



DISTRIBUTION

In print 24.000 (subscribers and retail).
Online magazine 18.000 readers.

DIGITAL MAGAZINE

Digital Magazine 4.517 subscribers

SOCIAL MEDIA

5.085 followers on Facebook.

PROFILE

- The magazine for the enthusiastic biker in The Netherlands and Belgium.
- For cyclists or road bikes, trekkingbikes, citybikes and mountainbikes.
- 'BIKE & trekking, the bike and travel magazine' offers travel stories about trips in own region but also about European and other far destinations.
- Daily interesting, funny and informative posts on the website.
- Independent product testing and extensive information about bike gear.
- Online support through product- and travelplatforms.

SPORTS EN LIFESTYLE MEDIA

General:

bikeandtrekking@
sportsandlifestylemedia.nl
Winthontlaan 200,
3526 KV Utrecht
Tel. +31 (0) 30 750 8858

Director:

Pepijn Dobbelaer
pepijndobbelaer@
sportsandlifestylemedia.nl
Tel. +31 (0) 30 750 8858

Publisher:

Maas H. van Drie
maasvandrie@
sportsandlifestylemedia.nl
Mob. +31 (0)6 53 148 000

Partnerships&Content Production:

Adri Ulfman
adriulfman@sportsandlifestylemedia.nl
Mob. +31 (0)6 51 827 586

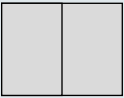
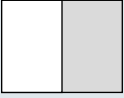
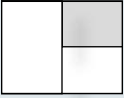

BIKE & TREKKING MAGAZINE

Prices per entry as of January 1st 2020
(prices excl. agency commission and VAT)

Advertisements	1 entry	2-4 entries	5 or more entries
 2/1 page	€7.020,-	€6.670,-	On request
 1/1 page	€3.600,-	€3.420,-	On request
 1/2 page	€1.980,-	€1.881,-	On request
 1/4 page	€1.089,-	€1.035,-	On request

Cover positioning surcharges Pagina 2: +10% Pagina 3: +10% Pagina 4: +15%
Bound-in inserts On request
Loose inserts On request



Advertorials	1 entry	2-4 entries	5 or more entries
 2/1 page	€7.371,-	€7.002,-	On request
 1/1 page	€3.780,-	€3.969,-	On request
 1/2 page	€2.079,-	€1.975,-	On request
 1/4 page	€1.143,-	€1.085,-	On request

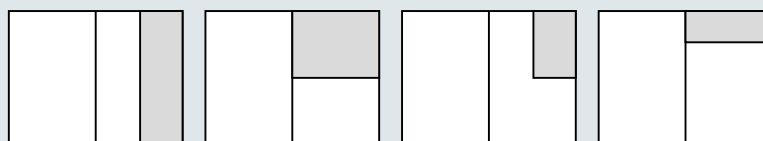
Sizes TRIM SIZE



2/1 page
480 x 300 mm
(4 mm bleed)

1/1 page
240 x 300 mm
(4 mm bleed)

Sizes TYPE AREA



1/2 portrait
100 x 280 mm

1/2 landscape
220 x 130 mm

1/4 portrait
100 x 130 mm

1/4 landscape
220 x 60 mm

ACTIEVEVAKANTIEROUTES.NL

NATIVE ADVERTISING

Your product, brand or region will be presented in an editorial. People will read the item as interesting content instead of paid advertisement.

	medium (max. 400 words)	large (max. 1.000 words)
Native advertising:	€890,-	€1.230,-

The articles remain on the website for 12 months, extension is possible on request.

VIDEO POSSIBILITIES

You can choose an additional video. We provide an exclusive video-review with a sneak-peak (max. 30 seconds) which can be distributed on all mediums.

Delivered content:	€635,-
Arranged content (incl. sneak-peak):	on request
Combination with test article:	on request

BANNERS

	300x125 px.	300x250 px.
1 month:	€595,-	€885,-
Prolongations per month:	€305,-	€410,-

OTHER POSSIBILITIES

An outstanding way to promote your product or area is to include marketing material in our magazines. There are many ways to do this. For example to include a mini-magazine, a flyer or a product.

