

Fact Sheet RoadBIKE



Magazine data

- ▶ publication frequency:
monthly
- ▶ Cover price:
€ 4.50
- ▶ Paid circulation:
37,482 (IVW I/12)
- ▶ Publisher:
Motor Presse Stuttgart
GmbH & Co. KG
- ▶ PZN: 562237

The new magazine for road cyclists. RoadBIKE.

Fascination, emotion, expertise. RoadBIKE conveys the beauty of the sport of road cycling in all its diversity. This new road cycling magazine deals with the precise topics that stir excitement in keen road cyclists: fascinating articles, expertly researched and packed with emotion. RoadBIKE is aimed at both novices and ambitious cyclists. With its substantial test and service section, RoadBIKE is not only a buyer's guide but an all-round source of information and direction as well. RoadBIKE reports on the latest developments and trends from the world of road cycling. Produced by road cyclists for road cyclists.

RoadBIKE readers are active, have money to spend and spend a lot of time out enjoying their sport. They want to stay fit, enjoy the pleasure of cycling and test their physical limits. For them a holiday is not complete without experiencing the fascination of speed on narrow tyres. The majority of RoadBIKE readers do not travel anywhere without the bike in their luggage. And with their above-average income, RoadBIKE readers are happy to spend money on their hobby – sometimes even on mountain-biking. In fact, two-thirds of RoadBIKE readers not only ride a road bike, but can occasionally also be found hitting the trail on studded tyres.

ADVERTISING RATES 2011

Page fractions	Sizes* width x height TA: Type Area TS: Trim Size	4-c	b/w
	1/1 page TA: 185x248mm TS: 215x280mm	€ 5,200	€ 3,470
	1/2 page TA: 90x248mm TS: 105x280mm TA: 185x122mm TS: 215x137mm	€ 2,710	€ 1,810

All prices plus value-added tax. *Other sizes on request or please refer to www.mps-anzeigen.de

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