

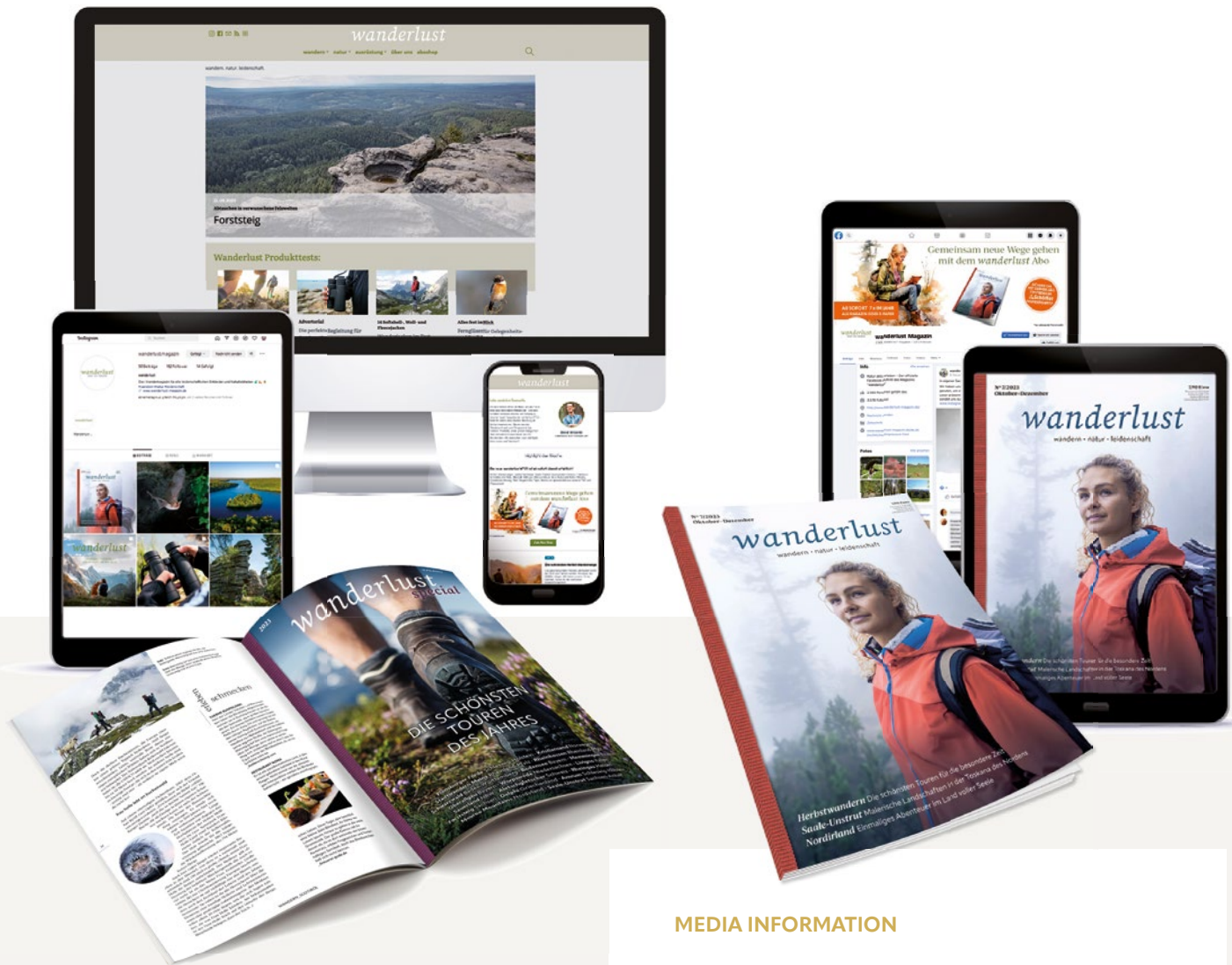
MEDIA INFORMATION

Advertising Price List No. 58
valid from October 2023



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 7 times a year.

Specials



SPECIALS:
Four times a year we dedicate exciting hiking topics that are exclusively on Ready and in our online store as a published as a special.

