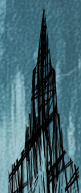


# MM

## MEDIA INFORMATION

Advertising Price List No. 60  
valid from September 2025



EBNER MEDIA GROUP

# wanderlust



## MEDIA INFORMATION

This is <i>wanderlust</i>	p. 3
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## The marketing channels

### Magazin (plus ePaper)



**MAGAZINE:**  
The source of inspiration for hiking tours and equipment is published 5 times a year.

### Specials



**SPECIALS:**  
Twice a year, we focus on exciting topics such as wine hiking or cross-country skiing as alternatives in winter.

### Kooperationen



**COOPERATIONS:**  
In addition to the regular distribution channel, wanderlust is also promoted to the target group through our cooperation partners such as the Sauerland Mountain Association or the hiking events Frankenwald Hiking Marathon, Warrior Hike and Urban Hike.

### wanderlust- magazin.de



**WEB, NEWSLETTER, SOCIAL MEDIA:**  
Know what's going on at all times - inform our readers about your events or offers throughout the year.

### Newsletter



### Social Media



## detail & dates

### The magazine

Regular print run: 50,000

Sold circulation: 32,715

### wanderlust-magazin.de

Ø 25,488 page views per month

Ø 8,697 unique user per month

### Instagram + Facebook:

7,876 Follower

### Newsletter

3,400 subscribers

(Ø open rate: 33%)

*wanderlust* stands for a different type of hiking journalism – away from general tour descriptions towards reports and background reports with an added value for hiking enthusiasts. Readers go on an expedition, explore new hiking regions, discover little known treasures in front of your own door or get to know the city in a different way with every issue. Divided into the rubrics: hiking, discovering, enjoying and change in thinking *wanderlust* shows all facets of hiking. *wanderlust* combines serious journalism with emotional optics and future-orientated visions

### market

Hiking has been more trendy than ever since Corona. The modern one Hiker is looking for a study by Bergzeit from 2021 looking for relaxation and showing a strong connection to nature. The hiker prefers day tours that are between 10 and 15 kilometers long.

### target group

Nature-loving, travel-loving hikers, for exercise and Enjoy an eventful tour.

### reader

- Over 48% of readers have more than 3,000 euros net
- Almost 50% are between 30 and 49 years old
- Equally popular – 49% are women and 51% are men
- 72% of readers hike more than 10 times a year
- 1/4 of *wanderlust* readers pick up the magazine more than 5 times
- 63% read for more than an hour in wanderlust

Source: online reader survey wanderlust 2021



## advertisements & inserts



### Dates

issue no.	month	publication date	advertisement closing date	deadline print material
2/26	March/April	30.03.2026	27.02.2026	04.03.2026
3/26	May	05.05.2026	03.04.2026	08.04.2026
4/26	July	07.07.2026	05.06.2026	10.06.2026
5/26	September	01.09.2026	31.07.2026	05.08.2026
1/27	Winter 2025/26	24.11.2026	30.10.2026	06.11.2026

issue no.	special topics	publication date	advertisement closing date	deadline print material
Special #1	Wine Hiking	30.03.2026	27.02.2026	04.03.2026
Special#2	Cross-country skiing - the alternative in winter	24.11.2026	30.10.2026	06.11.2026

### Ads

Size	type area width x height in mm	bleed* width x height in mm	Price
2/1 page high	420x256	450x290	€ 12,160
1/1 page high	195 x 256	225 x 290	€ 6,400
1/2 page high page landscape	95 x 256 195 x 123	110 x 290 225 x 142	€ 3,900
1/3 page high page landscape	57 x 256 195 x 74	72 x 290 225 x 93	€ 2,500
1/4 page high page landscape page corner	38 x 256 195 x 50 95 x 123	53 x 290 225 x 69 110 x 142	€ 1,950
1/8 page quer	195 x 27	-	€ 895
<b>Special placement</b>			
Inside Front Cover	195 x 256	225 x 290	€ 7,360
Back Cover	195 x 256	225 x 290	€ 7,680
<b>Advertorial**</b>			
1/1 page Advertorial	195 x 256	225 x 290	€ 5,120
1/2 page Advertorial high landscape	95 x 256 195 x 123	110 x 290 225 x 142	€ 2,800

