

Wandermagazin 2026

Target group: Mountain and active holidaymakers



FACTS

- 30.375 copies
- 90.000 readers
- Distribution: German speaking countries
- 4x per year
- "New" hikers, silver-ager (high income, well educated)



GOOD REASONS

- One of the best hiking magazines since nearly 40 years
- High quality texts and pictures
- Detailed tour description of their own scouts

Lifestyle hiking! The "new" hikers are on average 49.5 years old, exceptionally well educated and have a higher income. To them, hiking is an introduction to a trendy lifestyle. Ecologically sustainable, emphasizing pleasure and easily customized, hiking means experiencing nature. Precisely researched, delightfully arranged and comprehensive with immediately usable features. **Wandermagazin** offers guaranteed high quality of experience - 4x per year! With close to 90,000 readers this magazine is one of the leading hiking magazines in German-speaking countries!

Format	€-rate 4c	B	H
1/1 page	€ 5.099,-	230 mm	300 mm
1/2 page	€ 2.675,-	230 mm	150 mm
1/2 page	€ 2.675,-	113 mm	300 mm
1/3 page	€ 1.870,-	80 mm	300 mm

Edition	Date of publication	Order deadline
Nr. 230 Spring 2026	13.03.2026	02.01.2026
Nr. 231 Summer 2026	12.06.2026	10.04.2026
Nr. 232 Autumn 2026	11.09.2026	10.07.2026
Nr. 233 Winter 2026	11.12.2026	09.10.2026



Online connection possible!
www.wandermagazin.de

www.IGL.at

Unser Herz schlägt für den Tourismus.