



#### DISTRIBUTION

In print 22.000 (subscribers, retail).

#### DIGITAL MAGAZINE

Digital Magazine 2.039 subscribers

#### SOCIAL MEDIA

1.955 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 & LIFESTYLE MEDIA

##### General:

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Plesmanstraat 1,  
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##### Director:

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##### Publisher:


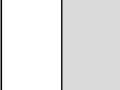
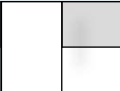

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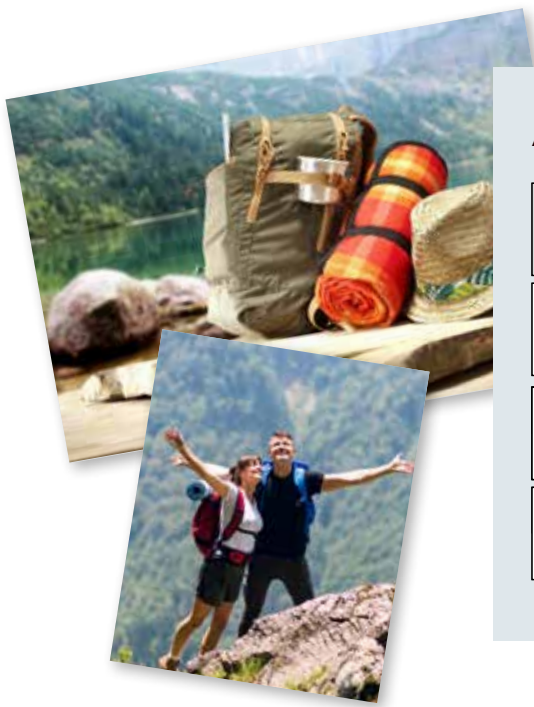
##### Content Production & Syndication:



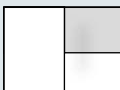
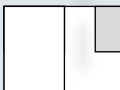
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# HIKE & TREKKING MAGAZINE

Prices per entry as of January 1st 2020  
(prices incl. agency commission and excl. 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
<b>Cover Position surcharges</b>	Page 2: +10%; Page 3: +10%; Page 4: +15%		
<b>Bound-in inserts</b>	On request		
<b>Loose inserts</b>	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

### 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.

	<b>medium</b> (max. 400 words)	<b>large</b> (max. 1,000 words)
Native advertising:	€375	€750

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:	€500
Produced content:	on request

<b>BANNERS</b>	<b>300x125</b>	<b>300x250</b>
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 SCHEDULE 2020

**Publication frequency:** 4 times a year  
**Subscription rate per year:** €18.95 (incl. VAT)  
**Retail price:** €4.95

Edition	Closing date	Publication date
1	4 February 2020	20 February 2020
2	1 June 2020	15 June 2020
3	24 July 2020	7 August 2020
4	27 November 2020	31 December 2020



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

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