1 Brand profile
2 Content
3 Readership data
4 Date/circulation
5 Rates & formats
6 Basic rates & discounts
7 Ad specials
8 Classified ads / retailer package
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11 Publishing information / tech specs
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THE KEY TO SUCCESS FOR BERGSTEIGER: A GUIDE TO THE MOUNTAINS OF THE HIGHEST EXPERTISE

Fascinating pictures, gripping features about the most beautiful hikes and unique background reports about life in the mountains: 

*Bergsteiger*, the world’s oldest commercial alpine magazine, inspires enthusiasm for the mountains every month.

*Bergsteiger* aims to awaken its readers’ wanderlust with its extensive range of suggested hike itineraries, from the best day tours to exciting cabin tours and tours lasting several days: the fascinating world of the mountains at its finest. Ranging from easy to challenging, the tours appeal to hikers, mountaineers, climbers or ski tourers. Families with children will also find useful tips and information.

Twelve removable route maps per issue can be collected and are a well-loved service for readers looking for the best mountain tours.

The experts in the *Bergsteiger* editorial team do not only aim to inspire, but also inform their readers about the latest alpine trends and the quality of the newest available equipment.

*Bergsteiger’s* testing process was developed over decades and now sets the standard when it comes to thoroughly testing alpine equipment – tested by experts in the mountains.

Special features in the main magazine and special editions complete the brand’s print portfolio. These often showcase fascinating destinations – another area of interest for *Bergsteiger* readers, in addition to mountain sports and equipment information.

The website www.bergsteiger.de is the perfect extension of the successful *Bergsteiger* print products. Online, mountain lovers will find alpine news, mountain weather forecasts, reports on trade fairs, extensive equipment tests and editor-approved tours in the Alps with GPS data to download.

*Bergsteiger* is published by the renowned outdoor publisher Bruckmann. The brand *Bergsteiger* offers expert information on everything mountain enthusiasts want and need to know across all channels, in print and online.
BERGSTEIGER: 90 YEARS OLD AND ALWAYS UP TO DATE

BUYER’S GUIDE:
- competent experts, lab tests, clear design, a perfect overview of the latest products and their features
- clear section names provide improved readability and structure

ENDURANCE TEST:
- the latest products, tested by the editorial team in real life

COOPERATIONS WITH EQUIPMENT MANUFACTURERS FOR READER EVENTS AND COMPETITIONS:
- new, clear layout for info boxes
- improved font, easier to read
- panoramas are now labelled

FAMILY SERIES:
- condensed, concise information on one specific region

»BERGSZENE« OUTDOOR NEWS:
- large pictures, new layout
- background information on pro mountaineers + equipment news

»BIKE & HIKE«
- tours that combine cycling and hiking
- guide section
- equipment tips
MAJOR BUYING GUIDES*  
• headlamps  
• hardshell jackets  
• foldable walking sticks  
• crampon compatible boots  
• equipment guide for summer  
• trekking rucksacks for weekends/30L  
• tents  
• sleeping bags  
• sleeping mats  
• harnesses  
• equipment guide for winter  
• ski touring skis + boots + avalanche airbag rucksacks

SERVICE TOPICS*  
• joint-friendly mountaineering  
• navigating in the mountains  
• sunscreen  
• lunchboxes  
• travel towels  
• headwear  
• drinking systems  
• socks

TOURISM TOPICS *  
• national parks  
• long distance hikes  
• fixed rope climbing routes  
• trekking tours  
• crest and ridge tours  
• cabin tours  
• themed tours  
• alpine tours  
• eco-friendly mountaineering

REGULAR TOURISM TOPICS AND SECTIONS*  
• tourism news  
• cabin fever  
• the perfect weekend in the mountains  
• family ties  
• portrait of a region  
• new in the shops  
• mountain pictures  
• tops/flops of the month  
• »Klemmers Keile« column  
• bike & hike  
• mountain news  
• wild paths

Advertising rate card no. 56, valid from 01.01.2020  
Bergsteiger

* subject to change
Readership data

AGE**
- up to 29 yrs: 5.6%
- 30-39 yrs: 14.3%
- 40-49 yrs: 17.4%
- 50-59 yrs: 29.1%
- over 60 yrs: 32.6%