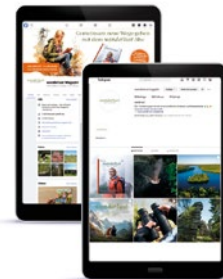
wanderlust- magazin.de



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: 37.116

wanderlust-magazin.de

Ø 3.809 page views per month

Ø 2.321 unique users per month

Instagram + Facebook :

3.976 Follower

Newsletter

5.184 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

Termine

issue no.	month	publication date	advertisement closing date	deadline print material
2/24	March/April	12.03.2024	05.02.2024	12.02.2024
3/24	April/May	23.04.2024	18.03.2024	25.03.2024
4/24	May/June	21.05.2024	15.04.2024	22.04.2024
5/24	July	25.06.2024	20.05.2024	27.05.2024
6/24	Aug./Sept.	06.08.2024	01.07.2024	08.07.2024
7/24	Oct./Nov.	08.10.2024	02.09.2024	09.09.2024
1/25	Winter 24/25	10.12.2024	04.11.2024	11.11.2024

issue no.	special topics	publication date
Special #1	Sammlung Top Ten Strecken	06.02.2024
Special#2	Die besten Wandertouren in Deutschland ohne die Alpen	30.04.2024
Special#3	Wissens-Themen rechts und links des Weges	09.07.2024
Special#4	Touren des Jahres	15.10.2024

The specials appear exclusively on Ready and are distributed via our wanderlust online store. Prices on request.

Ready: Unique Readers: 3,325 on average
Total page views: average: 225,260

Anzeigen

Format	type area width x height in mm	bleed* width x height in mm	Price
2/1 Seite hoch	420x256	450x290	€ 12.160,-
1/1 Seite hoch	195 x 256	225 x 290	€ 6.400,-
1/2 Seite hoch Seite quer	95 x 256 195 x 123	110 x 290 225 x 142	€ 3.900,-
1/3 Seite hoch Seite quer	57 x 256 195 x 74	72 x 290 225 x 93	€ 2.500,-
1/4 Seite hoch Seite quer Seite Eck	38 x 256 195 x 50 95 x 123	53 x 290 225 x 69 110 x 142	€ 1.950,-
1/8 Seite 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 Seite Advertorial	195 x 256	225 x 290	€ 5.120,-
1/2 Seite Advertorial hoch quer	95 x 256 195 x 123	110 x 290 225 x 142	€ 2.800,-

* plus 3 mm trim on all sides

** A text was created by the

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 96,- €
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 102,- €
each additional 5 g or part thereof 7,- €

Bound inserts

4 p. 106,- € 12 p. 172,- €
8 p. 141,- € 16 p. 183,- €

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)

	Mengenstaffel	Malstaffel	
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 %		

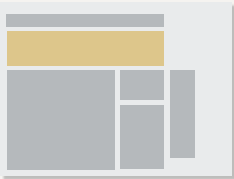


Digital: Banner Prices/Technical Details

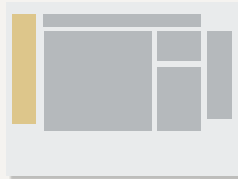
Banner format	Submission	Submission format	Price per month
Billboard	940 x 250 Pixel	max. 50 kB	€ 850,-
Skyscraper	120 x 600 or 160 x 600 Pixel	max. 50 kB	€ 660,-
Half Page Ad	300 x 600 Pixel	max. 50 kB	€ 690,-
Medium Rectangle	300 x 250 Pixel	max. 50 kB	€ 590,-
Floor Ad	728 x 90 Pixel	max. 50 kB	€ 690,-

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

Overview website advertising formats



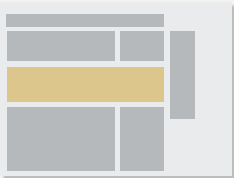
Billboard Top –
1120 x 250 / 320 x 150 /
640 x 300 Pixel



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

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“.

Magazine	Price*
wanderlust	€ 2.790,-

* All prices are 15% AE commissionable



Digital: Newsletter

Newsletter

Newsletter subscribers:

wanderlust

5.184

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

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 oder PNG oder nicht animiertes 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 Wanderzeit. Licht und Schatten spielen intensiver zur Geltung, in unserer neuen Ausgabe der wanderlust #723 findet ihr neben einer herrlichen Mischung aus Herbstinspirationen, Neuem aus der Wanderwelt und vom Freizeitpark, 100 Outdoor-Praxistipps, einer großen Berggucki, "Touren und natürlich spannende Vor-Ort-Berichte. Wir wünschen euch viel Spaß beim Lesen und Wandern!




David Vitznatz
CHIEFREDAKTEUR WANDERLUST

Highlight: der Woche

Die neue wanderlust #723 ist ab sofort überall erhältlich!

