

Mediasheet BLOK

MEDIASHEET 2012-1



Title BLOK

Subtitle Blad Over Klimmen

Volume 4

Dimensions 210 x 270 millimeters (portrait)

Magazine formula BLOK is a Dutch sports climbing and bouldering magazine with a primary focus on the Dutch climbing scene. With well-written, informative and useful articles covering a wide range of topics, inspiring interviews, and high-quality photography. All this is presented in an energetic and cheerful way, with a focus on a creative and adventurous lifestyle. Supported by an attractive, up-to-date, and interactive website.

Frequency four issues per year

Circulation 4 000

Reach 10 000

Distribution subscriptions, climbing gyms, events and competitions

Printing 100 pages full color

Characteristics of the target group Willing to travel, sporty, lifestyle conscious, creative, adventurous, above-average income, highly educated

Editions	Release date	Submission date advertisements
BLOK 14	16-03-2012	17-02-2012
BLOK 15	15-06-2012	18-05-2012
BLOK 16	21-09-2012	17-08-2012
BLOK 17	21-12-2012	23-11-2012

Advertisement rates

	Max dimensions	Price
1 page	195 x 255 mm	€ 750
½ landscape	195 x 125 mm	€ 375
½ portrait	80 x 255 mm	€ 375
¼ portrait	80 x 125 mm	€ 250
1 spread	390 x 255 mm	€ 1250

Surcharges

Back cover: 15 percent

Inside cover: 10 percent

BLOK online (www.bladoverklimmen.nl)

Prices on request

Webstatistics Unique visitors 25 000 p.m.
Pageviews 60 000 p.m. (2,6 pages/visitor)
Av. time 2:00 min, 26% new visitors p.m.
Visitors mostly from Netherlands,
Belgium, Germany

Contact

Uitgeverij BLOK
Jan van Galenstraat 17
2014 AG Haarlem
the Netherlands
+31 6 10 55 57 80

Publishers and editors-in-chief

Arnold Pippel and Bart van Raaij
info@bladoverklimmen.nl
redactie@bladoverklimmen.nl
arnold@bladoverklimmen.nl
bart@bladoverklimmen.nl

Advertisement sales

Arnold Pippel: +31 6 10 55 57 80