

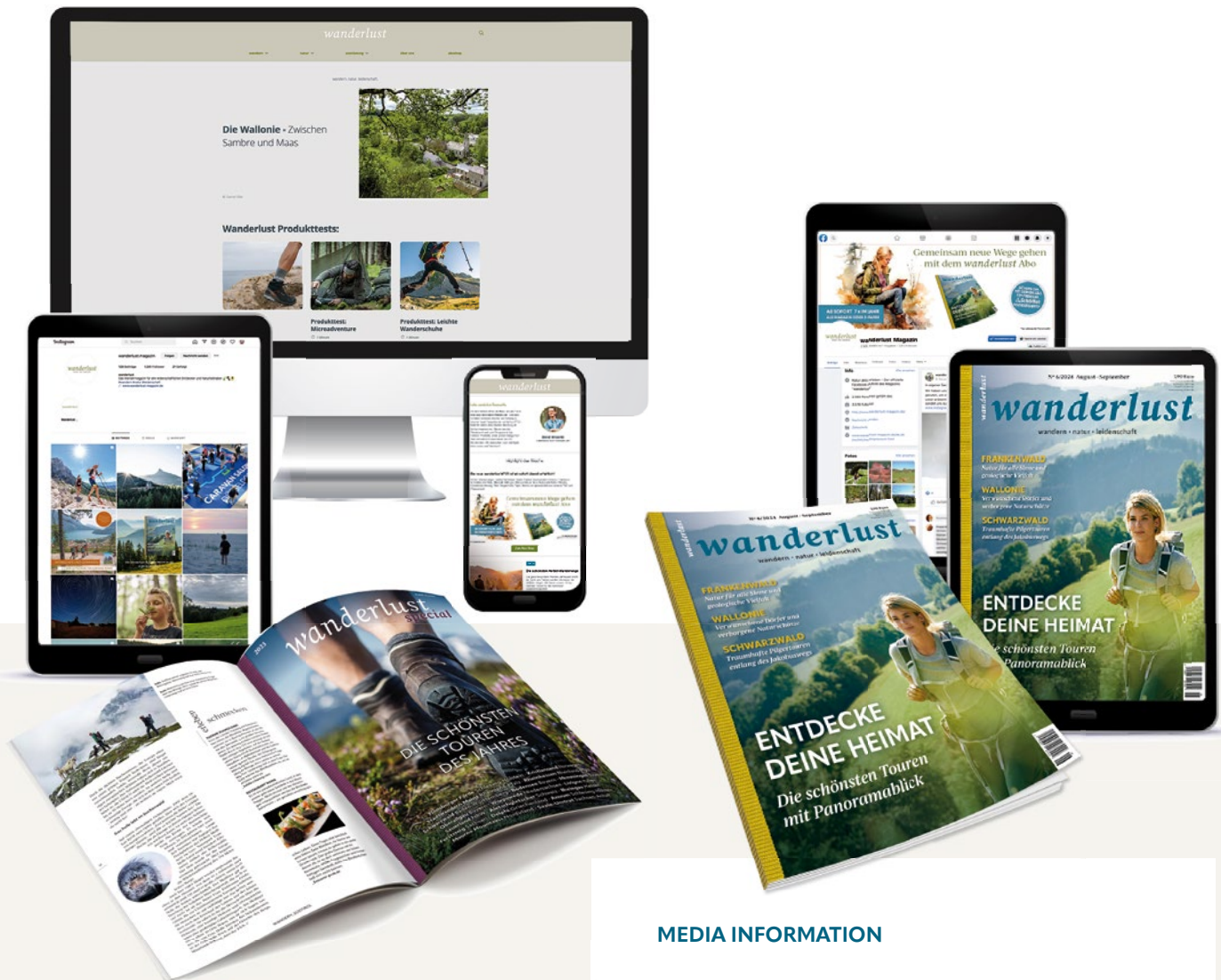
MEDIA INFORMATION

Advertising Price List No. 59
valid from September 2024



EBNER MEDIA GROUP

wanderlust



MEDIA INFORMATION

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The marketing channels

Magazin (plus ePaper)



MAGAZINE:
The source of inspiration for hiking tours and equipment is published 6 times a year.

