



# WANDELMAGAZINE


Al meer dan 40 jaar hét wandeltijdschrift van Nederland




## MEDIARATES | 2022

 Information about Wandelmagazine

 Publication dates and promotional possibilities

 Print and online

 Exclusive options



## WANDELMAGAZINE

**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 hikingarea's. Furthermore, practical information concerning maps, guides, accommodation and transportation is not forgotten.

## READERS' PROFILE

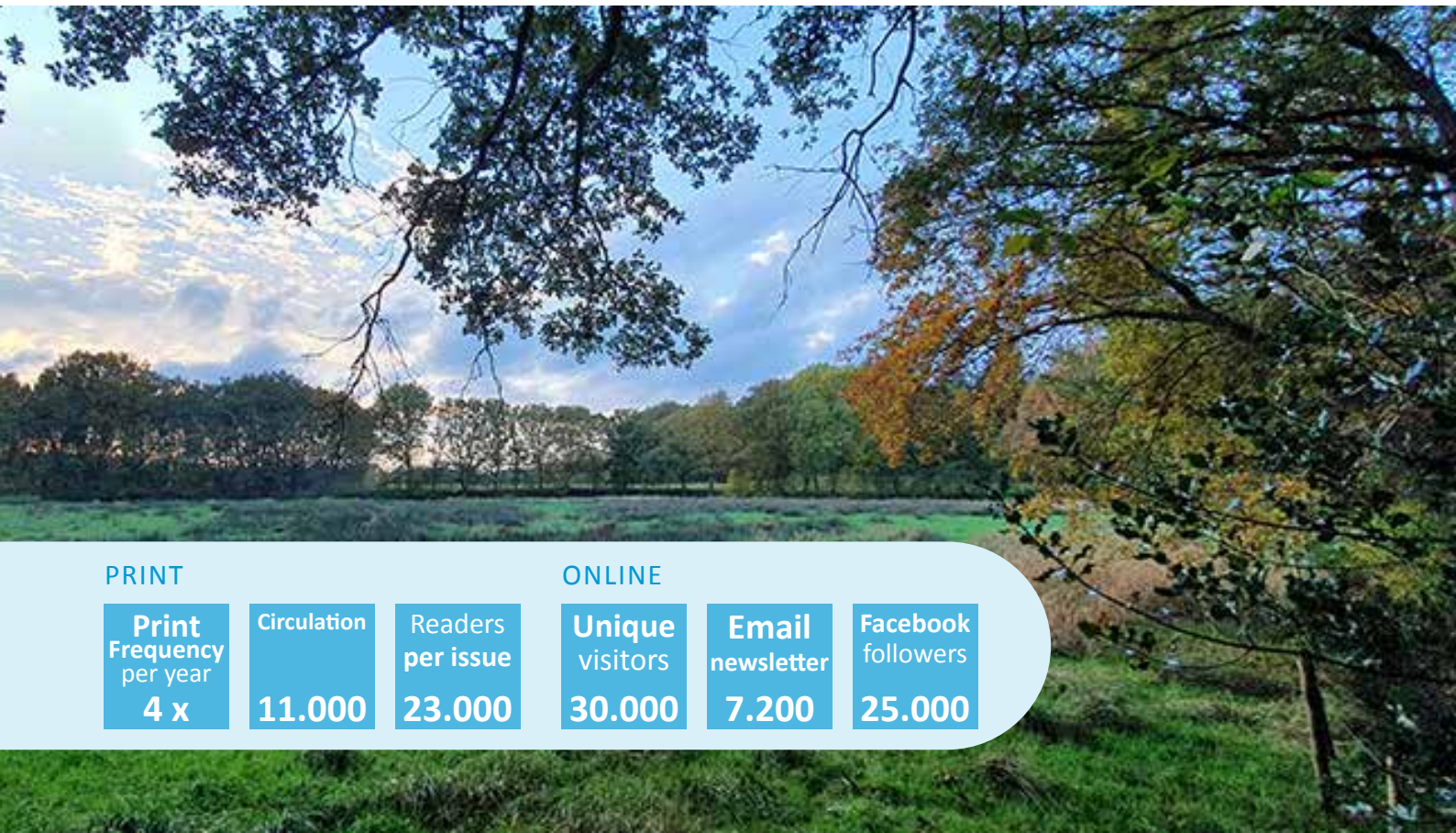
- The readers of Wandelmagazine are frequent hikers, equally both male and female of averagely 35 to 65 years old. They are part of wealth class A/B.
- They hike mostly in Holland, Belgium, Germany and the UK and elsewhere in Europe.
- And make multiple daytrips a year and one long distance hike.
- The 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.

