

Tour 2024

Target group: Racing cyclists, cyclists



FACTS

- 42.927 copies
- 160.000 readers
- Distribution: German speaking countries
- 12x per year
- Opinion leaders with high income, love to travel

GOOD REASONS

- Around 50% subscription rate
- Since 35 years active on the market
- Europe's racing cyclist magazine No. 1



Leitmotif of the editors is to inform the dedicated amateur athlete comprehensively. The editors research current trends for exercise and nutrition and discover the most beautiful holiday and tour areas for their readers.

Over the years the exceptional level of expertise, identification and independence has resulted in an unusually close bond between reader and magazine.

Format	€-rate 4c	B	H
1/1 page*	11.480,-	210 mm	280 mm
1/2 page*	5.950,-	210 mm	136 mm
1/3 page*	4.590,-	210 mm	95 mm
1/4 page	3.440,-	90 mm	124 mm

* +3 mm bleed each side

Edition	Date of publication	Order deadline	Edition	Date of publication	Order deadline
02/2024	16.01.2024	28.11.2023	08/2024	18.06.2024	30.04.2024
03/2024	13.02.2024	22.12.2023	09/2024	26.07.2024	11.06.2024
04/2024	12.03.2024	23.01.2024	10/2024	20.08.2024	02.07.2024
05/2024	09.04.2024	20.02.2024	11/2024	17.09.2024	30.07.2024
06/2024	30.04.2024	05.03.2024	12/2024	15.10.2024	27.08.2024
07/2024	14.05.2024	26.03.2024	01/2025	10.12.2024	22.10.2024

www.IGL.at

Unser Herz schlägt für den Tourismus.

IGL-Werbedienst 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

Valid from September 2023 - thus all previous price lists lose their validity. All rates are net, plus VAT and exclusive shipping costs as well as repro, litho or design costs are not included. Price changes and errors excepted. [General terms & conditions](#)