Specials



SPECIALS:
Five times a year we dedicate ourselves to exciting hiking topics like: Wine hiking, Caravan & Hiking, Hiking around the Mediterranean, cross-country skiing - the alternative in winter.

wanderlust- magazin.de



Newsletter



Social Media



WEB, NEWSLETTER, SOCIAL MEDIA:
Know what's going on at all times - inform our readers about your events or offers throughout the year.

detail & dates

The magazine

Regular print run: 50,000

Sold circulation: 36,387

wanderlust-magazin.de

Ø 27,997 page views per month

Ø 9,765 unique user per month

Instagram + Facebook:

5,241 Follower

Newsletter

5,278 subscribers

(Ø open rate: 28%)

wanderlust stands for a different type of hiking journalism – away from general tour descriptions towards reports and background reports with an added value for hiking enthusiasts. Readers go on an expedition, explore new hiking regions, discover little known treasures in front of your own door or get to know the city in a different way with every issue. Divided into the rubrics: hiking, discovering, enjoying and change in thinking *wanderlust* shows all facets of hiking. *wanderlust* combines serious journalism with emotional optics and future-orientated visions

market

Hiking has been more trendy than ever since Corona. The modern one Hiker is looking for a study by Bergzeit from 2021 looking for relaxation and showing a strong connection to nature. The hiker prefers day tours that are between 10 and 15 kilometers long.

target group

Nature-loving, travel-loving hikers, for exercise and Enjoy an eventful tour.

reader

- Over 48% of readers have more than 3,000 euros net
- Almost 50% are between 30 and 49 years old
- Equally popular – 49% are women and 51% are men
- 72% of readers hike more than 10 times a year
- 1/4 of *wanderlust* readers pick up the magazine more than 5 times
- 63% read for more than an hour in wanderlust

Source: online reader survey wanderlust 2021

advertisements & inserts



Dates

issue no.	month	publication date	advertisement closing date	deadline print material
2/25	March/April	25.03.2025	24.02.2025	03.03.2025
3/25	May	06.05.2025	07.04.2025	09.04.2025
4/25	June/July	24.06.2025	26.05.2025	28.05.2025
5/25	Aug./Sept.	05.08.2025	07.07.2025	14.07.2025
6/5	Oct./Nov.	07.10.2025	01.09.2025	08.09.2025
1/26	Winter 2025/26	02.12.2025	03.11.2025	10.11.2025

issue no.	special topics	publication date
Special #1	Wine Hiking	25.03.2025
Special#2	sustainability	24.06.2025
Special#3	Caravan & Hiking	05.08.2025
Special#4	Hiking around the Mediterranean	07.10.2025
Special#5	Cross-country skiing - the alternative in winter	02.12.2025

Ads

Size	type area width x height in mm	bleed* width x height in mm	Price
2/1 page high	420x256	450x290	€ 12,160
1/1 page high	195 x 256	225 x 290	€ 6,400
1/2 page high page landscape	95 x 256 195 x 123	110 x 290 225 x 142	€ 3,900
1/3 page high page landscape	57 x 256 195 x 74	72 x 290 225 x 93	€ 2,500
1/4 page high page landscape page corner	38 x 256 195 x 50 95 x 123	53 x 290 225 x 69 110 x 142	€ 1,950
1/8 page quer	195 x 27	-	€ 895
Special placement			
Inside Front Cover	195 x 256	225 x 290	€ 7,360
Back Cover	195 x 256	225 x 290	€ 7,680
Advertorial**			
1/1 page Advertorial	195 x 256	225 x 290	€ 5,120
1/2 page Advertorial high landscape	95 x 256 195 x 123	110 x 290 225 x 142	€ 2,800

