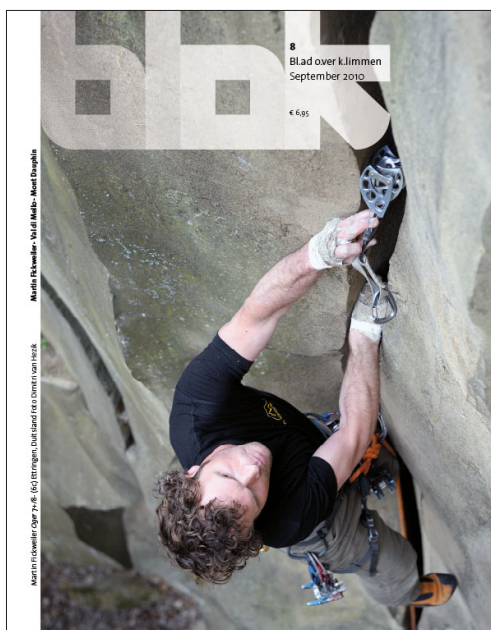


Mediasheet BLOK

MEDIASHEET 2010-7



Title BLOK

Subtitle Blad Over Klimmen

Volume 3

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 84 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 8	24-09-2010	27-08-2010
BLOK 9	17-12-2010	19-11-2010
BLOK 10	18-03-2010	18-02-2010
BLOK 11	17-06-2010	20-05-2010

Themes	(preliminary planning)
BLOK 8	Martin Fickweiler, Mello, Mt. Dauphin
BLOK 9	Kalymnos, D. Klippen
BLOK 10	Pedra do Urso, Süd Tirol
BLOK 11	Ruhrgebiet, Austria/Zillertal

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 19 000 p.m.
Pageviews 50 000 p.m. (2,6 pages/visitor)
Av. time 2:00 min, 26% new visitors p.m.
Visitors mostly from Netherlands, Belgium, Germany

Contact

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Advertisement sales

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