GENDER**
- female: 23.2%
- male: 76.5%

NET HOUSEHOLD INCOME**
- less than 1,000.00 €: 2.2%
- 1,000.00 - 1,999.00 €: 13.8%
- 2,000.00 - 2,999.00 €: 28.7%
- 3,000.00 - and over: 56.1%

place of residence*
- large city: 13.3%
- small or mid-sized town: 15.0%
- rural area: 15.0%

Education*
- university degree: 32.7%
- higher school certificate: 20.1%
- secondary education: 26.4%
- primary education: 19.6%

OCCUPATION*
- employee, manager: 39.4%
- civil servant: 11.3%
- freelancer: 12.8%
- worker: 9.4%
- pensioner: 24.7%
- unemployed/trainee: 1.2%

* source: publisher’s research 11/2016
** source: publisher’s research 5/2018
FREQUENT MOUNTAIN ACTIVITIES IN THE SUMMER*

- mountain hikes: 93.7%
- walking: 77.7%
- high level tours/mountaineering: 67.3%
- via ferrata: 52.3%
- mountain biking: 46.3%
- trekking: 30.7%
- outdoor climbing: 22.0%
- indoor climbing: 13.8%
- trailrunning: 8.5%
- bouldering: 7.8%

MOTIVATION FOR ALPINE SPORTS/TRIPS*

- enjoying scenery and nature: 94.9%
- relaxation: 77.5%
- recovery: 60.5%
- discovering new regions: 53.0%
- spending time with partner: 53.0%
- furthering health: 48.2%
- improving fitness: 47.5%
- having fun: 41.6%
- spending time with friends: 40.7%
- experiencing people and culture: 38.3%
- new experiences: 36.6%

BUYING INTENTION OVER THE NEXT 18 MONTHS*

- hiking boots: 20.1%
- hiking trousers: 16.0%
- hiking jacket: 15.3%
- walking poles: 14.5%
- thermal underwear: 13.3%
- rucksack: 10.2%
- via ferrata set: 9.0%
- climbing equipment: 7.7%

* source: publisher's research 11/2016
<table>
<thead>
<tr>
<th>ISSUE</th>
<th>PUBLICATION DATE</th>
<th>ADVERTISING DEADLINE</th>
<th>PRINT DEADLINE</th>
<th>INSERTS/BOUND INSERTS</th>
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<td>Sat 11.01.20</td>
<td>Tue 03.12.19</td>
<td>Thu 05.12.19</td>
<td>Mon 16.12.19</td>
</tr>
<tr>
<td>03/20</td>
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<td>Thu 09.01.20</td>
<td>Mon 13.01.20</td>
<td>Wed 22.01.20</td>
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<tr>
<td>04/20</td>
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<td>Wed 05.02.20</td>
<td>Fri 07.02.20</td>
<td>Tue 18.02.20</td>
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<td>05/20</td>
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<td>Thu 05.03.20</td>
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<td>Wed 18.03.20</td>
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<tr>
<td>06/20</td>
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<td>Wed 15.04.20</td>
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<td>07/20</td>
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<td>Tue 28.07.20</td>
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<tr>
<td>Special 27/20</td>
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<td>Mon 27.07.20</td>
<td>Wed 29.07.20</td>
<td>Wed 07.08.20</td>
</tr>
</tbody>
</table>

**CIRCULATION**

Print run: 40,729 copies*
distributed circulation: 28,120 copies*
sold circulation: 26,578 copies*
of which subscriptions: 10,875 copies*
of which kiosk sales: 6,045 copies*

* figures annual average of the IVW reporting quarters I/2018-IV/2018. The latest circulation figures can be found at www.gnb-media.de.
<table>
<thead>
<tr>
<th>SIZE IN PAGES</th>
<th>TYPE AREA</th>
<th>BLEED*</th>
<th>PRICES IN €</th>
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<td>cover 2</td>
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<td>210</td>
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<td>117</td>
<td>140</td>
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<tr>
<td>Quarter page landscape</td>
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<td>51</td>
<td>210</td>
</tr>
</tbody>
</table>

* Cut ads need a bleed margin of 4mm at the top, bottom and edges added to the ad size.