* plus 3 mm trim on all sides

** Text creation by the editorial team is possible, the additional costs are based on time and effort

Technical specifications

Magazine format: 225 mm wide x 290 mm high
 Bleed: 3 mm on all sides
 Print documents: PDF 1.4 only
 Color profile: Cover / bound insert: ISO coated v2 300 – Fogra 39
 Contents: PSO LWC Standard – Fogra 46
 The delivery of a proof or pressure is required.
 Printing: web offset
 Color sequence: CMYK (European scale)

Inserts

Price per thousand plus postal charges:
 up to 20 g 102 €
 each additional 5 g or part thereof 8 €
 Not discountable.
 Maximum format 205 mm x 270 mm
 Minimum format 105 mm x 148 mm

Partial inserts (minimum order 15,000)

Price per thousand plus postal charges:
 up to 20 g 108 €
 each additional 5 g or part thereof 7 €

Bound inserts

4 p. 106 € 12 p. 172 €
 8 p. 141 € 16 p. 197 €

Up to 115 g/qm paper weight, not discountable.
 Maximum format 225 mm x 290 mm
 Minimum format 105 mm x 148 mm
 (10 mm head trim, side and foot trim at least 5 mm trim. For saddle stitching, 10 mm gripper fold on the back leg).

Glued insert

Minimum format for the carrier ad is the 1/1 page. The costs for glued-on postcards for machine processing amount to 42 € per 1,000 (plus postage). Further prices for other types of inserts on request.

Please note: When placing orders for inserts, inserts, bound-in inserts and tip-ons, a sample must be submitted sample that must be suitable for machine processing. suitable for machine processing. Order deadline for advertising

Discounts

(for advertisements taken within one year)

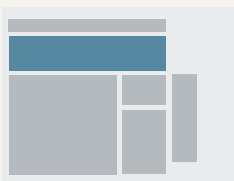
	Quantity scale	scale	
2 pages	5 %	3 x	5 %
3 pages	7 %	6 x	10 %
4 pages	10 %	9 x	15 %
6 pages	15 %	12 x	20 %
8 pages	17,5 %		
12 pages	20 %		

Digital: Banner Prices/Technical Details

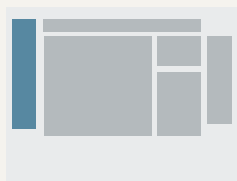
Banner format	Submission	Submission format	Price per month
Billboard Top	1120 x 250 Pixel (Top Center Desktop) 320 x 150 Pixel, Retina resolution possible: 640 x 300 Pixel (Top Center Mobile)	max. 800 kB	€ 850
Skyscraper links	300 x 900 Pixel (Top Left Desktop) 160 x 600 Pixel (Laptop)	max. 800 kB	€ 660
Skyscraper rechts	300 x 900 Pixel (Top Right Desktop) 160 x 600 Pixel (Laptop)	max. 800 kB	€ 660
Billboard Content	1120 x 250 Pixel (Center 1 Desktop) 300 x 250 Pixel, 300 x 600, 320 x 150, Retina resolution possible: 640 x 300 (Mobile)	max. 800 kB	€ 750
Billboard Content	1120 x 250 Pixel (Center 2 Desktop) 300 x 250 Pixel, 300 x 600, 320 x 150, Retina resolution possible: 640 x 300 (Mobile)	max. 800 kB	€ 700
Billboard Content	1120 x 250 Pixel (Center 3 Desktop) 300 x 250 Pixel, 300 x 600, 320 x 150, Retina resolution possible: 640 x 300 (Mobile)	max. 800 kB	€ 650
Billboard Content	1120 x 250 Pixel (Center 4 Desktop) 980(?) x 800 Pixel, 300 x 600, 300 x 250 (Laptop) 300 x 250 Pixel, 300 x 600, 320 x 150, Retina resolution possible: 640 x 300 (Mobile)	max. 800 kB	€ 600
FloorAd	720 x 90 Pixel (Desktop/Mobile)	max. 800 kB	€ 690

Just contact us about the latest advertising formats. We will be happy to help and advise you.

