.

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anzeigen@msv-medien.de

color your interest.



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

Distribution channels: wholesalers, railway station bookshops, subscriptions, specialist retailers, trade fairs and free copies

Digital distribution channels:
e-papers via United Kiosk, Readly and sharemagazines (reading circles)

www.wir-leben-outdoor.de

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

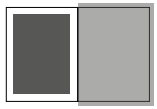
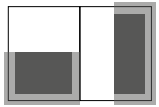
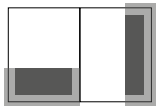
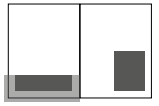
GRAVEL Touren Magazin is aimed at all cyclists who are active, trend-conscious, spontaneous and adventurous. They have good purchasing power and like to invest in their passion.

Year	Issue	Publication date	Closing date for ads	Deadline printing material
2027*	01/2027	15.12.2026	24.11.2026	26.11.2026
	02/2027	22.03.2027	01.03.2027	03.03.2027
	03/2027	22.06.2027	28.05.2027	01.06.2027
	04/2027	28.09.2027	07.09.2027	09.09.2027
2028*	01/2028	14.12.2027	23.11.2027	25.11.2027

* Expected dates. Subject to alteration.

FORMATS & PRICES

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.

Important:
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.

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anzeigen@msv-medien.de

color your interest.



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

Distribution channels: wholesalers, railway station bookshops, subscriptions, specialist retailers, trade fairs and free copies

Digital distribution channels:
e-papers via United Kiosk, Readly and sharemagazines (reading circles)

www.wir-leben-outdoor.de

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

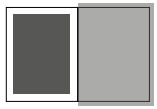
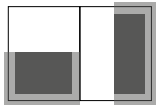
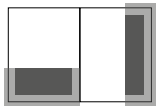
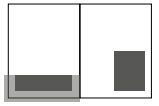
The E-MOUNTAINBIKE TOUREN magazine reaches active, travel-loving e-mountain bikers of all ages who value a sustainable lifestyle and are therefore happy to invest generously in their leisure time.

Year	Issue	Publication date	Closing date for ads	Deadline printing material
2027*	01/2027	20.04.2027	25.03.2027	31.03.2027

* Expected dates. Subject to alteration.

FORMATS & PRICES

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.

Important:
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.

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anzeigen@msv-medien.de

color your interest.



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

Distribution channels: wholesalers, railway station bookshops, subscriptions, specialist retailers, trade fairs and free copies

Digital distribution channels:
e-papers via United Kiosk, Readly and sharemagazines (reading circles)

www.wir-leben-outdoor.de

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

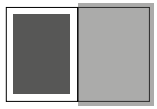
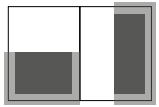
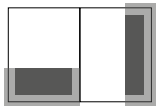
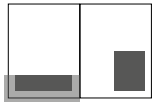
Camping & Reise Magazin refers to active and outdoor people, individualists, families, couples, survivalcampers, glampers (Glamour & Camping), bicycle-campers, globetrotters and to all those, who want to spend their holidays in harmony with nature and are interested in active and diverse vacations.

Year	Issue	Publication date	Closing date for ads	Deadline printing material
2027*	01/2027 Extra: CMT	07.01.2027	07.12.2026	09.12.2026
	02/2027	11.02.2027	18.01.2027	20.01.2027
	03/2027	08.04.2027	15.03.2027	17.03.2027
	04/2027	10.06.2027	18.05.2027	20.05.2027
	05/2027 Extra: Caravan Salon	05.08.2027	14.07.2027	16.07.2027
	06/2027	30.09.2027	06.09.2027	08.09.2027
	07/2027	25.11.2027	29.10.2027	03.11.2027
2028*	01/2028 Extra: CMT	05.01.2028	06.12.2027	08.12.2027

* Expected dates. Subject to alteration.

FORMATS & PRICES

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.

Important:
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.

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color your interest.

