

bike 2025

Target group: mountain, bike and active holiday makers

IGL

FACTS

- 28.847 sold copies
- 220.000 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 37.862 sold 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*	12.800,-	210 mm	280 mm
1/2 page*	6.810,-	210 mm	136 mm
1/3 page*	5.380,-	210 mm	95 mm
1/4 page	3.940,-	90 mm	124 mm

* +3 mm bleed each side

Edition	Date of publication	Order deadline	Edition	Date of publication	Order deadline
02/2025	02.01.2025	19.11.2024	08/2025	01.07.2025	20.05.2025
03/2025	04.02.2025	23.12.2024	09/2025	29.07.2025	17.06.2025
04/2025	04.03.2025	21.01.2025	10/2025	02.09.2025	22.07.2025
05/2025	01.04.2025	18.02.2025	11/2025	07.10.2025	26.08.2025
06/2025	06.05.2025	25.03.2025	12/2025	04.11.2025	23.09.2025
07/2025	03.06.2025	22.04.2025	01/2026	02.12.2025	21.10.2025

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Unser Herz schlägt für den Tourismus.

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