

RADtouren 2021

Target group: bike & active holidaymakers



FACTS

- 40.000 copies
- 70.000 readers
- Distribution: German speaking countries
- 6x per year
- between 30 and 61 years



GOOD REASONS

- Since over 15 years a successful bike magazine
- Biking is national sport no 1
- More than half of the Germans use the bike during their holidays

RADtouren has been THE magazine for cycling trips for over 15 years now! Nowhere else is tour expertise as concentrated as here: five personally explored bike tours per issue, data for route planning, accommodation and advice for buying accessoires are unique.

Always part of the magazine is Panorama: the special perspective on the world of cycling as introduction to the issue; cycling reports: detailed, personally written individual tests by our experienced editors; travel news; excellent bike trails, new maps, new deals for cycling trips.

Format	€-rate 4c	B	H
1/1 page	3.995,-	195 mm	264 mm
1/2 page	2.250,-	195 mm	132 mm
1/3 page	1.740,-	195 mm	88 mm
1/4 page	1.250,-	97,5 mm	132 mm

Edition	ET	AS
02/21	25.02.2021	28.01.2021
RADtouren SPEZIAL "Genuss de Luxe"	25.03.2021	25.02.2021
03/2021	29.04.2021	01.04.2021
RADtouren SPEZIAL "Bikepacking"	27.05.2021	29.04.2021
04/2021	24.06.2021	27.05.2021
05/2021	26.08.2021	29.07.2021
RADtouren SPEZIAL "Weltweit"	30.09.2021	02.09.2021
06/2021	28.10.2021	30.09.2021
01/2022	16.12.2021	18.11.2021

www.IGL.at



Online connection possible!
www.radtouren-magazin.com

Unser Herz schlägt für den Tourismus.

IGL-Werbefirma Ges.m.b.H., 5021 Salzburg, Österreich, Nußdorferstraße 5a - Telefon +43/662 45 36 15-0, Fax +43/662 45 20 38, office@igl.at

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