CAMPING Ratgeber – Guidebook on all things camping



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

Distribution channels: wholesalers, railway station bookshops, subscriptions, specialist retailers, trade fairs and free copies

Digital distribution channels:
e-papers via United Kiosk, Readly and sharemagazines (reading circles)

www.wir-leben-outdoor.de

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

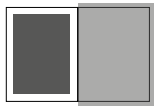
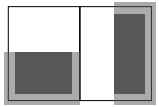
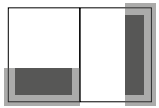
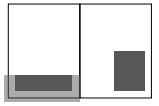
The Camping Ratgeber will appeal to both new and experienced campers who are open to new travel ideas, nature holidays and helpful advice. The Camping Food Guide is aimed at hobby cooks and gourmets who want to learn more about creative camping cuisine.

Year	Issue / Subject	Publication date	Closing date for ads	Deadline printing material
2027*	01/2027 / Camping- & Stellplätze	24.03.2027	08.03.2027	10.03.2027
	02/2027 / Food Guide	26.05.2027	29.04.2027	03.05.2027
	03/2027 / Camping- & Stellplätze	22.07.2027	28.06.2027	30.06.2027
	04/2027 / Technik	21.10.2027	04.10.2027	06.10.2027

* Expected dates. Subject to alteration.

FORMATS & PRICES

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.

Important:
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.

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color your interest.



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

Distribution channels: wholesalers, railway station bookshops, subscriptions, specialist retailers, trade fairs and free copies

Digital distribution channels:
e-papers via United Kiosk, Readly and sharemagazines (reading circles)

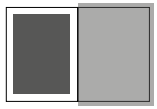
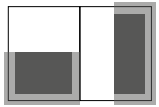
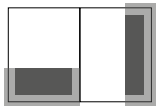
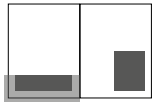
www.wir-leben-outdoor.de

Year	Issue / Subject	Publication date	Closing date for ads	Deadline printing material
2027*	01/2027	04.03.2027	08.02.2027	10.02.2027
	02/2027 / Camp & Bike	05.05.2027	16.04.2027	20.04.2027
	03/2027 / Camp & Adventures	15.07.2027	21.06.2027	23.06.2027
	04/2027 / Camp & Hike	02.09.2027	05.08.2027	09.08.2027
	05/2027	09.12.2027	15.11.2027	17.11.2027

* Expected dates. Subject to alteration.

FORMATS & PRICES

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.

Important:
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.

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Preview cover

SPECIAL ISSUE DACHZELT MAGAZIN – your companion for the ultimate roof tent adventure

A NEW MAGAZINE from **MSV Medien**

Das Dachzelt Magazin is the innovative companion for all mobile travel enthusiasts who are redefining independence and a deep connection with nature. Whether it's a weekend micro-adventure, vanlife spirit, or an epic road trip – the magazine accompanies the booming trend of rooftop tent nomadism with captivating features, authentic inspiration, and well-founded know-how.

Function

The magazine is an essential practical and inspirational guide for the growing community of roof-top tent enthusiasts. It offers guidance in the expanding market for equipment, showcases innovative vehicle modifications and recommends hand-picked travel destinations away from mainstream tourism. By combining engaging features with technical expertise, the magazine provides genuine value when it comes to purchasing decisions and holiday planning.

Target group

Whether they are passionate roof-top tent nomads, camping newcomers or active travelers with a wide range of interests: our audience is connected by a deep longing for independence and genuine experiences of nature. Our readers are interested in technology, invest specifically in durable equipment for their travels, seek out authentic travel experiences and value a nature-loving, independent way of life.

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. 30.000 copies

Distribution channels: wholesalers, railway station bookshops, subscriptions, specialist retailers, trade fairs and free copies

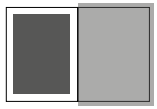
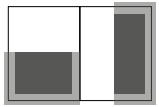
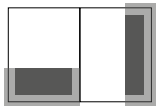
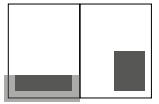
Digital distribution channels: e-papers via United Kiosk, Readly and sharemagazines (reading circles)

Year	Issue	Publication date	Closing date for ads	Deadline printing material
2027*	01/2027	19.08.2027	02.08.2027	04.08.2027

* Expected dates. Subject to alteration.

