



MEDIA INFORMATION 2017

tdp
tve
bikes
WORLD

COVER PRICE	1,95 €
FREQUENCY	Monthly
MAGAZINE SIZE	225 x 297 MM
PRINTING METHOD	Offset (Color)

CIRCULATION

13,846 copies every month*

READERSHIP

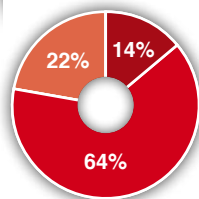
64,000**

*OJD July 14-June 15

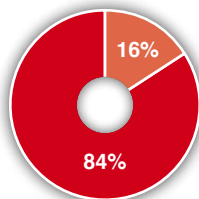
**EGM 3rd wave 2015



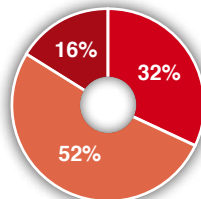
*"The most complete
MTB magazine"*



AGE



READER PROFILE



SOCIAL CLASS

■ From 14 - 24
■ From 25 - 44
■ From 45 +

■ Women
■ Men

■ A - B
■ C1
■ Other

OUR READERS

Men and women who are passionate cycling fans with interest in personal care, sportswear and sport equipment. Mainly men but with an increasing female public who finds in Bikes World an editorial offer non-existent in other magazines. Readers conc in novelties, both affordable and premium bikes. Professional cyclists who live in the residential areas of the big cities, with great presence in high and medium-high social classes, searching for advice to buy the proper bike.

EDITORIAL CONTENT

Bikes World is the closest magazine for mountain bike enthusiasts. A complete buyer's guide that includes bikes testing, equipment and accessories affordable for all audiences and budgets, without forgetting premium products. Furthermore, the magazine is a practical training manual with activities for all mountain bikes lovers.



DISPLAY ADVERTISING

	Dimensions mm	€
Inside Page	(225 x 297)	4,385
First Odd Page	(225 x 297)	5,290
Second Odd Page	(225 x 297)	5,050
Third Odd Page	(225 x 297)	4,830
Outside Back Cover	(225 x 297)	5,975
Inside Front Cover	(225 x 297)	5,395
Inside Back Cover	(225 x 297)	5,025
Double Page Spread		8,665
1 st Double Page Spread	(450 x 297)	9,765
1/2 page	(225 x 148,5) (112,5 x 297)	2,730
1/3 Page	(75 x 297) (225 x 99)	2,235
1/4 Page	(56,25 x 297) (225 x 74,25)	1,775
Double 1/2 Page	(450 x 148,5)	5,380



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GUARANTEED PREMIUM POSITIONS:
+20% surcharge.

AD BOOKING DEADLINE:
e.g. 10th of previous month to publication

CANCELLATIONS:
minimum of at least 30 days advance notice, in writing, prior to publication date.

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