

# Fact Sheet MountainBIKE

# Mountain BIKE



## Magazine data:

- ▶ Publication frequency: monthly
- ▶ Cover price: € 4.50
- ▶ Readers per issue : 370,000 (AWA 2011)
- ▶ Paid circulation : 64,756 (IVW I/12)
- ▶ Publisher: Motor PresseStuttgart GmbH & Co. KG
- ▶ PZN: 516424

## TESTS, TRAILS & ACTION

For over ten years now **MountainBIKE** has been one of the world's leading mountain bike magazines. Always with its finger on the pulse of the times, it informs active bike enthusiasts about the latest products and trends, acting as a personal fitness coach, describing month by month the best bike tours and fascinating the reader with enthralling articles. Beginners are also given important tips for buying their first bike and selecting the right equipment. In short, **MountainBIKE** is the information exchange for mountain-bikers.

Up-to-date and expert, **MountainBIKE** serves as a buyer guide, shaping consumer opinion. With a diverse range of attractive topics, **MountainBIKE** is committed to catering to the interests of active mountain-bikers. Meaningful tests of bikes, accessories and sportswear assist both ambitious mountain bikers and beginners in buying the right products. Service topics and tuning tips round off the equipment section. Training and nutrition tips provide valuable know-how for improving one's personal fitness with the bike. Expertise is also demonstrated in the extensive travel section, which describes the most beautiful bike tours in Germany, Europe and around the world, and presents all relevant information about a region at a glance. **MountainBIKE** is the magazine for sports biking.

**MountainBIKE** reaches an active, enterprising target group with money to spend. For **MountainBIKE** readers, staying fit with their bike and enjoying nature are important components of their leisure activities. These are trend-conscious people whose active consumer lifestyle and above-average income allow them to invest generously in their hobby as well as in other areas of their lives.

## ADVERTISING RATES 2011

Page fractions	Sizes* width x height TA: Type Area TS: TrimSize	4-c	b/w
	1/1 page TA: 185x248mm TS: 215x280mm	€ 8,300	€ 5,210
	1/2 page TA: 90x248mm TS: 105x280mm TA: 185x122mm TS: 215x137mm	€ 4,400	€ 2,770

All prices plus value-added tax.

\* Other sizes on request or please refer to [www.mps-anzeigen.de](http://www.mps-anzeigen.de)

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	TOTAL POPULATION (70,33m)	MOUNTAINBIKE (0,37m)	INDEX 100 = TOTAL POPULATION	
<b>Sex</b>				
Men	49%	85%	174	
Women	51%	15%	29	
<b>Age</b>				
14-19 years	7%	14%	194	
20-29 years	14%	15%	109	
30-39 years	14%	24%	167	
40-49 years	19%	24%	125	
50 years and over	45%	23%	51	
<b>Education</b>				
Higher education without A-Level	34%	38%	111	
A-Level or equivalent without university degree	11%	17%	154	
A-Level or equivalent with university degree	14%	21%	156	
<b>Net household income</b>				
€ 3,500 Euro or more per month	23%	35%	156	
€ 4.000 Euro or more per month	15%	26%	179	
<b>Freely disposable income</b>				
500 Euros or more per month	23%	28%	123	
750 Euros or more per month	10%	13%	123	
<b>Specific target groups</b>				
Technically Advanced Persons	11%	33%	288	
<b>Particularly interested in...</b>				
<b>Holiday and travel</b>				
Money, capital investment	39%	42%	108	
Modern telecommunications	18%	26%	147	
Computer use	19%	35%	181	
Internet, online goods/services	27%	43%	159	
	22%	35%	163	
<b>Consumer behaviour/attitudes</b>				
Physical fitness very important	32%	68%	212	
Innovators/Trendsetter	13%	31%	249	
Ultra-Consumer	10%	16%	157	
<b>Cars/car tests</b>				
Particularly interested	16%	29%	178	
Advisers/experts	10%	22%	214	
Deciders total	7%	8%	125	
Plan to buy a car in next 1-2 years	13%	22%	175	

All statements/characteristics are present to a greater degree among the readers of MountainBIKE than on average in the general population. Source: AWA 2011