All prices plus VAT.
### Basic rates & discounts

Extended frequency and quantity scales on request.

<table>
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<tr>
<th>FREQUENCY SCALE</th>
<th>QUANTITY SCALE</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 or more ads</td>
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</tr>
<tr>
<td>6 or more ads</td>
<td>5%</td>
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<tr>
<td>9 or more ads</td>
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<td>12 or more ads</td>
<td>15%</td>
</tr>
<tr>
<td>12 or more ads</td>
<td>20%</td>
</tr>
<tr>
<td>6 or more ads</td>
<td>10%</td>
</tr>
<tr>
<td>9 or more ads</td>
<td>15%</td>
</tr>
</tbody>
</table>

Advertising rate card no. 56, valid from 01.01.2020  Bergsteiger
### Ad specials

**SUPPLEMENTS** | **BOUND-IN INSERTS** | **GLUED-IN INSERTS**
---|---|---
| weight | total print run | partial print run | of which postal charges | volume | total print run | partial print run | of which postal charges | total print run | partial print run | of which postal charges |
| up to 25g | 95.00 | 100.00 | 28.00 | up to 4 pages | 105.00 | 23.00 | postcard* | 53.00 | 12.00 |
| up to 35g | 105.00 | 110.00 | 33.00 | up to 8 pages | 125.00 | 28.00 |
| up to 45g | 115.00 | 120.00 | 43.00 | up to 12 pages | 145.00 | 33.00 |

**Discounts**

Discounts are allowed for all bookings according to the rate card. Postal charges and technical costs are excluded.

**Minimum print run**

10,000 copies

**Minimum format**

105 mm x 148 mm

**Maximum format**

200 mm x 270 mm

210 mm x 280 mm**

**Subvention**

2 % | 3 % | 3 %

---

Individual special ad formats: cover flap, cover gate folder, maxi insert etc: on request

All prices plus VAT.

Advertising rate card no. 56, valid from 01.01.2020 Bergsteiger
READER TEST
We can now offer you a new ad format with a high degree of attention and activation: our reader test
In close coordination and cooperation with you, we offer your product to our readers for testing for a limited time. The appeal for the test is included in a specially designed advertorial in the magazine. After the duration of the test, you receive pictures and text from our readers, which is the basis for the final advertorial. Upon request we organise and design the test according to your specifications. Of course you can also take over parts of the reader test, e.g. the design.
We are happy to put together an individual concept for you. Please contact us!

BIKE & HIKE SECTION
Bike & hike is a new regular section in the magazine and addresses the growing group of bike & hike tour lovers.
We introduce particularly suitable combined tours, supplemented by information and background knowledge on the region. An advisory section and the presentation of practical hardware rounds off the new section.

SKI TOUR SUPPLEMENT
Special 48 page maxi supplement on ski tours
DATE OF PUBLICATION:
issue: 12/2020 (14.11.2020 – pls refer to dates on page 5)
TARGET GROUP:
all skiing and hiking enthusiasts, from beginners to experts.
CONTENT:
tour recommendations, guide, avalanche awareness, equipment and product test, large touring ski comparison test.

SPECIAL PUBLICATION
»GREEN IN THE MOUNTAINS« special section on the topic of sustainability as a reversible magazine, circa 35 pages.
PUBLICATION DATE:
Issue: 8/2020 (11.07.2020 – pls refer to dates on page 5)
TARGET GROUP:
hikers and mountaineers who are interested in sustainability and the environment.
CONTENT:
information on sustainable outdoor products, green labels and especially eco-conscious regions.
COOPERATION PACKAGES FOR TOURISM PARTNERS: WE SHOW YOUR REGION AT ITS BEST!

As a competent allround provider of outdoor magazines and leisure media we can offer you an attractive media mix and exceptional combination packages with numerous additional services across all channels. Combined with your expertise we can develop distinctive products which will convince your target group and attract their attention. Of course we can also digitize the content and offer it as apps or e-books.

WEEKEND TRIP – SHORT PRESENTATION
We present your region as a weekend tip in our “perfect mountain weekend” section with practical touring recommendations, refreshment and overnight ideas.

