

Fact Sheet outdoor



Magazine date:

- ▶ Publication frequency: monthly
- ▶ Cover price: € 5.00
- ▶ Readers per issue : 560,000 (AWA 2011)
- ▶ Paid circulation : 43,598 (IVW I/12)
- ▶ Publisher: Motor PresseStuttgart GmbH & Co. KG
- ▶ PZN: 516440

outdoor is the perfect magazine for everyone who enjoys being active outdoors in nature. From brief weekend getaways to full-scale adventures, from quick hikes to extended adventure holidays. *outdoor* is in tune with the current popular trend towards a nature-conscious, active lifestyle and shows how much there is to do out in nature, even right on one's doorstep: canoeing at the seaside, cycling in low mountain ranges, hiking from one alpine hut to the next, high ropes courses in the woods or the peaks of pleasure in the mountains – *outdoor* portrays all facets and presents the world's most beautiful destinations nearby and far off. In short: *outdoor* gives a wealth of tips on active recreation and what to do at weekends close to home, at the same time as stirring wanderlust and a thirst for adventure.

outdoor also tells you everything you need to know about the right outdoors equipment – from hiking boots to camping gear. This knowhow plus the valuable tips on nutrition and health, as well as on enjoying outdoor fun with friends and family, make *outdoor* the major generalist in its segment.

outdoor shapes opinions and leads the market in the outdoor magazine segment. *outdoor* is an active and influential part of the booming outdoor, nature-keen, hiking segment. Independent and dedicated, *outdoor* supplies active nature-lovers and hikers information on destinations and tours in Germany, Europe and around the world. Meaningful accessory and sportswear tests help ambitious outdoor types and beginners alike to buy the right gear. Service topics that resonate with the target group and extensive buyer guidance round off the equipment section. *outdoor* reflects the trend in the population towards a nature-conscious lifestyle.

ADVERTISING RATES 2011

Page fractions	Sizes* width x height TA: Type Area TS: TrimSize	4-c	b/w
	1/1 page TA: 185x248mm TS: 215x280mm	€ 5,600	€ 3,760
	1/2 page TA: 90x248mm TS: 105x280mm TA: 185x122mm TS: 215x137mm	€ 3,000	€ 2,020

All prices plus value-added tax.

* Other sizes on request or please refer to www.mps-anzeigen.de

CONTACTS

ADVERTISING SALES

Sabine Ebert
Phone +49 711 182-2160
Fax +49 711 182-1591
sebert@motorpresse.de

Karsten Heyder
Phone +49 711 182-1142
Fax +49 711 182-1591
kheyder@motorpresse.de

ORDER-PROCESSING

Martina Schäme
Phone +49 711 182-1250
Fax +49 711 182-1027
mschaeme@motorpresse.de

Fact Sheet *outdoor*

outdoor
REISEN, WANDERN, ABENTEUER

	TOTAL POPULATION (77,03m)	OUTDOOR (coverage after 6 issues) (0.56m)	INDEX 100 = TOTAL POPULATION	
Sex				
Men	49%	59%	121	
Women	51%	41%	80	
Age				
14–19 years	7%	2%	27	
20–29 years	14%	13%	94	
30–39 years	14%	21%	152	
40–49 years	19%	27%	139	
50 years and more	45%	37%	81	
Education				
Higher education without A-Level	34%	38%	112	
A-Level or equivalent without university degree	11%	16%	141	
A-Level or equivalent with university degree	14%	28%	204	
Net household income				
€ 3,000 Euro or more per month	34%	42%	123	
Freely disposable income				
500 Euros or more per month	23%	37%	162	
750 Euros or more per month	10%	16%	152	
Holiday and travel				
Particularly interested	39%	63%	163	
Advisers/experts	21%	49%	230	
Expert deciders (Holiday planning)	15%	36%	247	
Holiday trips within past 12 months				
At least one trip for holiday, relaxation	35%	36%	103	
Several trips for holiday, relaxation	21%	38%	179	
Particular interests				
Photography	12%	28%	238	
Cycling	7%	20%	282	
Special wellness proposals	9%	14%	163	
Cars/car tests				
Particularly interested	16%	16%	100	
Plan to buy a car in next 1-2 years	13%	18%	138	

All statements/characteristics are present to a greater degree among the readers of *outdoor* than on average in the general population. Source: AWA 2011 - coverage after 6 issues