

# bike 2021

Target group: mountain, bike and active holiday makers



## FACTS

- 50.270 copies
- 310.000 readers
- Distribution: German speaking countries
- 12x per year
- Health-conscious opinion leaders with high income, love to travel



## GOOD REASONS

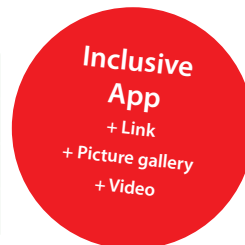
- Europe's largest mountainbike magazine

**bike** is Europe's largest magazine for mountain bikers. It reports monthly on innovations in the industry, extensively tests of the most important products, introduces stars and presents the sport in its full range - including adventure reports, travel stories and tips for tours.

The magazine is published 12x per year with a circulation of 50.270 copies, which are offered in grosso. Especially destinations that offer perfect conditions for mountain bikers can attract German cyclers to their region.

Format	€-rate 4c	B	H
1/1 page*	10.395,-	210 mm	280 mm
1/2 page*	5.480,-	210 mm	136 mm
1/3 page*	4.050,-	210 mm	95 mm
1/4 page	2.990,-	90 mm	124 mm

\* +3 mm bleed each side



Edition	ET	AS	Edition	ET	AS
02/2021	05.01.2021	17.11.2020	08/2021	06.07.2021	21.05.2021
03/2021	02.02.2021	15.12.2020	09/2021	03.08.2021	22.06.2021
04/2021	02.03.2021	19.01.2021	10/2021	07.09.2021	27.04.2021
05/2021	06.04.2021	19.02.2021	11/2021	05.10.2021	24.08.2021
06/2021	04.05.2021	19.03.2021	12/2021	02.11.2021	21.09.2021
07/2021	01.06.2021	16.04.2021	01/2022	07.12.2021	26.10.2021

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 Änderungen und Irrtümer vorbehalten. Gültig ab September 2020 - somit verlieren alle bisherigen Preislisten ihre Gültigkeit. Alle Preise verstehen sich exkl. Produktionskosten, zuzüglich der gesetzlich anfallenden Mehrwertsteuer. Platzierungszuschlag: 15% auf Umschlagseiten. ET = Erscheinungstermin, AS = Anzeigenschluss