FORMATS & PRICES

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	4.500,–
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	2.675,–
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	1.800,–
1/4 page		vertical 97 x 131 print space horizontal 200 x 57 print space 230 x 74 trimmed ads	1.400,–
2/1 page		430 x 258 print space 460 x 297 trimmed ads	8.500,–
Opening Spread		430 x 258 print space 460 x 297 trimmed ads	8.900,–

All prices in Euro, VAT not included.

Important:
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.

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color your interest.

KAJAK-Magazin – The magazine for paddle sports



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

Distribution channels: wholesalers, railway station bookshops, subscriptions, specialist retailers, trade fairs and free copies

Digital distribution channels:
e-papers via United Kiosk, Readly and sharemagazines (reading circles)

www.wir-leben-outdoor.de

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-uppaddling. 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
2027*	01/2027 Extra: Wendecover SUP	01.12.2026	09.11.2026	11.11.2026
	02/2027	02.02.2027	11.01.2027	13.01.2027
	03/2027	06.04.2027	15.03.2027	17.03.2027
	04/2027 Extra: Wendecover SUP	01.06.2027	04.05.2027	10.05.2027
	05/2027 Extra: Wendecover SUP	03.08.2027	12.07.2027	14.07.2027
	06/2027	05.10.2027	13.09.2027	15.09.2027
2028*	01/2028 Extra: Wendecover SUP	30.11.2027	08.11.2027	10.11.2027

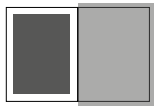
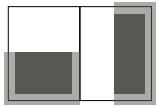
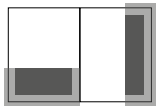
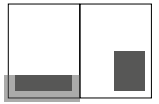
* Expected dates. Subject to alteration.

reversible cover **EXTRA**



FORMATS & PRICES

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	4.480,–
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	2.365,–
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	1.760,–
1/4 page		vertical 97 x 131 print space horizontal 200 x 57 print space 230 x 74 trimmed ads	1.370,–
2/1 page		430 x 258 print space 460 x 297 trimmed ads	8.690,–
Opening Spread		430 x 258 print space 460 x 297 trimmed ads	9.490,–

All prices in Euro, VAT not included.

Important:
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.

MSV MEDIEN BADEN-BADEN
MSV Medien Baden-Baden GmbH | Schulstraße 12 | 76532 Baden-Baden | Tel. +49 (0) 7221 9521-0 |
anzeigen@msv-medien.de

color your interest.



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. 20.000 copies

Distribution channels: wholesalers, railway station bookshops, subscriptions, specialist retailers, trade fairs and free copies

Digital distribution channels:
e-papers via United Kiosk, Readly and sharemagazines (reading circles)

www.wir-leben-outdoor.de

SUP Board Magazin – now featured as a strong duo in the kajak-Magazine

Stand-up paddleboarding (SUP) is the fastest-growing water sport trend of recent years. What began as a dynamic leisure activity is now an established part of the outdoor lifestyle – whether on lakes, rivers or at sea.

A powerful new synergy: Integration as a flip magazine

To further consolidate our expertise in the field of paddling sports, we are now integrating »SUP Board Magazin« directly into our flip magazine publication, »kajak-Magazin«. This strategic merger offers our audience and advertising partners even greater reach and perfectly complements the content. Readers will thus benefit from the combined expertise of two worlds in a single magazine: The kajak-Magazine (published six times a year) now serves as the main publication for SUP Board Magazin, which will be integrated as a special/reversible cover with three dedicated issues per year.

Function and content

SUP Board Magazin remains what it has always been: the definitive authority for all stand-up paddlers. Our readers will continue to find the authentic, thoroughly researched features that are typical of our publications. Here, our team of experienced stand-up paddlers and specialist outdoor journalists guarantees professional expertise of the highest standard. This is complemented by captivating visuals and insights into the latest market products. Through its integration as a flip-cover magazine, readers benefit from a high-quality, expanded page count that consistently maintains a sharp focus on each respective discipline.

