



MEDIA INFORMATION 2017

ciclista

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

CIRCULATION

8,552 copies every month*

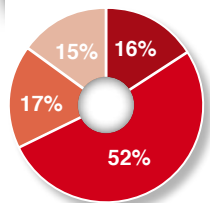
AUDIENCIA

71,000

Source: Publisher's own data

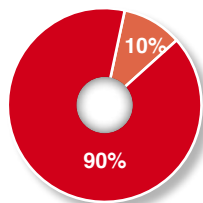


"Road cycling for everyone"



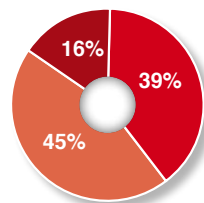
AGE

- From 14 - 24
- From 25 - 44
- From 45-54
- From 55 +



PERFIL LECTOR

- Women
- Men



CLASE SOCIAL

- A - B
- C1
- Other

Source: Publisher's own data

OUR READERS

Cyclists, men and women, passionate fans with constant interest in improving their performance, market novelties and the best competition. Ciclista is focused on readers who look for the best and most useful information of cycling sector, from those who want to change their bikes or equipment (with a high purchasing power) to those who would like enhance abilities in their routes, following specific techniques, training or nutrition.

EDITORIAL CONTENT

We offer a magazine focused on the product and the user. Although we don't forget the most relevant national and international competitions, our target is the final user, who has interest in upgrading his bicycle and accessories (equipment, sportswear, etc.). We offer the most complete bicycle tests and reviews, reports and articles full of useful information, and the most interesting and comprehensive dossiers. We also pay attention to bicycle touring with a specific section about this growing modality.



DISPLAY ADVERTISING

	Dimensions mm	€
Inside Page	(225x297)	4,385
Double Page Spread	(450x297)	8,665
Outside Back Cover	(225x297)	5,975
Inside Front Cover	(225x297)	5,395
Inside Back Cover	(225x297)	5,025
1/2 page	(225x148,5)	2,730
1/4 Page	(225x74,25)	1,775



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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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