\* plus 3 mm trim on all sides

### Technical specifications

Magazine format: 225 mm wide x 290 mm high  
 Bleed: 3 mm on all sides  
 Print documents: PDF X3  
 Color profile: Cover / bound insert: PSO LWC improved  
 PSO MFC paper  
 Contents: The delivery of a proof or pressure is required.  
 Printing: web offset  
 Color sequence: CMYK (European scale)

### Inserts

Price per thousand plus postal charges:  
 up to 20 g 102 €  
 each additional 5 g or part thereof 8 €  
 Not discountable.  
 Maximum format 205 mm x 270 mm  
 Minimum format 105 mm x 148 mm

### Partial inserts (minimum order 15,000)

Price per thousand plus postal charges:  
 up to 20 g 108 €  
 each additional 5 g or part thereof 8 €

### Bound inserts

4 p. 106 € 12 p. 172 €  
 8 p. 141 € 16 p. 197 €

Up to 115 g/qm paper weight, not discountable.  
 Maximum format 225 mm x 290 mm  
 Minimum format 105 mm x 148 mm  
 (10 mm head trim, side and foot trim at least 5 mm trim. For saddle stitching, 10 mm gripper fold on the back leg).

### Glued insert

Minimum format for the carrier ad is the 1/1 page. The costs for glued-on postcards for machine processing amount to 42 € per 1,000 (plus postage). Further prices for other types of inserts on request.

Please note: When placing orders for inserts, inserts, bound-in inserts and tip-ons, a sample must be submitted sample that must be suitable for machine processing. suitable for machine processing. Order deadline for advertising

### Discounts

(for advertisements taken within one year)

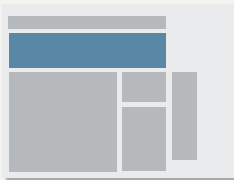
	Quantity scale	scale	
2 pages	5 %	3 x	5 %
3 pages	7 %	6 x	10 %
4 pages	10 %	9 x	15 %
6 pages	15 %	12 x	20 %
8 pages	17,5 %		
12 pages	20 %		

# Digital: Banner Prices/Technical Details

Banner format	Submission	Submission format	Price per month
<b>Billboard Top</b>	1120 x 250 Pixel (Top Center Desktop) 640 x 300 Pixel (Top Center Mobile)	max. 800 kB	€ 850,-
<b>Skyscraper links</b>	300 x 800 Pixel (Top Left Desktop) 300 x 600 Pixel (Mobile)	max. 800 kB	€ 660,-
<b>Skyscraper rechts</b>	300 x 800 Pixel (Top Right Desktop) 300 x 600 Pixel (Mobile)	max. 800 kB	€ 660,-
<b>Billboard Content</b>	1120 x 250 Pixel (Center 1 Desktop) 640 x 300 Pixel (Mobile)	max. 800 kB	€ 750,-
<b>Billboard Content</b>	1120 x 250 Pixel (Center 2 Desktop) 640 x 300 Pixel (Mobile)	max. 800 kB	€ 700,-
<b>Billboard Content</b>	1120 x 250 Pixel (Center 3 Desktop) 640 x 300 Pixel (Mobile)	max. 800 kB	€ 650,-
<b>Billboard Content</b>	1120 x 250 Pixel (Center 4 Desktop) 640 x 300 Pixel (Mobile)	max. 800 kB	€ 600,-
<b>FloorAd</b>	1120 x 250 Pixel (Desktop) 640 x 300 Pixel (Mobile)	max. 800 kB	€ 690,-

Just contact us about the latest advertising formats. We will be happy to help and advise you.

