

# DAV Panorama 2026

Target group: Mountaineers, active holidaymakers

IGL

## FACTS

- 931.895 copies
- 970.000 readers
- Distribution: German speaking countries
- 4x per year
- Members of Deutscher Alpenverein (German Alpine Club)



## GOOD REASONS

- Largest outdoor magazine in Germany
- Leisure-magazine of the German Alpine Club

**DAV Panorama** is the traditional and service-oriented member magazine of the world largest mountain sports club. **DAV Panorama** is the official voice of the German Alpine Club and is distributed to its members, who are all active and mobile nature lovers, going away on trips several times per year.

Format	€-rate 4c	B	H
1/2 page	16.600,-	205 mm	130 mm
1/3 page	12.600,-	205 mm	90 mm
1/4 page	8.300,-	205 mm	64 mm

Edition	Date of publication	Order deadline
01/2026	10.02.2026	19.12.2025
02/2026	12.05.2026	27.03.2026
03/2026	11.08.2026	26.06.2026
04/2026	10.11.2026	25.09.2026



**Online connection possible!**  
[www.alpenverein.de](http://www.alpenverein.de)

[www.IGL.at](http://www.IGL.at)

Unser Herz schlägt für den Tourismus.

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