DAV PANORAMA

Germany's biggest outdoor magazine

In a varied mix of topics including travel reports, hut tours, background features, portraits, service articles and news, DAV PANORAMA informs and inspires its readers with captivating images and texts on mountain sports and alpinism. it offers all relevant information for outdoor activities, from hiking and biking to mountaineering and climbing. It is the service-orientated leisure magazine of the German Alpine Association (DAV), which is the largest mountain sports association in the world with over 1.5 million members. DAV PANORAMA readers and users are active men and women who spend their leisure time in the mountains: hikers, mountaineers, rock climbers, trekkers, mountain bikers, cyclists, winter sports enthusiasts, etc. They belong to the upper echelons of society and like to invest their high incomes in high-quality and environmentally friendly products.

Print

Coverage[1]	910,000
Paid Circulation[2]	981,998
Frequency	4 x a year
Basic Rate 2027	EUR 36,600

In-Stream & Display

Unique User[3]	200,000
Visits[4]	540,410
Page Impressions[4]	3,044,288

[1]AWA 2025, [2]IVW 2/2026, [3]AGOF 2021-11, [4]IVW 2023-03. DAV PANORAMA is published in Germany.