## CIRCULATION

Each edition of Wandelmagazine is printed in 11.000 copies, and the reach of the magazine (multiple readers per household, controlled circulation and kiosksale) is **more than 23.000 hikers**.

## WEBSITE AND EMAILNEWSLETTER

On the website [www.wandelmagazine.nu](http://www.wandelmagazine.nu) the hiker finds daily hiking news, hikingevents, blogs, indept articles, giveaways and, naturally, hikingroutes. The website has **30.000 unique visitors each month**. Our 2-monthly emailnewsletter has 7.200 members.



### PRINT

**Print Frequency per year**  
**4 x**

**Circulation**  
**11.000**

**Readers per issue**  
**23.000**

### ONLINE

**Unique visitors**  
**30.000**

**Email newsletter**  
**7.200**

**Facebook followers**  
**25.000**

**Title** Wandelmagazine  
**Publisher** Virtùmedia B.V.  
**Editor** Jonathan Vandevoorde  
**Frequency** Quarterly

## ADVERTISEMENTS

Size	w x h in mm	Rates*
1/1 page	215 x 280**	€ 950,-
1/2 page landscape	190 x 121	€ 500,-
1/4 page	92,5 x 121	€ 300,-
1/8 page	92,5 x 58	€ 150,-

\* All prices VAT excluded.      \*\* Please allow 3mm for clean cut .

## EXTRAS

Specials and Inserts rate's on request .

**Coverpage 2 and 3**      +10%  
**Coverpage 4**            +20 %

## TECHNICAL DETAILS

**Trimsize**            190 x 255,6 mm  
**Bleedsize\***        215 x 280 mm

## 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](mailto:traffic@virtumedia.nl)

## DEADLINES 2022

Nr	Street date	Submission date
1	18 March	14 February
2	17 June	13 May
3	02 September	08 August
4	16 December	21 November

## CONTACT

*Klaartje Grol*  
**T** +31 (0)30 - 307 22 48  
**E** [kgrol@virtumedia.nl](mailto:kgrol@virtumedia.nl)

*Mariska Jankovits*  
**T** +31 (0)30 693 11 77  
**E** [mjankovits@virtumedia.nl](mailto:mjankovits@virtumedia.nl)





**Publisher** Virtùmedia B.V.  
**Editor** Jasper Buiting  
**Unique visitors per month** 30.000  
**Emailnewsletter** 7.200 subscribers

**SUBMISSION GUIDELINES**

Banners must be submitted as GIF, PNG or JPEG, 72 dpi. Max. 50 kb. (No Flashbanners). Publisher can approve or reject banners. Banners can be placed in carousel. All prices VAT excluded.

**BANNER**

Soort	w x h in pixels	Rates*
Banner	280 x 90 (max. 30 KB)	€ 150,- per month
Rectangle	300 x 250 (max. 50 KB)	€ 295,- per month

\* All prices VAT excluded.

Banners and other advertisements can be submitted 7 workdays before publication date via e-mail to: **traffic@virtumedia.nl**

**CONTACT**

*Klaartje Grol*  
**T** +31 (0)30 - 307 22 48  
**E** kgrol@virtumedia.nl

**OTHER ADVERTISEMENTS**

**E-MAILNEWSLETTER**

4.200 subscribers, the emailnewsletter is send every two weeks. 1 item in the emailnewsletter

*Specifications*

- Text 60 words + url
- Copyright free image of 550 pixels wide

**Price** € 100,-\*

**ONLINE ADVERTORIAL**

An online advertorial (200 - 400 words). **Price € 350,-\***. If the editorial team of Wandelmagazine has to write the advertorial the costs for writing are **€ 75,-**.

\* All prices afe VAT excluded.

*Mariska Jankovits*

**T** +31 (0)30 - 693 11 77  
**E** mjankovits@virtumedia.nl

*Wandelmagazine is part of Virtùmedia BV*

*See our Terms & Conditions.*

<https://virtumedia.nl/algemene-advortentievoorwaarden>