ADVERTORIALS
You do not want to place an ad? No problem! You supply texts and images. We design and place your advertising message attractively in a suitable setting.

REPORTS
Experienced authors and editorial teams, creative designers and reputable photographers create exclusive reports about your region. Topics are decided upon in close coordination with you.
SUPPLEMENTS

Our supplements — designed in close cooperation with you — guarantee high attention. You can choose between cover mounted booklets or a placement in certain magazine sections. We are happy to assist you with the editorial realization.

BERGSTEIGER SPECIALS

Together we can create a custom-made special issue according to your topic requests. You benefit from our proven distribution network consisting of newsstands, specialist shops and end customers.

BOOK & APP

We produce individual hiking, travel or leisure guides for your region in close coordination with you. The results of your book projects can also be released as a smartphone app.

MAXI INSERTS

According to your requirements, our expert editors develop high quality inserts (glued-in or bound-in). The larger format results in an especially high sales impact at the newsstands.
### Classified ads / retailer package

<table>
<thead>
<tr>
<th>SIZE IN PAGES</th>
<th>TYPE</th>
<th>AREA</th>
<th>prices in €</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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<td>height mm</td>
<td>black/white</td>
</tr>
<tr>
<td>Quarter page portrait</td>
<td>42</td>
<td>219</td>
<td>550.00</td>
</tr>
<tr>
<td>Quarter page 2 columns</td>
<td>88</td>
<td>117</td>
<td>550.00</td>
</tr>
<tr>
<td>Quarter page landscape</td>
<td>181</td>
<td>58</td>
<td>550.00</td>
</tr>
<tr>
<td>Eighth page portrait</td>
<td>42</td>
<td>120</td>
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<tr>
<td>Eighth page landscape</td>
<td>88</td>
<td>60</td>
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<td>Sixteenth page portrait</td>
<td>42</td>
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<td>Sixteenth page landscape</td>
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<tr>
<td>Thirty-second page portrait</td>
<td>42</td>
<td>30</td>
<td>75.00</td>
</tr>
</tbody>
</table>

**BERGSTEIGER RETAILER PACKAGE**

- **10x issues of Bergsteiger**
  
  Each month you receive 10 issues of the latest *Bergsteiger* magazine
  
  - to be gifted or sold in your shop
  
  (binding copy price: € 6.50)
  
  **Tip:** Gift *Bergsteiger* to specific customers to strengthen customer loyalty.

- **Entry in the Bergsteiger retailer directory**
  
  Your shop receives a 4c print entry in *Bergsteiger* including your logo, address and phone number.

- **Inclusion on www.bergsteiger.de**
  
  You receive a banner ad on bergsteiger.de for your shop with all contact details, including a link to your website.

Become a *Bergsteiger* retailer for only **€ 45.00** **p.m.**

** plus 7% VAT.

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Advertising rate card no. 56, valid from 01.01.2020  Bergsteiger
WWW.BERGSTEIGER.DE
The perfect complement for the Bergsteiger print magazine, with recent alpine news, product releases, dates, mountain weather forecasts, product tests, numerous tours recommended by the Bergsteiger editorial team and much more. www.bergsteiger.de considers itself to be the central website for all alpine enthusiasts in the German-speaking market. An alpine archive plus inspirations to rediscover the exciting world of the mountains time and time again.

→ Your advertising opportunities for www.bergsteiger.de can be found on the following page.

WWW.PLANETOUTDOOR.DE
THE touring website covering a wide spectrum of outdoor activities: mountain hikes, walking tours, cycling and mountainbike tours, canoeing, city trips and much more.

→ Your advertising opportunities for www.planetoutdoor.de are available upon request.

REGIONAL BLOGS
Our blog network, consisting of 27 domains and structured according to regions, is specialised on regional tours and outdoor activities.

→ Your advertising opportunities in the regional blogs are available upon request.

WWW.HUETTENTOUREN.NET
Alpine enthusiasts find valuable tips and recommendations for tours to the most beautiful cabins in the alpine region on www.huettentouren.net.