Herbst-Wandertouren, Wildes Nordland, Saale-Exkurse, Rosenwälder Amun, Französisch-Schwarzwald, Blauwälder, Krimskriemler, Meer, Naturpark Hohe Fläming, Schwabensperenberg, Test, Berggucki, Tipps, News und spannende aus unserer Tier- und Pflanzenwelt.



Gemeinsam neue Wege gehen mit dem wanderlust Abo


Ab sofort 7 Euro im Jahr als Geschenk oder für 10 Euro

Ab sofort 7 Euro im Jahr als Geschenk oder für 10 Euro


Zum Abo-Shop

ANZEIGE

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 Überarbeitung der Corporate Identity, einer Überarbeitung der Corporate Identity, einer Überarbeitung der Corporate Identity.


NEUER DRUCKEN

Jack Wolfskin will zurück zu seinen Wurzeln

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

Content Ad

Position 2




TOP 10

Die schönsten Herbst-Wanderwege

Die ganz besonderen Wander-Jahrezeit drückt an Licht und Farben werden abstrahieren, die Wälder räumen, wir haben einen 10 Top-Wander-Touren für die Herbstzeit zubereitet!

WIKILISTEN




Die neuesten Bergwanderschuh im wanderlust-Test

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

WIKIARTIKEL

ANZEIGE

Position 3



Adrenalin-Kick auf Deutschlands längste Hängebrücke

Vier schwandelfähig sind sie? Wir haben den Bayern-Kletterer im Skandinavien auf Herz und Nerven getestet und zeigen, wie es geht!

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:

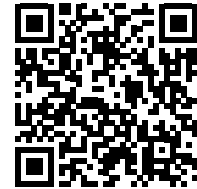
- Communicate messages with relevance
- Conveying the information within the framework of our formats to a receptive person & interested audience
- Personal advice and individual coordination of topics
 - Possible topics: product tips, events, promotions, facts

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

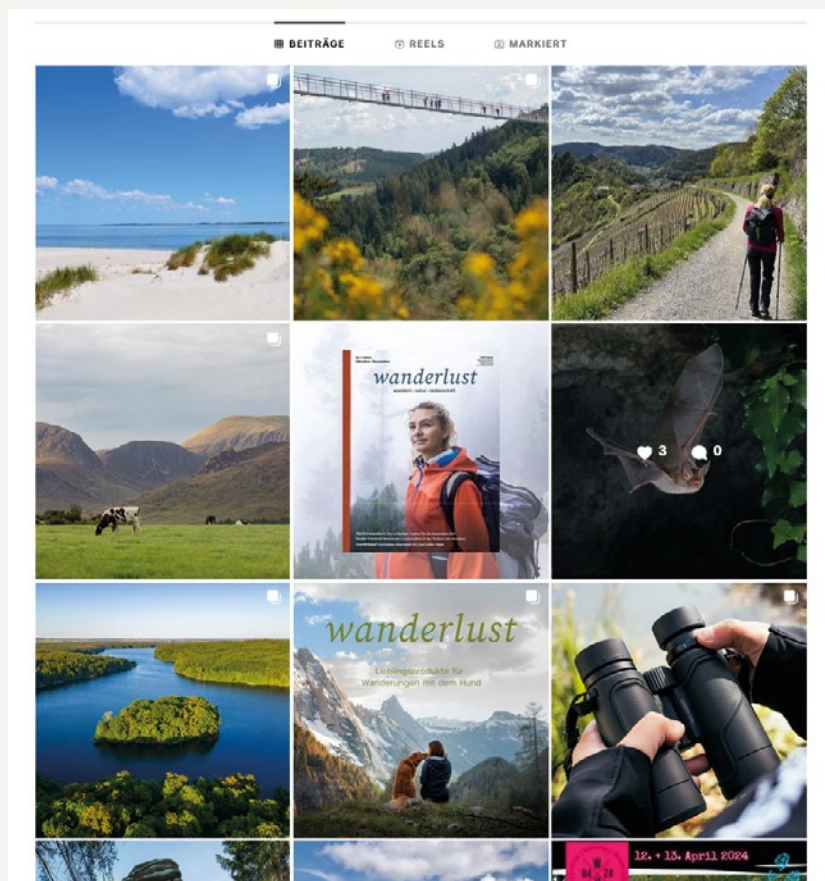
Option: raffle/competition

- 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 %

5 Titel = 15 %

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Publication frequency:

7 issues per year

Zahlungsbedingungen:

Payable within 14 days of invoice date net.

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DE19 6309 0100 0036 2600 02
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The General Terms and Conditions
(www.ebnermedia.de/ebvm/agb)



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