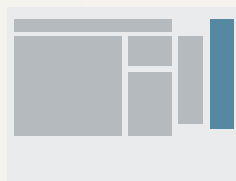
Overview website advertising formats



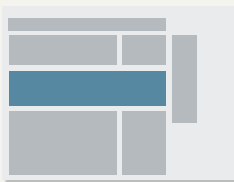
Billboard Top –
1120 x 250 / 320 x 150 /
640 x 300 Pixel



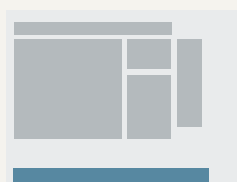
Skyscraper links –
300 x 900 / 160 x 600 Pixel



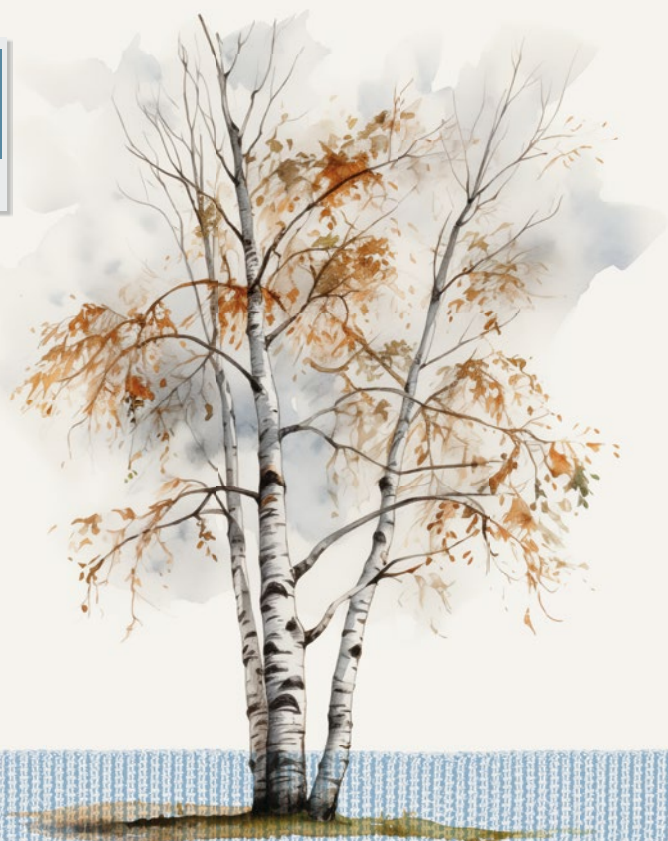
Skyscraper rechts –
300 x 900 / 160 x 600 Pixel



Billboard Center –
1120 x 250 / 300 x 250 /
300 x 600 / 320 x 150 Pixel



Floor Ad –
720 x 90 Pixel



Digital: Content

Sponsored Post (Online-Advertorial)

The advertorial is placed as a news item on the respective homepage. Offer our users comprehensive product and offer information in a perfect editorial environment and present topics, solutions or backgrounds in detail. For the integration of the advertorial, we need the following data from you:

- **Teaser text:** 100 to max. 300 characters (incl. spaces)
- **Article text:** max. 4,500 characters (incl. spaces)
- **Images:** max. 4 photos in jpg or png format (max. size 1 MB per image).
If you wish, we can create your article according to your ideas.
- **Video:** The integration of video content is possible at any time within the advertorial (max. 1 video).
- **Running time:** four weeks on the start page The articles and teasers will always be marked with the word „Sponsored Post“.
- **Newsletter:** The sponsored post appears 1 x as an article teaser in the editorial newsletter.

The articles are always marked with the word "Sponsored Post" (in the header).

Magazine	Price*
wanderlust	€ 2,790

* All prices are 15% AE commissionable



Digital: Newsletter

Newsletter

Newsletter subscribers:

wanderlust **5,278**

Know what's going on. The *wanderlust* newsletter makes sure of that.