→ Your advertising opportunities for www.huettentouren.net are available upon request.
### Ad Slot Formats

<table>
<thead>
<tr>
<th>AD SLOT</th>
<th>FORMAT</th>
<th>MAX. SIZE</th>
<th>PRICE P.M.</th>
<th>CPM</th>
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</thead>
<tbody>
<tr>
<td>in pixels</td>
<td>fixed position on homepage</td>
<td>Website</td>
<td>in rotation</td>
<td></td>
</tr>
<tr>
<td>Superbanner</td>
<td>728 x 90</td>
<td>40 KB</td>
<td>660.00</td>
<td>43.00</td>
</tr>
<tr>
<td>(Wide) skyscraper</td>
<td>120/200 x 600</td>
<td>40 KB</td>
<td>787.00</td>
<td>53.00</td>
</tr>
<tr>
<td>Medium Rectangle</td>
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<td>944.00</td>
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<td>Halfpage Ad</td>
<td>300 x 600</td>
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<td>Hockeystick</td>
<td>728 x 90 + 160 x 600</td>
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<td>1,157.00</td>
<td>90.00</td>
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<td>728 x 90 + 160 x 600 Colouring</td>
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### Online Advertorial Formats

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<th>FORMAT</th>
<th>VOLUME</th>
<th>FIXED PRICE</th>
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<tr>
<td>per page</td>
<td>pages</td>
<td>1st month</td>
<td>following months</td>
<td></td>
</tr>
<tr>
<td>Standard</td>
<td>up to 2,000 characters, up to 5 images (jpeg, png)</td>
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<td>1,260.00</td>
<td>425.00</td>
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<tr>
<td>Large</td>
<td>up to 1 video (YouTube, Vimeo) supplied by client</td>
<td>2 to 3</td>
<td>2,740.00</td>
<td>630.00</td>
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<tr>
<td>XL</td>
<td>supplied by client</td>
<td>4 to 6</td>
<td>3,960.00</td>
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### Social Media Formats

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<td>per post</td>
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<tr>
<td>Facebook / Instagram</td>
<td>up to 400 characters teaser text, 1 image (jpeg, png) or 1 video (mp4) supplied by client</td>
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### Newsletter Formats

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<tr>
<td>once p.m. at print on-sale date</td>
<td>per NL box</td>
<td>weekly Bergsteiger</td>
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<tr>
<td>Number of subscribers</td>
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<tr>
<td>NL-Box</td>
<td>Max 400 characters teaser text, 1 image (jpeg, png) provided by the customer</td>
<td>224.00</td>
</tr>
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</table>

We offer duration discounts of 5% for 3 months, 10% for 6 months, 15% for 9 months and 20% for one year.

All prices net plus VAT. Delivery address for materials: anzeigen@verlagshaus.de (up to 10MB)

Advertising rate card no. 56, valid from 01.01.2020 Bergsteiger
TECHNICAL SPECIFICATIONS AND DELIVERY OF PRINT DOCUMENTS

The most recent and binding technical specifications can be found at:
www.duon-portal.de
All print documents must be delivered electronically via www.duon-portal.de

Support: email support@duon-portal.de or phone 040/3741 17-50

In the comment box, please specify our six-digit order number, the issue number and the year, e.g. 123456_012020

TERMS AND CONDITIONS

The general terms and conditions for ads and supplements in newspapers and magazines as well as the additional terms and conditions of the publisher apply. These can be obtained from the publisher or via www.gnb-media.de.

Due to tax regulations we ask for tax identification numbers and/or VAT numbers when receiving orders.

INTERNET
www.gnb-media.de
www.bergsteiger.de

BANK DETAILS
Bruckmann Verlag GmbH
Deutsche Bank
Account 756 677 100
Sort Code 700 700 10
IBAN DE82 7007 0010 0756 6771 00
BIC/Swift-Code DEUTDEMMXXX

TERMS OF PAYMENT

All invoices are payable immediately upon issuing without deduction. 2% early payment discount for payments received before or on the first on sale date, as long as there are no older outstanding payments.

FREQUENCY
12 issues p.a.

ON SALE DATE
Saturdays/Fridays

FORMAT
210 mm width
280 mm height
adhesive binding

COPY PRICE
6.50 €

SOLD CIRCULATION*
32,167 copies/issue

* source: IVW/III/2019