



MEDIA INFORMATION 2019

bikes WORLD

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

CIRCULATION

9,808 copies every month*

READERSHIP

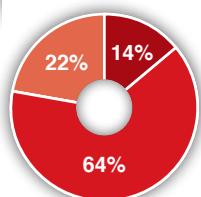
88,000**

*OJD July 17-June 18

**EGM 3rd wave 2018

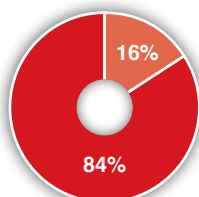


“The most complete MTB magazine”



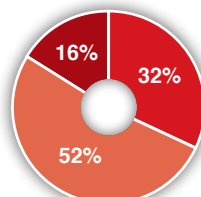
AGE

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



READER PROFILE

- Women
- Men



SOCIAL CLASS

- A - B
- C1
- Other

Source: Publisher's own data

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)	4,515
First Odd Page	(225 x 297)	5,450
Second Odd Page	(225 x 297)	5,200
Third Odd Page	(225 x 297)	4,975
Outside Back Cover	(225 x 297)	6,155
Inside Front Cover	(225 x 297)	5,540
Inside Back Cover	(225 x 297)	5,175
Double Page Spread		8,925
1 st Double Page Spread	(450 x 297)	10,060
1/2 page	(225 x 148,5) (112,5 x 297)	2,810
1/3 Page	(75 x 297) (225 x 99)	2,300
1/4 Page	(56,25 x 297) (225 x 74,25)	1,830
Double 1/2 Page	(450 x 148,5)	5,545



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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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Taxes not included