Target group

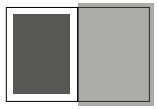
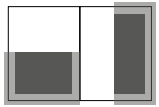
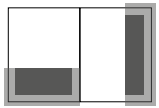
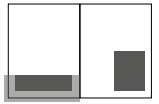
The new combined format specifically appeals to the active recreational athlete: health-conscious individuals who enjoy nature, lead an active lifestyle, and invest in top-tier equipment. With this integration, we reach an even more receptive target audience that is passionate about every facet of paddling sports.

Year	Issue	Publication date	Closing date for ads	Deadline printing material
2027*	01/2027	01.12.2026	09.11.2026	11.11.2026
	02/2027	01.06.2027	04.05.2027	10.05.2027
	03/2027	03.08.2027	12.07.2027	14.07.2027
2028*	01/2028	30.11.2027	08.11.2027	10.11.2027

* Expected dates. Subject to alteration.

FORMATS & PRICES

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	4.480,–
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	2.365,–
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	1.760,–
1/4 page		vertical 97 x 131 print space horizontal 200 x 57 print space 230 x 74 trimmed ads	1.370,–
2/1 page		430 x 258 print space 460 x 297 trimmed ads	8.690,–
Opening Spread		430 x 258 print space 460 x 297 trimmed ads	9.490,–

All prices in Euro, VAT not included.

Important:
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.

MSV MEDIEN BADEN-BADEN
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anzeigen@msv-medien.de

color your interest.



Format: 210 x 280 mm

Number of pages: 116 pages

Frequency of publication:
5 times a year

Copyprice: EUR 5,90

Overall print run: ca. 40.000 copies

Distribution channels: wholesalers, railway station bookshops, subscriptions, specialist retailers, trade fairs and free copies

Digital distribution channels:
e-papers via United Kiosk, Readly and sharemagazines (reading circles)

www.wir-leben-outdoor.de

MEIN SCHWARZWALD
– Discover new things – enjoy beautiful things

Bollenhut and Kirschtorte, crystal-clear streams and enchanted forests – and that's just the beginning. Because there is so much more to say about the Black Forest: about people who passionately pursue their ideas and dreams. About traditions and innovations. About very special places. Always included: the best culinary addresses, excursion tips for hikers and cyclists, and exciting background reports.

Function
The magazin »Mein Schwarzwald« tells these stories, provides tips and suggestions, and discovers the hidden treasures of a beautiful region.

Target Group
The magazine appeals to people who live in and around the Black Forest – but also to readers who come from far away and want to rediscover or get to know the Black Forest.

special issue
XMAS

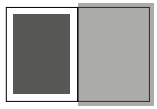
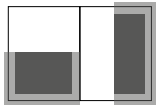
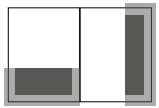
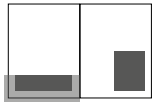


Year	Issue	Publication date	Closing date for ads	Deadline printing material
2027*	#29 – 01/2027	15.01.2027	14.12.2026	16.12.2026
	#30 – 02/2027	16.04.2027	25.03.2027	31.03.2027
	#31 – 03/2027	16.07.2027	29.06.2027	01.07.2027
	#XMAS: special issue Christmas	01.10.2027	13.09.2027	15.09.2027
	#32 – 04/2027	15.10.2027	27.09.2027	29.09.2027
2028*	#33 – 01/2028	14.01.2028	13.12.2027	15.12.2027

* Expected dates. Subject to alteration.

FORMATS & PRICES

Advertising rates

Size/Format		width x height (mm)	Prices in EUR (4-colour)
1/1 page		168 x 245 print space 210 x 280 trimmed ads	4.500,–
1/2 page		vertical 84 x 245 print space 105 x 280 trimmed ads horizontal 168 x 120 print space 210 x 140 trimmed ads	2.450,–
1/3 page		vertical 56 x 245 print space 70 x 280 trimmed ads horizontal 168 x 81 print space 210 x 93 trimmed ads	1.790,–
1/4 page		vertical 84 x 122 print space horizontal 168 x 61 print space 210 x 70 trimmed ads	1.400,–
2/1 page		378 x 245 print space 420 x 280 trimmed ads	8.500,–
Opening Spread		378 x 245 print space 420 x 280 trimmed ads	8.900,–

All prices in Euro, VAT not included.

