



DISTRIBUTION

In print 22.000 (subscribers, retail).
Online magazine 14.000 readers.

DIGITAL MAGAZINE

Digital Magazine 2.039 subscribers

SOCIAL MEDIA

1.947 followers on Facebook.

EDITORIAL FORMULA

HIKE & trekking Magazine takes you on a journey through the dynamic world of 'the greater outdoors'. Hike & trekking focuses on traditional outdoor activities like mountaineering, walking and cycling, but also tells about all kinds of modern outdoor activities, including mountainbiking, surfing, kitting and supping. Being outdoors is not only about being active. Being outdoor is also about enjoying life. That's why Hike & trekking doesn't forget to tell you about health, nature, environment, fashion and wellness. The complete outdoor lifestyle! Hike & trekking brings you to the next level of being outdoors.

TARGET AUDIENCE

HIKE & trekking magazine focuses on anyone who is interested in outdoor sports and adventurous travelling. From holiday walkers to fanatic climbers and from mountainbikers to adventures.

SPORTS EN LIFESTYLE MEDIA

General:

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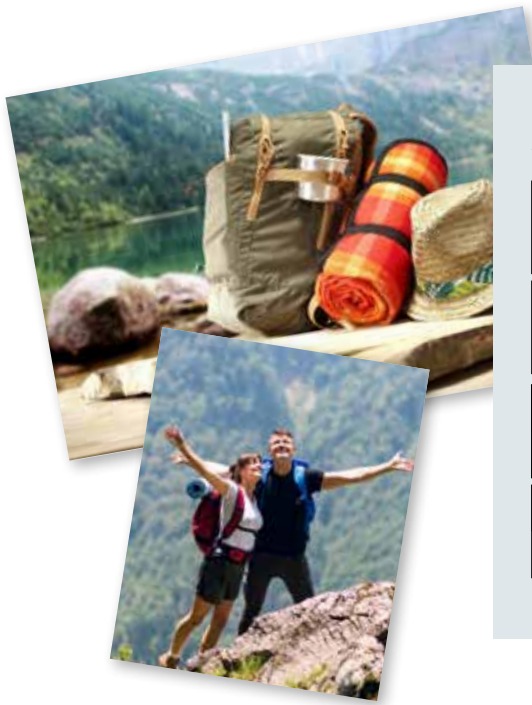
Partnerships&Content Production:



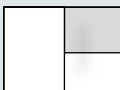
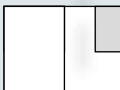
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HIKE & TREKKING MAGAZINE

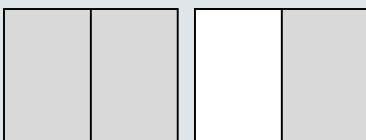
Prices per entry as of January 1st 2020
(prices excl. agency commission and VAT)

Advertisements		1 entry	2-4 entries	5 or more entries
	2/1 page	€4.560,-	€4.332,-	On request
	1/1 page	€2.400,-	€2.380,-	On request
	1/2 page	€1.320,-	€1.254,-	On request
	1/4 page	€792,-	€753,-	On request
Cover positioning surcharges		Pagina 2: +10% Pagina 3: +10% Pagina 4: +15%		
Bound-in inserts		On request		
Loose inserts		On request		



Advertorials		1 entry	2-4 entries	5 or more entries
	2/1 page	€4.940,-	€4.693,-	On request
	1/1 page	€2.600,-	€2.470,-	On request
	1/2 page	€1.560,-	€1.482,-	On request
	1/4 page	€936,-	€890,-	On request

Sizes TRIM SIZE



2/1 page
480 x 300 mm
(4 mm bleed)

1/1 page
240 x 300 mm
(4 mm bleed)

Sizes TYPE AREA



1/2 portrait
100 x 280 mm

1/2 landscape
220 x 130 mm

1/4 portrait
100 x 130 mm

1/4 landscape
220 x 60 mm

ACTIEVEVAKANTIEROUTES.NL

NATIVE ADVERTISING

Your product, brand or region will be presented in an editorial. People will read the message as interesting content instead of paid advertisement.

	medium (max. 400 words)	large (max. 1.000 words)
Native advertising:	€590,-	€730,-

The articles remain on the website for 12 months, prolongation is possible on request.

VIDEO POSSIBILITIES

You can choose for an additional video. We provide an exclusive video-review with a sneak-peak (max. 30 seconds) which can be distributed on all mediums

Delivered content:	€535,-
Provided content (incl. sneak-peak):	on request
Combinatie with test article:	on request

BANNERS

	300x125 px.	300x250 px.
First month:	€395,-	€685,-
Prolongation per month:	€185,-	€310,-

REMAINING POSSIBILITIES

An outstanding way to promote your product or area is to include marketing material in our magazines. There are many ways to do this. For example to include a mini-magazine, a flyer or a product.

We also offer the possibility to create a flyer or mini-magazine for you. Ask for the prices and possibilities.

Publication dates 2020

Publication frequency: 5 times a year
Subscription rate per year: €18,- (incl. VAT)
Retail price: €4,99

Edition	Closing date	Publication date
1*	20 December 2019	15 January 2020
2	5 March 2020	26 March 2020
3	2 April 2020	23 April 2020
4	7 May 2020	28 May 2020
5*	14 August 2020	2 September 2020

*Combined HIKE&BIKE & trekking



SUBMISSION GUIDELINES

Deliveryformats: Certified PDF 300 dpi true scale (JPEG, TIFF, EPS) Full-colour ads in CMYK. Do not include Crop Marks. Embed fonts or transfer into lettercontours. All ads need to be delivered print-ready. Ads can be submitted via: traffic@sportsandlifestylemedia.nl

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