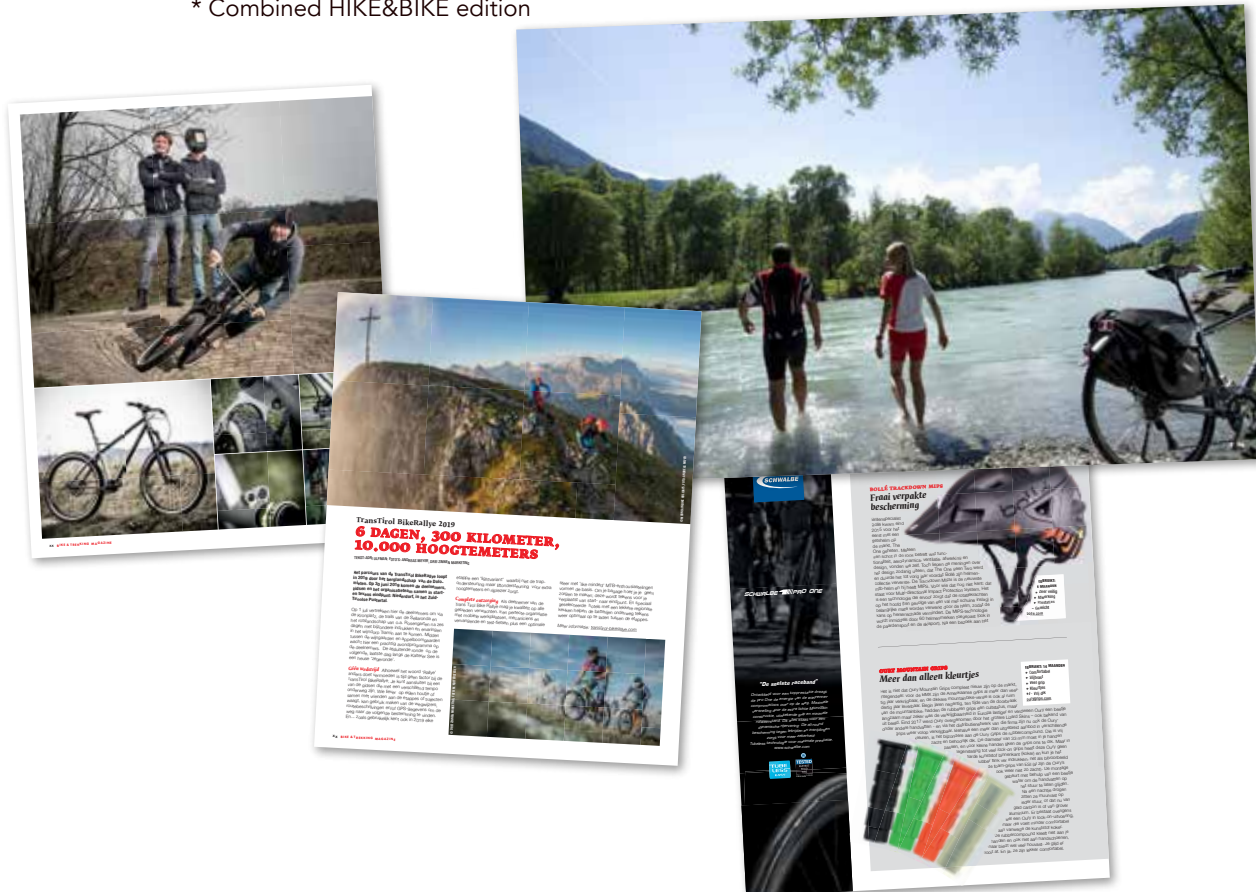
We also offer the possibility to create a flyer or mini-magazine for you. Ask for the prices and possibilities.

PUBLICATION DATES 2020

Publication frequency: 5 times a year
Subscription rate per year: €22,- (incl. VAT)
Retail price: €4,99

Edition	Closing date	Publication date
1*	20 December 2019	15 January 2020
2	27 February 2020	19 March 2020
3	26 March 2020	16 April 2020
4	1 May 2020	20 May 2020
5*	14 August 2020	2 September 2020

* Combined HIKE&BIKE edition



SUBMISSION GUIDELINES

Deliveryformats: Certified PDF 300 dpi true scale (JPEG, TIFF, EPS) Full-colour ads in CMYK. Do not include Crop Marks. Embed fonts or transfer into lettercontours. All ads need to be delivered print-ready. Ads can be submitted via: traffic@sportsandlifestylemedia.nl

SPORTS EN LIFESTYLE MEDIA

General:

bikeandtrekking@
 sportsandlifestylemedia.nl
 Winthontlaan 200,
 3526 KV Utrecht
 Tel. +31 (0) 30 750 8858

Director:

Pepijn Dobbelaer
 pepijndobbelaer@
 sportsandlifestylemedia.nl
 Tel. +31 (0) 30 750 8858

Publisher:

Maas H. van Drie
 maasvandrie@
 sportsandlifestylemedia.nl
 Mob. +31 (0)6 53 148 000

Partnerships&Content Production:

Adri Ulfman
 adriulfman@sportsandlifestylemedia.nl
 Mob. +31 (0)6 51 827 586