

# WANDELMAGAZINE

For the curious hiker



## MEDIARATES | 2025



Information about  
Wandelmagazine and  
Wandelmagazine.nu



Publication dates and  
promotional possibilities



Print and online



Exclusive  
options

## WANDELMAGAZINE

**Wandelmagazine** is a well-known hiking magazine for the curious hiker. The magazine offers short and long hikes in Holland, Belgium and Germany, as well as in the rest of Europe. The focus of the articles is on hiking, 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, the reader will also find practical information concerning maps, guides, accommodation and transportation.

## 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 12.000 copies, and the reach of the magazine (multiple readers per household, controlled circulation and kiosksale) is **more than 24.500 hikers**.

Edition 1 of 2025 has a higher readership of 50,000 walkers (circulation of 25,000 copies). This publication will also be the magazine for the Cycling and Walking Fair 2025 and will be offered to participants of the fair.

## 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 **40.000 unique visitors each month**. Our emailnewsletter has 13.000 members.



### PRINT

Print Frequency per year	Circulation	Readers per issue	Digital subscribers
<b>5 x</b>	<b>12.000</b>	<b>24.500</b>	<b>1.400</b>

### ONLINE

Unique visitors	Email newsletter	Facebook followers
<b>40.000</b>	<b>13.100</b>	<b>28.000</b>

**Title** Wandelmagazine  
**Publisher** Virtùmedia B.V.  
**Editor** Jonathan Vandevoorde  
**Frequency** 5 x per year

## 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 2025

Nr	Street date	Submission date
1	07 February	10 January
2	11 April	14 March
3	13 June	16 May
4	12 September	15 August
5	12 December	14 November

## CONTACT

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**Publisher** Virtùmedia B.V.  
**Unique visitors per month** 40.000  
**Emailnewsletter** 13.100 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)	€ 250,- per month
Rectangle	300 x 250 (max. 50 KB)	€ 450,- 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**

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**OTHER ADVERTISEMENTS**

**E-MAILNEWSLETTER**  
 13.100 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** € 225,-\*

**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,-**.

**FACEBOOK POST**

*Delivery*  
 - 45 words + url

**Price** € 100,-

\* All prices afe VAT excluded.

*Wandelmagazine is part of Virtùmedia BV*



See our Terms & Conditions.  
<https://virtumedia.nl/algemene-advortentievooraarden>

