

WANDERLUST 2026

Target group: hikers, mountain lover, outdoorer



FACTS

- 32.715 sold copies
- 125.000 readers
- Distribution: German speaking countries
- 5x per year



GOOD REASONS

- Readers with high net household income
- 25% of the readers pick up the magazine more than 5 times

Wanderlust stands for inspiring hiking enjoyment throughout Europe, as well as a passion for impressive nature experiences. Exciting reports with lots of background information, individual tour tips and personal highlights are professionally prepared and are designed to whet the appetite for the next hiking holidays.

Format	€ -rate 4c	B	H
1/1 page	6.400,-	195 mm	256 mm
1/2 page	3.900,-	195 mm	123 mm
1/3 page	2.500,-	195 mm	74 mm
1/4 page	1.950,-	95 mm	123 mm

Edition	Date of publication	Order deadline
02/2026	31.03.2026	27.02.2026
03/2026	05.05.2026	03.04.2026
04/2026	07.07.2026	05.06.2026
05/2026	01.09.2026	31.07.2026
01/2027	24.11.2026	30.10.2026

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Unser Herz schlägt für den Tourismus.

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