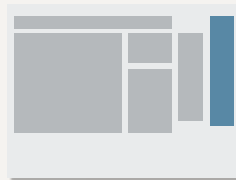
## Overview website advertising formats



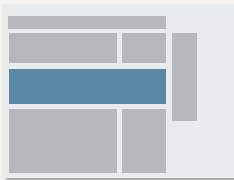
**Billboard Top –**  
1120 x 250 Pixel  
640 x 300 Pixel



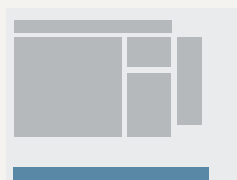
**Skyscraper Left –**  
300 x 800 Pixel  
300 x 600 Pixel



**Skyscraper Right –**  
300 x 800 Pixel  
300 x 600 Pixel



**Billboard Center –**  
1120 x 250 Pixel  
640 x 300 Pixel



**Floor Ad –**  
1120 x 250 Pixel  
640 x 300 Pixel



## Digital: Content

### Sponsored Post (Online-Advertorial)

The advertorial is placed as a news item on the respective homepage. Offer our users comprehensive product and offer information in a perfect editorial environment and present topics, solutions or backgrounds in detail. For the integration of the advertorial, we need the following data from you:

- **Teaser text:** 100 to max. 300 characters (incl. spaces)
- **Article text:** max. 4,500 characters (incl. spaces)
- **Images:** max. 4 photos in jpg or png format (max. size 1 MB per image).  
If you wish, we can create your article according to your ideas.
- **Video:** The integration of video content is possible at any time within the advertorial (max. 1 video).
- **Running time:** two weeks on the start page The articles and teasers will always be marked with the word „Sponsored Post“.

The articles are always marked with the word “Sponsored Post” (in the header).

Magazine	Price*
wanderlust	€ 2,790

\* All prices are 15% AE commissionable



# Digital: Newsletter

## Newsletter

### Newsletter subscribers:

wanderlust **3,400** open rate 33%

Know what's going on. The *wanderlust* newsletter makes sure of that.

issue no.	publication date	delivery material
#1	13.01.2026	06.01.2026
#2	20.01.2026	13.01.2026
#3	27.01.2026	20.01.2026
#4	03.02.2026	27.01.2026
#5	10.02.2026	03.02.2026
#6	17.02.2026	10.02.2026
#7	24.02.2026	17.02.2026
#8	03.03.2026	24.02.2026
#9	10.03.2026	03.03.2026
#10	17.03.2026	10.03.2026
#11	24.03.2026	17.03.2026
#12	31.03.2026	24.03.2026
#13	07.04.2026	31.03.2026
#14	14.04.2026	07.04.2026
#15	21.04.2026	14.04.2026
#16	28.04.2026	21.04.2026

issue no.	publication date	delivery material
#17	05.05.2026	28.04.2026
#18	12.05.2026	05.05.2026
#19	19.05.2026	12.05.2026
#20	26.05.2026	19.05.2026
#21	02.06.2026	26.05.2026
#22	09.06.2026	02.06.2026
#23	16.06.2026	09.06.2026
#24	23.06.2026	16.06.2026
#25	30.06.2026	23.06.2026
#26	07.07.2026	30.06.2026
#27	14.07.2026	07.07.2026
#28	21.07.2026	14.07.2026
#29	28.07.2026	21.07.2026
#30	04.08.2026	28.07.2026
#31	11.08.2026	04.08.2026
#32	18.08.2026	11.08.2026
#33	25.08.2026	18.08.2026
#34	01.09.2026	25.08.2026
#35	08.09.2026	01.09.2026
#36	15.09.2026	08.09.2026
#37	22.09.2026	15.09.2026
#38	29.09.2026	22.09.2026
#39	06.10.2026	29.09.2026
#40	13.10.2026	06.10.2026
#41	20.10.2026	13.10.2026
#42	27.10.2026	20.10.2026
#43	03.11.2026	27.10.2026



## Digital: Newsletter

### Native Text Ad NL:

Teaser text: max. 60 characters (incl. spaces)

Article text: max. 240 characters (incl. spac

- **Image:** 600 x 450 px im Format JPG oder PNG (max. Größe: 1 MB pro Bild) inkl. korrektem Copyright.
- CTA-Button (optional)

Price**
€ 990

### Standard Banner:

Technical Details	Price**
Position 1: 600 x 250 px (max. 300KB)*	€ 690
Position 2: 600 x 250 px (max. 300KB)*	€ 650
Position 3: 600 x 250 px (max. 300KB)*	€ 590

\* JPG or PNG or non-animated GIF

\*\*All prices are 15% AE commissionable.

