

RADtouren 2023

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	4.285,-	195 mm	264 mm
1/2 page	2.455,-	195 mm	132 mm
1/3 page	1.895,-	195 mm	88 mm
1/4 page	1.330,-	97,5 mm	132 mm



Online connection possible!
www.radtouren-magazin.com

Edition	Date of publication	Order deadline
02/23	23.02.2023	09.02.2023
RADtouren SPEZIAL "Genuss Spezial"	23.03.2023	09.03.2023
03/2023	27.04.2023	13.04.2023
RADtouren SPEZIAL "Deutschland Spezial"	25.05.2023	11.05.2023

Edition	Date of publication	Order deadline
04/2023	29.06.2023	15.06.2023
05/2023	24.08.2023	10.08.2023
RADtouren SPEZIAL "Weltweit"	28.09.2023	14.09.2023
06/2023	26.10.2023	12.10.2023
01/2024	14.12.2023	30.11.2023

www.IGL.at

Unser Herz schlägt für den Tourismus.