issue no.	publication date	delivery material
#1	11.03.25	04.03.25
#2	25.03.25	18.03.25
#3	08.04.25	01.04.25
#4	22.04.25	15.04.25
#5	06.05.25	29.04.25
#6	20.05.25	13.05.25
#7	10.06.25	03.06.25
#8	24.06.25	17.06.25
#9	08.07.25	01.07.25
#10	22.07.25	15.07.25

issue no.	publication date	delivery material
#11	05.08.25	29.07.25
#12	26.08.25	19.08.25
#13	09.09.25	02.09.25
#14	23.09.25	16.09.25
#15	07.10.25	30.09.25
#16	28.10.25	21.10.25
#17	18.11.25	11.11.25
#18	02.12.25	25.11.25
#19	23.12.25	16.12.25

Content Ad:

Teaser text: max. 60 characters (incl. spaces)

Article text: max. 240 characters (incl. spac

• **Image:** 600 x 450 px im Format JPG oder PNG (max. Größe: 1 MB pro Bild)

inkl. korrektem Copyright.

CTA-Button (optional)

Price**
€ 990

Banner:

Technical Details	Price**
Position 1: 600 x 250 px (max. 300KB)*	€ 690
Position 2: 600 x 250 px (max. 300KB)*	€ 650
Position 3: 600 x 250 px (max. 300KB)*	€ 590

* JPG or PNG or non-animated GIF

**All prices are 15% AE commissionable.

Stand alone Newsletter

Use our stand-alone mailing to promote your products or offers to present exclusively to our wanderlust newsletter subscribers:

- Individual mailing to the wanderlust newsletter distribution list
- Content can be freely designed
- Appointments by arrangement


Price: € 2,790



wanderlust

Liebe wanderlust-Community,

mit dem Herbst öffnet die Natur uns die Tür in eine ganz besondere Wanderszeit. Licht und Schatten spielen intensive zur Geltung, in unserer neuen Ausgabe der wanderlust #123 findet ihr neben einer herrlichen Mischung aus Herbstinspirationen, Neuem aus der Wanderswelt und vom Freizeitsport, 100 Outdoor-Praxistipps, einer großen Berggalerie, 700+ natürlich spannende von Outdoor-Reisenden. Wir wünschen euch viel Spaß beim Lesen und Wandern!




David Vitznatz
CHIEFREDAKTEUR WANDERLUST

Highlight: der Woche

Die neue wanderlust ist ab sofort überall erhältlich!

Herbst-Wanderrouten, Wildes Nordland, Saale-Exkurs, Rosenkranz-Armen, Französisch-Schwarzwald, Blauwälder, Krimskriemler, Meer, Naturart, Heide, Flöhen, Schwammkuchen, Test, Bergschuhe, Tipps, News und spannende aus unserer Tier- und Pflanzenwelt.




Gemeinsam neue Wege gehen mit dem wanderlust Abo

AB SOFORT 7,90 € (inkl. MwSt.)

© wanderlust

Position 1


DIESE THEMEN LIESST DU IM NEUEN HEFT!



Jack Wolfskin will zurück zu seinen Wurzeln

Der Outdoor-Spezialist Jack Wolfskin startet 2022 mit einer strategischen Neupositionierung, einer überlangfristigen Neupositionierung, einer Überarbeitung der Corporate Identity, einer neuen Marken- und Produktentwicklung.

MEHR ERFAHREN




Jack Wolfskin will zurück zu seinen Wurzeln

Der Outdoor-Spezialist Jack Wolfskin startet 2022 mit einer strategischen Neupositionierung, einer Überarbeitung der Corporate Identity, einer neuen Marken- und Produktentwicklung.

Content Ad

Position 2


TOP 10



Die schönsten Herbst-Wanderwege

Die ganz besondere Wandelzeit bietet euch an Licht und Farben werden einladen, die Wälder hübsch, wir haben unsere 10 Top-Wander-Touren für die Herbstzeit zusammengefasst!

WIEKLEINER



Die neuesten Bergwanderschuhe im wanderlust-Test

Einige Wochen - Besonders in schneeigen oder hochalpinen Gebieten - ist ein Wanderschuh mit gutem Halt unverzichtbar. Wir haben 14 neue Modelle in unserem großen Probe-Check getestet.

WIEKLEINER

ANZEIGE

Position 3

Adrenalin-Kick auf Deutschlands längste Hängebrücke

Vier schwebelnde Seil mit 100 Metern des Sperrwerk-Höllens im Saarland auf Herz und Nerven gehen und lassen, wie auch dort in der Natur zu erleben.