### Stand alone Mailing

Use our stand-alone mailing to promote your products or offers to present exclusively to our wanderlust newsletter subscribers:

- Individual mailing to the wanderlust newsletter distribution list
- Content can be freely designed
- Appointments by arrangement

Price: € 2,790




*wanderlust*

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**Liebe wanderlust-Community,**

mit dem Herbst öffnet die Natur uns die Tür in eine ganz besondere Wanderszeit. Licht und Schatten spielen intensiv zur Geltung, in unserer neuen Ausgabe der wanderlust #122 findet ihr neben einer fantastischen Bergtour, Bergfachinspirationen, Neuens aus der Wanderswelt und vom Freizeitsport, 100 Outdoor-Praxistipps, einen großen Bergguck, "Natur und natürlich" spannende Vor-Ort-Berichte. Wir wünschen euch viel Spaß beim Lesen und Wandern!




**David Vitznatz**  
CHEFREDAKTEUR WANDERLUST

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Highlight: der Woche

**Die neue wanderlust ist ab sofort überall erhältlich!**

Herbst Wandertouren, wilde Nordflur, Saab's Unzeit, insbesondere Amun, Frankreich, Schwäbischer Wald, Barock Willigen, Krimskrieger Moor, Naturpark Hohe Fläming, Schwäbischer Wald, Test, Bergguck, Tipps, News und spannende aus unserer Tier- und Pflanzenwelt.



**Gemeinsam neue Wege gehen mit dem wanderlust Abo**

AB SOFORT 7,90 JAHRE ALLE HERBST UND FRÜHJAHRE


**ZUM ABO-SHOP ANZEIGE**

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## Position 1

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DIESE THEMEN LIESST DU IM NEUEN HEFT!



**Jack Wolfskin will zurück zu seinen Wurzeln**

Der Outdoor-Spezialist Jack Wolfskin startet 2022 mit einer strategischen Neupositionierung, einer überstrategischen Neupositionierung, einer Überarbeitung der Corporate Identity, einer neuen Marken-Claim.

MEHR ERFAHREN



**Jack Wolfskin will zurück zu seinen Wurzeln**

Der Outdoor-Spezialist Jack Wolfskin startet 2022 mit einer strategischen Neu-

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## Content Ad

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## Position 2

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**TOP 10**

**Die schönsten Herbst-Wanderwege**

Die ganz besonderen Wochen der Herbstzeit bracht an Licht und Farben werden einblenden, die Wälder rötigen. Wir haben unsere 10 Top-Wander-Touren für die Herbstzeit zusammengefasst!

WEITERLESEN

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**Die neuesten Bergwanderschuhe im wanderlust-Test**

Einem Winter – besonders in schneeigen oder hochalpinen Gebieten – ist ein Wanderschuh mit gutem Halt unverzichtbar. Wir haben 14 neue Modelle in unserem großen France-Check getestet.

WEITERLESEN

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ANZEIGE

## Position 3

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**Adrenalin-Kick auf Deutschlands längste Hängebrücke**

Vier schwandeln sind 10? Wir haben die Steinkirk-Wellen im Saarland auf Herz und Nerven getestet und sagen, wie euch dort in

9

## Digital: Social Media

Since June 2023, wanderlust has been pursuing a new social media strategy to optimally adapt to the needs of the users. We only want to place content with added value and advertise as Pack relevant information that end consumers like to consume.

We want to communicate authentically at eye level.

