

Wandelmagazine Mediacard 2020

Wandelmagazine is a well known hiking magazine for more than 40 years already. The magazine offers short and long hikes in Holland and Europe with focus on landscape, nature and culture. The features in the magazine offer an impression of the atmosphere and inspire the reader to discover the best hiking areas. Furthermore, practical information concerning maps, guides, accommodation and transportation is not forgotten.

Circulation

Each edition of Wandelmagazine is printed in 6000 copies, and the reach of the magazine (multiple readers per household, controlled circulation and kiosksale) is **more than 15.000 hikers**.

Website and emailnewsletter

On the website www.wandelmagazine.nu the a hiker finds daily hiking news, hiking events, blogs, indept articles, giveaways and, naturally, hiking routes. The website has **20.000 unique visitors each month**. Our 2-monthly emailnewsletter has 4.200 members



Readers' profile

- The readers of Wandelmagazine are frequent hikers, equally both male and female of averagely 35 to 65 years old. They are part of wealth class A/B.
- They hike mostly in Holland, Belgium, Germany and the UK and elsewhere in Europe.
- And make multiple daytrips a year and one long distance hike.
- The readers hike preferably with partners, family or friends.
- The readers are, besides hikers, also often cyclists and like travelling, music, reading, photography and off course being outdoors in nature.

Wandelmagazine Mediacard 2020

Title : Wandelmagazine

Publisher: Virtùmedia B.V.

Editor: Jonathan Vandevoorde

Frequency: quarterly

Advertisements

w x h in mm rates excl. VAT

| | | |
|--------------------|------------|---------|
| 1/1 page | 215 x 280* | € 950,- |
| 1/2 page landscape | 190 x121 | € 500,- |
| 1/4 page | 92,5 x 121 | € 300,- |
| 1/8 page | 92,5 x 58 | € 150,- |

* please allow 3mm for clean cut

Trimsize: 190 x 255,6 mm

Bleedsize*: 215 x 280 mm



OP LEMEN VOETEN / WWW.WANDELMAGAZINE.NU
wandel
magazine

Extras

Coverpage 2 and 3: +10%

Coverpage 4: +20%

Inserts rate's on request

Deadlines 2020

| nr | street date | reservationdate |
|----|-------------|-----------------|
| 1. | 13-03-2020 | 17-02-2020 |
| 2. | 12-06-2020 | 18-05-2020 |
| 3. | 04-09-2020 | 10-08-2020 |
| 4. | 11-12-2020 | 16-11-2020 |

Submission guidelines

Delivery formats: Certified PDF 300 dpi true scale (or JPEG, TIFF, EPS).

Full-colour ads in CMYK (important: during printing small differences in colour can appear, Virtùmedia bv cannot be held responsible for this.) Do not include Crop Marks. Embed fonts or transfer into lettercontours. All ads need to be delivered print-ready Corrupt files or wrongly designed files will be invoiced, but not placed.

Ads can be submitted via e-mail to:
traffic@virtumedia.nl

Contact:

Klaartje Grol

T. 0031-30-3072248

E. kgrol@virtumedia.nl

Arjen van Wifferen

T. 0031-30-3072249

E. avanwifferen@virtumedia.nl



Website Wandelmagazine.nu

Publisher: Virtùmedia B.V.

Editor: Jasper Buiting

20.000 unique visitors per month



Banners per month

- Button 280 x 90 pixels
Per month € 100,-
- Rectangle 300 x 250 pixels
Per month € 250,-

Banners can be placed in carousel, all prices VAT excluded.

Online advertorial

An online advertorial (200-400 words) € 350,-

If the editorial team of Wandelmagazine has to write the advertorial the costs for writing are € 75,-.

E-mailnewsletter

4.200 subscribers, the emailnewsletter is send every two weeks.

1 item in the emailnewsletter (60 words, url+image) € 75,-

Submission guidelines

Banners must be submitted as GIF, PNG or JPEG, 72 dpi. Max. 50 kb.

Flashbanners only after consultation. Publisher can approve or reject banners. Banners can be placed in carousel. All prices VAT excluded.

Banners and other advertisements can be submitted via e-mail to: traffic@virtumedia.nl

Contact:

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