

Tour 2025

Target group: Racing cyclists, cyclists



FACTS

- 42.441 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*	11.850,-	210 mm	280 mm
1/2 page*	6.140,-	210 mm	136 mm
1/3 page*	4.740,-	210 mm	95 mm
1/4 page	3.550,-	90 mm	124 mm

* +3 mm bleed each side

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02/2025	14.01.2025	26.11.2024	08/2025	01.08.2025	17.06.2025
03/2025	11.02.2025	23.12.2024	09/2025	19.08.2025	01.07.2025
04/2025	11.03.2025	21.01.2025	10/2025	16.09.2025	29.07.2025
05/2025	08.04.2025	18.02.2025	11/2025	14.10.2025	26.08.2025
06/2025	13.05.2025	25.03.2025	12/2025	11.11.2025	23.09.2025
07/2025	17.06.2025	29.04.2025	01/2026	09.12.2025	21.10.2025

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Unser Herz schlägt für den Tourismus.

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