



MEDIA INFORMATION 2020

ciclista

COVER PRICE	2,95 €
FREQUENCY	Biannual
MAGAZINE SIZE	225 x 297 MM
PRINTING METHOD	Offset (Color)

"Road cycling for everyone"

CIRCULATION

60,000 copies

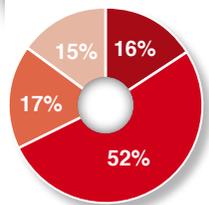


OUR READERS

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.

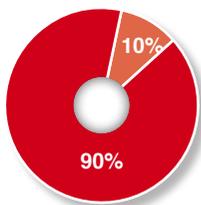
EDITORIAL CONTENT

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.



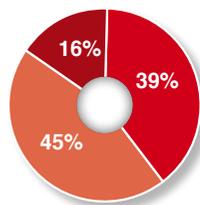
AGE

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



READER PROFILE

- Women
- Men



SOCIAL CLASS

- A - B
- C1
- Other

Source: Publisher's own data



DISPLAY ADVERTISING

	Dimensions mm	€
Inside Page	(225x297)	4,515
Double Page Spread	(450x297)	8,925
Outside Back Cover	(225x297)	6,155
Inside Front Cover	(225x297)	5,540
Inside Back Cover	(225x297)	5,1725
1/2 page	(225x148,5)	2,810
1/4 Page	(225x74,25)	1,830



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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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