

Bergauf 2026

Target group: Mountain and active holidaymakers, hikers



FACTS

- 360.000 copies (just members, postal delivery)
- 855.000 readers
- Distribution: Austria
- 4x per year



GOOD REASONS

- Sensational 1000-readers rate!
- Area coverage from Eastern to Western Austria
- 98,4% will be delivered by post to the subscribers

"Bergauf" readers are of all ages but they have one thing in common: They are outdoor enthusiasts. According to a recent survey among readers, hiking, mountaineering, climbing, ski touring, Alpine skiing and mountain hiking are the most popular activities. Interest in the protection and preservation of the Alps, as well as in the many other environmental issues is particularly high and reassures the policy of the Alpine Club.

Format	€-rate 4c	B	H
1/1 page	11.290,-	210 mm	280 mm
1/2 page	7.190,-	210 mm	140 mm
1/3 page	4.590,-	210 mm	93 mm

Edition	Date of publication	Order deadline
01/2026	13.03.2026	02.02.2026
02/2026	12.06.2026	04.05.2026
03/2026	11.09.2026	03.08.2026
04/2026	20.11.2026	12.10.2026



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