### Our services:

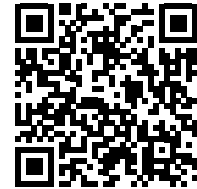
- Communicate messages with relevance
- Conveying the information within the framework of our formats to a receptive person & interested audience
- Personal advice and individual coordination of topics
  - Possible topics: product tips, events, promotions, facts

**Simple social media package:** 1x feed post + 3-4x story  
(with a focus on Instagram, simultaneous publication on Facebook)

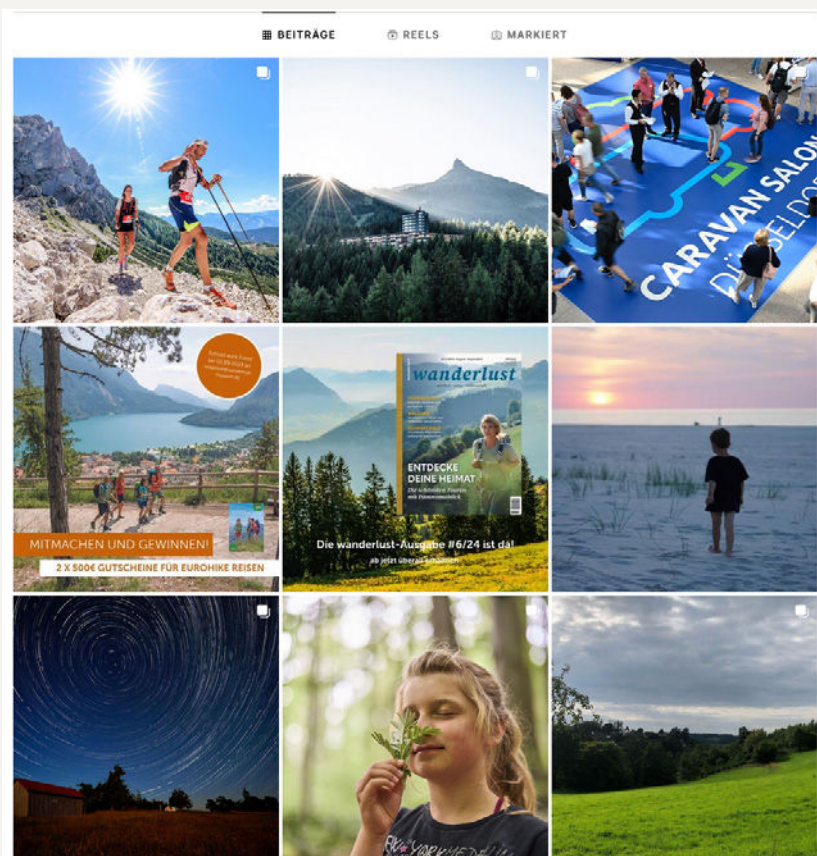
**Option:** raffle/competition

- Implementation via the *wanderlust* Instagram channel
- Individual coordination of the conditions of participation
- There is also the option of implementing the post as a co-author contribution

**Price: € 1,500**



wanderlust-Instagram-channel



## SPORTkombi

BY EBNER MEDIA GROUP

SPORTkombi by Ebner Media Group offers the unique opportunity to combine special-interest magazines and the leading B2B platform for the sports industry – tailor-made for your communication goals.

Use the precisely coordinated trendsetter magazines to optimize your marketing activities.

All magazines shown can be combined – so you can take advantage of up to 12% additional discount.



2 Titel = 7 %

3 Titel = 10 %

4 Titel = 12 %

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seat and register court: Ulm, HRB 576

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50,000

**Customer service:**

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eMail: kundenservice@ebnermedia.de

**Publication frequency:**

5 issues per year

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Payable within 14 days of invoice date net.

**Bank:**

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BIC ULMVDE66XXX

The General Terms and Conditions  
([www.ebnermedia.de/ebvm/agb](http://www.ebnermedia.de/ebvm/agb))



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**Europe + World directly from publisher**

