

# RADtouren 2024

Target group: bike & active holidaymakers

IGL

## FACTS

- 40.000 copies
- 70.000 readers
- Distribution: German speaking countries
- 8x 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](http://www.radtouren-magazin.com)

Edition	Date of publication	Order deadline
01/2024	12.12.2023	14.11.2023
RADtouren SPEZIAL "GPS-Guide"	20.02.2024	23.01.2024
03/2024	19.03.2024	20.02.2024
04/2024	23.04.2024	26.03.2024
05/2024	21.05.2024	16.04.2024
06/2024	18.06.2024	21.05.2024
07/2024	20.08.2024	23.07.2024
08/2024	17.09.2024	20.08.2024
01/2025	10.12.2024	12.11.2024

[www.IGL.at](http://www.IGL.at)

Unser Herz schlägt für den Tourismus.

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