WANDELMAGAZINE

For the curious hiker

MEDIARATES | 2026

- 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 2026 has a higher readership of 35.000 walkers (circulation of 17.000 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 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 14.300 members.

Scan the QR code for a digital version.

PRINT

Print Frequency per year	Circulation	Readers per issue	Digital subscribers
5 x	12.000	24.500	1.400

ONLINE

Unique visitors	Email newsletter	Facebook followers	Instagram followers
40.000	14.300	28.000	5.045

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**	€ 995,–
1/2 page portrait	92,5 x 250,5	€ 525,–
1/2 page landscape	190 x 121	€ 525,–
1/4 page portrait	92,5 x 121	€ 315,–
1/8 page landscape	92,5 x 58	€ 160,–
Additional options		
2/1 pages editorial advertorial***		€ 2.050,–
1/1 page editorial advertorial***		€ 1.055,–

* All prices VAT excluded. ** Please allow 3mm for clean cut.

*** If we have to write € 125,– per page.

EXTRAS

Specials and Inserts rate's on request .

Coverpage 4	+15 %
Preferred placement	+10%

TECHNICAL DETAILS

Trimsize	190 x 255,6 mm
Bleedsize*	215 x 280 mm

SUBMISSION GUIDELINES

Please submit advertising material digitally as a certified PDF. The material must include all used fonts and illustrations (at least 200 dpi). Please note that you use CMYK colors (full color)! Do not use RGB colors or add spot colors. Submit material stating the title and edition number by the link you will receive. For questions about submitting, please contact: **traffic@virtumedia.nl**

DEADLINES 2026

Nr	Street date	Submission date
1	03 February	09 January
2	10 April	13 March
3	12 June	13 May
4	18 September	20 August
5	03 December	05 November

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Publisher	Virtùmedia B.V.
Unique visitors per month	40.000
Emailnewsletter	14.300 subscribers

BANNER

Type	w x h in pixels	Rates*
Small banner	300 x 100 *(max. 30 KB)*	€ 250,– per month
Rectangle	300 x 250 *(max. 50 KB)*	€ 400,– per month
Leaderboard	728 x 90 *(max. 30 KB)*	€ 495,– per month

* All prices VAT excluded.

OTHER ADVERTISEMENTS

E-MAILNEWSLETTER

14.300 subscribers, the emailnewsletter is send every two weeks. 1 item in the emailnewletter

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.

SUBMISSION GUIDELINES

Please supply banners at 72 DPI as JPG, PNG or (animated) GIF, including a URL. Submit the correct file size with the link the banner should go to. The banner can be placed in carousel.

Banners and other advertisements can be submitted 7 workdays before publication date via e-mail to: **traffic@virtumedia.nl**

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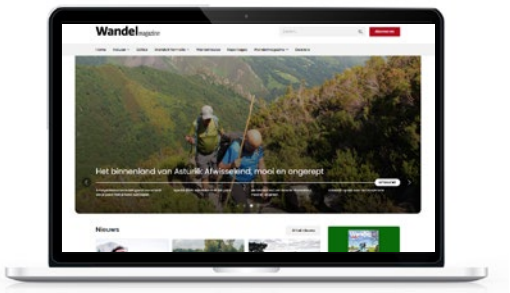

See our Terms & Conditions.
https://virtumedia.nl/algemene-advertentievoorwaarden