Important:
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 10 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: 205 x 270 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: 420 mm width x 280 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.

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MSV Medien Baden-Baden GmbH | Schulstraße 12 | 76532 Baden-Baden | Tel. +49 (0) 7221 9521-0 |
anzeigen@msv-medien.de

color your interest.



Preview cover

Format: 230 x 297 mm

Number of pages: 116 – 132 pages

Frequency of publication:
1 time a year

Copyprice: EUR 5,90

Overall print run: ca. 65.000 copies

Distribution channels: wholesalers, railway station bookshops, subscriptions, specialist retailers, trade fairs and free copies

Digital distribution channels:
e-papers via United Kiosk, Readly and sharemagazines (reading circles)

www.wir-leben-outdoor.de

Landglück & Natur Magazin – Experience nature. Discover your homeland. Enjoy moments of happiness.

A NEW MAGAZINE from **MSV Medien**

The new country magazine for everyone who loves real life and discovers beauty in simplicity.

Landglück & Natur magazine invites you to immerse yourself in the multifaceted world of country life. With evocative features, special places to visit and authentic stories about people, traditional crafts and living customs, the magazine combines inspiration and information with a genuine enjoyment of life.

Whether it's blossoming spring landscapes, quiet nights under the sky full of stars, traditional craft workshops or fragrant herb gardens – Landglück & Natur magazine inspires you to discover special places, experience regional diversity and consciously savour the little moments of happiness in everyday life.

Function

Landglück & Natur magazine is a source of inspiration, a guide and a magazine of discovery all in one. It awakens a love of nature and gardening, inspires readers to go on day trips and short breaks, and shares interesting facts about plants, good food and the lifestyle of the countryside. Personal stories about people, special places and living traditions make every issue a varied journey of discovery.

Target Group

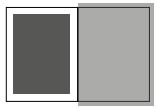
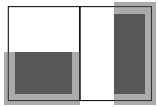
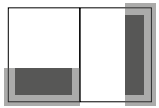
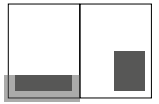
Landglück & Natur magazine is aimed at nature-loving, pleasure-oriented and culturally-minded readers who appreciate the special things in everyday life. They value quality, authenticity and a mindful lifestyle; enjoy discovering new places to visit; and are passionate about flora and fauna, traditional crafts and regional specialities. They are also interested in creative ideas for the home and garden, carefully selected products and the little pleasures that enrich life.

Year	Issue	Publication date	Closing date for ads	Deadline printing material
2027*	01/2027	12.03.2027	22.02.2027	25.02.2027

* Expected dates. Subject to alteration.

FORMATS & PRICES

Advertising rates

Size/Format		width x height (mm)	Prices in EUR (4-colour)
1/1 page		168 x 245 print space 210 x 280 trimmed ads	7.475,–
1/2 page		vertical 84 x 245 print space 105 x 280 trimmed ads horizontal 168 x 120 print space 210 x 140 trimmed ads	4.400,–
1/3 page		vertical 56 x 245 print space 70 x 280 trimmed ads horizontal 168 x 81 print space 210 x 93 trimmed ads	2.850,–
1/4 page		vertical 84 x 122 print space horizontal 168 x 61 print space 210 x 70 trimmed ads	2.300,–
2/1 page		378 x 245 print space 420 x 280 trimmed ads	13.000,–
Opening Spread		378 x 245 print space 420 x 280 trimmed ads	13.900,–

All prices in Euro, VAT not included.

Important:
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.

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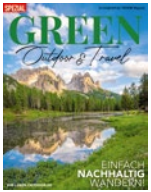
anzeigen@msv-medien.de

color your interest.

Further advertising opportunities

CROSS-TITLE SPECIAL PUBLICATIONS







Special	Winter TOUREN	GREEN Outdoor & Travel	SKITOUREN
Titel and issue	trekking-Magazin 01/2027 Meine ALPEN 01/2027	trekking-Magazin 05/2027 Wandern & Reisen Magazin 03/2027 Meine ALPEN 03/2027	trekking-Magazin 09/2027 Meine ALPEN 01/2028

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 an so on.