Digital: Social Media

Since June 2023, wanderlust has been pursuing a new social media strategy to optimally adapt to the needs of the users. We only want to place content with added value and advertise as Pack relevant information that end consumers like to consume.

We want to communicate authentically at eye level.

Our services:

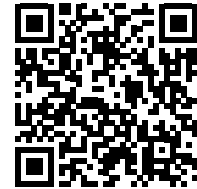
- Communicate messages with relevance
- Conveying the information within the framework of our formats to a receptive person & interested audience
- Personal advice and individual coordination of topics
 - Possible topics: product tips, events, promotions, facts

Simple social media package: 1x feed post + 3-4x story
(with a focus on Instagram, simultaneous publication on Facebook)

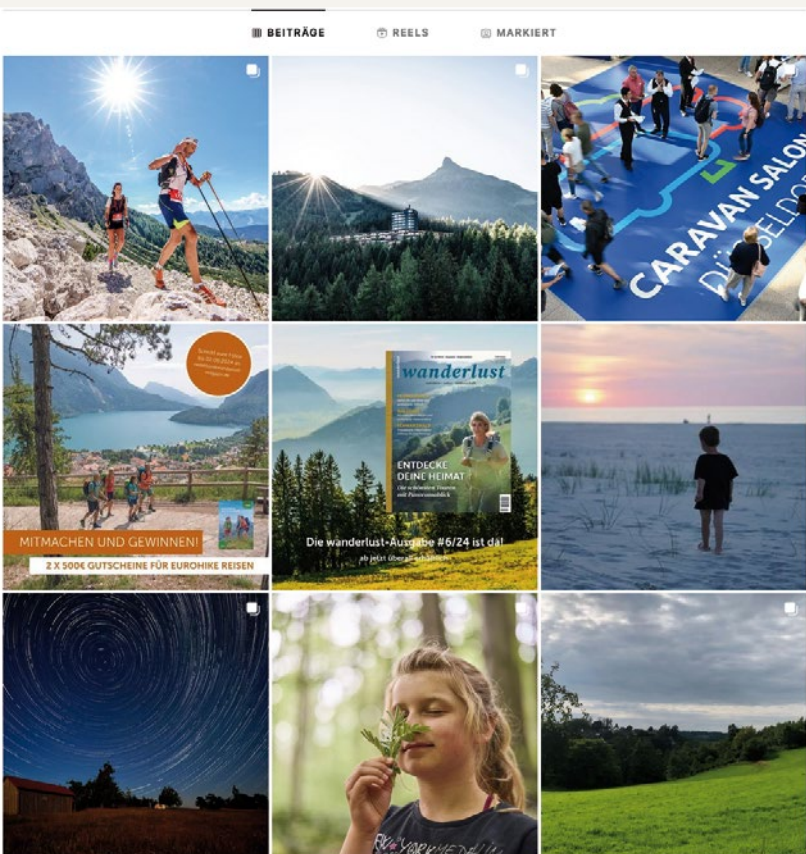
Option: raffle/competition

- Implementation via the *wanderlust* Instagram channel
- Individual coordination of the conditions of participation
- There is also the option of implementing the post as a co-author contribution

Price: € 1,500



wanderlust-Instagram-channel



SPORTkombi

BY EBNER MEDIA GROUP

SPORTkombi by Ebner Media Group offers the unique opportunity to combine special-interest magazines and the leading B2B platform for the sports industry – tailor-made for your communication goals.

Use the precisely coordinated trendsetter magazines to optimize your marketing activities.

All magazines shown can be combined – so you can take advantage of up to 15% additional discount.



2 Titel = 7 %

3 Titel = 10 %

4 Titel = 12 %



Editorial details

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50,000

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Publication frequency:

6 issues per year

Payment terms:

Payable within 14 days of invoice date net.

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BIC ULMVDE66XXX

The General Terms and Conditions
(www.ebnermedia.de/ebvm/agb)



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