



## MEDIACARD | 2021



Information about  
BIKE explorer



Online magazines  
& website



Publication dates and  
promotional possibilities



Exclusive  
options

### BIKE EXPLORER

*BIKE explorer* is the new magazine in the Netherlands and Belgium for recreative and adventurous cyclists. Distribution is 4x a year in print (circulation 10.000 copies) and as online magazine via subscribers, newsstand sales and through our cooperation partners. *BIKE explorer* is a specific special interest magazine for cyclists who want just that little bit more. 'Explorer' indicates the mindset of the title, inspiration, information and advice. The focus point to each article or column will be 'exploring': new (-s), discovery, perception, experience.

### THE BIKE

*BIKE explorer* does not focus on a specific type of bicycle, so in the magazine come across city-, tour-, mountain bike-, racing- and gravel bikes. Whether or not in an E-version. Obviously the magazine pays ample attention to the latest models and accessories. Every issue brings news, product information, tests and fun prize draws.

### THE DESTINATIONS

*BIKE explorer* wants to inspire the reader to explore the surroundings close to home, but also in countries surrounding us. The articles focus on the most beautiful areas in the Netherlands, Belgium and Germany. Of course we also are open minded to areas a little further away, such as Northern Italy, Austria, Switzerland, Luxembourg, France. The cycling areas in these European countries are the core of *BIKE explorer*. This doesn't mean that the editors will ignore a beautiful region in one of the other countries in Europe, such as Portugal, Spain, Italy (rest), UK, Ireland, Norway, Sweden or Denmark. Obviously a world cyclist also publishes his or her story about a cycling trip outside Europe.

### TARGET GROUP

The reader of *BIKE explorer* lives in the Netherlands or in Flanders and is a **recreational cyclist** with cycling as his primary hobby. He/she spends a lot of time on this in his/her spare time, weekends and holidays. For our readers, the bicycle is synonymous with adventure, discovery and freedom. They like to go out alone, with a partner, family or friends to enjoy these experiences. Active, recreational and enjoyment are paramount. The readers of *BIKE explorer* spend the necessary time and money on the maintenance of the bicycle. Tips for maintenance, accessories and all products that contribute to comfort and enjoy the hobby even more are welcome. Our readers can be found in all layers of society, with the common denominator that they like to be on the road a lot and discover new areas, routes and hotspots by bike and are happy to clear funds for this.



#### PRINT

Publication frequency	Circulation	Readers per issue
<b>4 x</b>	<b>10.000</b>	<b>21.000</b>

#### ONLINE

Website	Facebook followers	Reach Online Magazine
<b>3.000</b>	<b>3.000</b>	<b>200.000</b>



**Title** BIKE explorer  
**Subtitle** Magazine for adventurous cyclists.  
**Publisher** Virtumedia B.V.  
**Frequency of appearance** 4 x a year  
**Subscription price** € 24,95 a year

### TECHNICAL DATA

**Printing process** offset  
**Paper type** *Interiour* 100 gr wood free silk MC  
*Cover* 170 gr wood free silk MC  
**Trim size** 215 mm x 280 mm  
**Type area** 190 x 250,5 mm

### ADVERTISEMENTS AND PRICES

Size	w x h in mm	Rates *
1/1 page	215 x 280**	€ 950,-
1/2 page portrait	92,5 x 250,5	€ 500,-
1/2 page landscape	190 x 121	€ 500,-
1/4 page portrait	92,5 x 121	€ 300,-
1/8 page portrait	92,5 x 58	€ 150,-

\* All prices VAT excluded. \*\* Please allow 5 mm for clean cut.

### BIKE EXPLORER ONLINE

By default, an online edition also appears next to each print edition. Content is selected from each part of the magazine so the digital magazine is a representation of the print issue. In addition to the infotorials of partners, also advertisements are added. These digital issues are also offered to subscribers and selectively distributed in the target group 'as an introduction' for extra reach and for subscriber acquisition.

**Reach** 200,000 through social media and own website/newsletter

### ADDITIONAL RATES

Rates for specials, inserts, attachments or advertorials: on request

**Page IV cover** +20%  
**Preferred placement** +10%

### SUBMISSION GUIDELINES

Delivery of digital advertising material as a certified PDF, 300 dpi true scale (or Adobe InDesign, EPS or TIFF). Full-colour adds in CMYK. Do not include Crop Marks. Embed fonts or transfer into lettercontours. All ads need to be delivered print-ready. Prices are exclusive of VAT. Submit to: [traffic@virtumedia.nl](mailto:traffic@virtumedia.nl) (stating title and edition number).

### PUBLICATION DATES 2021

Issue	Publication date	Submission date
1	28 May	07 May
2	08 July	11 June
3	27 August	06 August
1 (2022)	07 January 2022	08 December

### CONTACT

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**Published by** Virtùmedia B.V.

## BANNERS

Type	w x h in pixels	Rates *
Banner	300 x 100 <i>(max. 30 KB)</i>	€ 250,- per month
Rectangle	300 x 250 <i>(max. 30 KB)</i>	€ 425,- per month
Leaderboard	728 x 90 <i>(max. 50 KB)</i>	€ 575,- per month

\* All prices VAT excluded. Appearance all pages.

## OTHER ADVERTISEMENTS POSSIBILITIES

### E-MAIL NEWSLETTER

Item in the e-mail newsletter. Submit:

- 60 words + link
- A royalty-free landscape image of 550 pixels wide.

**Price:** € 100,-

### ONLINE ADVERTORIAL

Online advertorial has 200 to 400 words:

**Price:** € 350,-

In case our editors write the text:

**Price:** € 75,-

Prices VAT excluded.

## SUBMISSION GUIDELINES

Delivery of banners in 72dpi as jpg, gif, png (flash only after prior consultation). Delivery in the correct file size with the link to which the banner or button should refer. We use a carousel

system in case of a wide range of banners. Acceptance of assignments and placement of banners is at the discretion of the publisher. All online advertisements must be delivered at least one week before the agreed placement date via: **traffic@virtumedia.nl** (stating title of website and placement period) as a separate attachment in the e-mail, preferably as a zip file.

## CONTACT

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BIKE explorer is part of: Virtùmedia B.V.

[www.bikeexplorer.nl](http://www.bikeexplorer.nl)

[www.virtumedia.nl](http://www.virtumedia.nl)



*Our general terms and conditions apply at all times..*

<https://virtumedia.nl/algemene-advertentievoorwaarden>

