

Fact Sheet klettern

klettern
HOT ROCKS | COLD ICE | BIG WALLS



Magazine data

- ▶ Publication frequency:
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- ▶ Cover price: :
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- ▶ Publisher:
Motor PresseStuttgart
GmbH & Co. KG
- ▶ PZN: 505149



Hot Rocks. Cold Ice. Big Walls:

klettern is the modern German-speaking magazine for all active climbers and mountaineers. The magazine covers all mountain sports disciplines: pure rock-climbing – whether boulder, sports or big wall climbing –, classic mountaineering in rock and ice, ice climbing, and expeditions to the mountains of the world. **klettern** is also keenly devoted to the rapidly growing target group of indoor climbers. **klettern** presents the most beautiful climbing destinations, is a reliable product and equipment guide and fascinates the reader with enthralling images from the world of the vertical. **klettern** informs, inspires and excites.

klettern is made by climbers for climbers. Alongside up-to-date coverage of the booming climbing scene, background articles and interviews as well as in-depth local and regional information and route tips, **klettern** provides a comprehensive service on mountain sports products and all aspects of climbing-related safety. **klettern** feels just as much at home in the climbing hall: the annual maxi-special “halls & walls”, for example, caters to the steadily rising numbers of indoor climbers. **klettern** is an information and entertainment medium for all climbers, whatever their age and ability.

klettern is the leading magazine for all active climbers and mountaineers. It appeals particularly to climbing beginners, sports climbers and boulderers at the rock wall and indoors, not to mention alpine climbers. **klettern** readers are young, with an above-average education and a high income.

ADVERTISING RATES 2011

Page fractions	Sizes* width x height TA: Type Area TS: Trim Size	4-c	b/w
	1/1 page TA: 185x248mm TS: 215x280mm	€ 3,700	€ 2,470
	1/2 page TA: 90x248mm TS: 105x280mm TA: 185x122mm TS: 215x137mm	€ 1,970	€ 1,310

All prices plus value-added tax. *Other sizes on request or please refer to www.mps-anzeigen.de

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