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



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

SMALL ADVERTISEMENTS

SHOP ADVERTISEMENTS

(billing by millimetre)

Display-height	x	Number of columns	x	Millimetre price
min. 20 mm height		1 column: 63 mm 2 columns: 142 mm 3 columns: 200 mm		4c: 6,50 EUR/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 practical added value for readers – high contact frequency thanks to the bookmark feature. The half-page flap on the cover page 2 can be folded into the magazine by readers as they wish. This bookmark puts your brand in the spotlight.



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 poin for active hikers, paddlers and cyclists and for people who love nature. Up-todate 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 Zeichen/3 Images

Other formats and prices on request.

color your interest.

Verlagsangaben & technische Daten

Publisher
MSV Medien Baden-Baden GmbH
Schulstraße 12
D-76532 Baden-Baden
Postfach 21 09
D-76491 Baden-Baden
Telefon: +49 7221 9521-0
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 / 210 x 280 mm panel format

Printmethod / Binding
reel-fed offset printing /
saddle stitch / adhesive binding

Print space
200 x 258 mm / 168 x 245 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 (10 mm) above and below text or picture regarding the final trimmed format.

*Digital printing material must be submitted in the form of print PDF files (PDF/X-3:2002). EPS file with embedded fonts (vectorgraphic or converted into paths) and non-compressed images, which have to be saved as PDF, EPS or TIFF, and a resolution with at least 300 dpi, in CMYK (color profile cover: ISO Coated v2, inside: PSO LWC Improved). The format is created in original dimensions plus trim allowance and bleed marks. Additional a final color proof with latest media standard. Without a true color proof the publishing company assumes no liability for the printing result of the ad. RGB files or the like cause color distortions for which we can take no guarantee. The ISOStandard 12647-2 has to be considered for print data and proof preparation.

PICTURES:
Page 2: TATONKA GmbH/Lars Schneider; ORTLIEB; Soca Kajakschule/Grönemeier Marketing; Pierre Bouras/BIC Sport
Page 3: KI-generatec

General terms and conditions for adverts and supplements in journals and magazines.

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 bemade 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 insertswhich 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 thisway. Classified advertisements shall be printed in the relevant section without this requiring express agreement.
7. Text section advertisements are advertisementswhich 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 thirdparty 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 towhich the purpose of the advertisementwas impaired. If the publisher fails tomeet 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. Complaintsmust 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 fromreceipt 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 termof an advertising contract, tomake 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 numberswill 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, matrixes 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 publisherwill return valuable documentswithout 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 lawafter conclusion of the contract, the place of jurisdiction shall be the registered office of the publisher.
21. (Special provision for circulation reductions for titles published less than twice a week that publish issue-specific circulation data) Notwithstanding No. 17, a circulation reduction for titles that publish issue-specific circulation data shall only entitle the publisher to a price reduction if and to the extent that, for a circulation ('guaranteed circulation') of up to 500,000 copies, it exceeds 10 per cent, and in the case of a circulation ('guaranteed circulation') of more than 500,000 copies, it exceeds 5 per cent. The circulation on which the guarantee is based is the total circulation sold as defined by the IVW. It is calculated for the insertion year from the average circulation of the four quarters preceding the insertion year, unless the publisher has specified an absolute circulation figure as a guarantee in the respective price list. The prerequisite for entitlement to a price reduction is a discountable contract based on the volume scale and for at least three issues. The basis for calculating the price reduction is the order per company, unless billing by brand, to be defined when the order is placed, has been agreed upon when the order is placed. The possible circulation reduction is calculated as the balance of circulation overruns and underruns of the documented issues within the insertion year. The refund will be made at the end of the campaign on the basis of the customer's net amount, taking into account the agency commission already granted, as a credit note or, if this is no longer possible, as a payment. A claim for a refund only exists if the refund amount is at least EUR 2,500.00.

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 partieswhich arise against the Publisher from the execution of the order, even if itwas 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 fromthe 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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