

FIETS - EN REIS MAGAZINE

**BIKE & TREKKING**

TEST  
Bianchi Aria E-Road  
Orbea Gain M20

#2 2019 € 4,99

0 19 02  
1 59600 0039

Portugal  
**GENIETEN  
LANGS DE  
'ECOPISTA'**

**BOSNIË**  
Biken over oude spoorlijnen

**MÜNSTER**  
Bike City

**WERKPLAATS**  
Blinken & glanzen

**STIERMARKEN**  
Vijf bike-tips!

**EDDY MERCX CLASSIC**  
1500 fanatieke fietsers

## DISTRIBUTION

In print 24.000 (subscribers and retail).

## DIGITAL MAGAZINE

Digital Magazine 4.517 subscribers

## SOCIAL MEDIA

5.105 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 & LIFESTYLE MEDIA

### General:

bikeandtrekking@  
sportsandlifestylemedia.nl  
Plesmanstraat 1,  
3833 LA Leusden

### Director:

Maas H. van Drie  
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Mob. +31 (0)6 53 148 000

### Publisher:


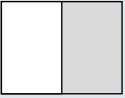
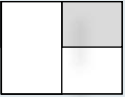
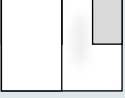
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### Content Production & Syndication:

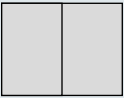
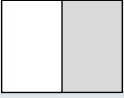
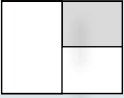

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## BIKE & TREKKING MAGAZINE

Prices per entry as of January 1st 2020  
(prices incl. agency commission and excl. 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
<b>Cover Position surcharges</b>	Page 2: +10%; Page 3: +10%; Page 4: +15%		
<b>Bound-in inserts</b>	On request		
<b>Loose inserts</b>	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

### 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.

	<b>medium</b> (max. 400 words)	<b>large</b> (max. 1,000 words)
Native advertising:	€375	€750

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:	€500
Produced content:	on request

<b>BANNERS</b>	<b>300x125</b>	<b>300x250</b>
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 SCHEDULE 2020

**Publication frequency:** 4 times a year  
**Subscription rate per year:** €18.95 (incl. VAT)  
**Retail price:** €4.95

Edition	Closing date	Publication date
1	4 February 2020	20 February 2020
2	1 June 2020	15 June 2020
3	24 July 2020	7 August 2020
4	27 November 2020	31 December 2020



## 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](mailto:traffic@sportsandlifestylemedia.nl)

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