



MEDIACARD | 2025

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BIKE EXPLORER

BIKE explorer is the magazine in the Netherlands and Belgium for recreative and adventurous cyclists. Distribution is 6x a year and the publications are distributed as a print and/or digital magazine to subscribers and via newstand sales (only print), social media and via social media and cooperation partners. 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 reviews. The focus of each article or column will be 'exploring': new (-s), discovery, perception, experience.

The first edition of 2025 will become a higher distribution and therefore reach to 50,000 outdoor-fans (circulation of 25,000 copies). This -special- edition is published in cooperation with our 'sister'-publication *Bergen- en Wandelmagazine*. The magazine will be distributed to visitors of the *Fiets- en Wandelbeurs* in Netherlands and Flanders in February 2025.

THE BIKE

BIKE explorer does not focus on a specific type of bicycle; The magazine addresses (travel-)stories, materials and topics related to 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 presents news, product information, tests and other 'need or nice to know' information.

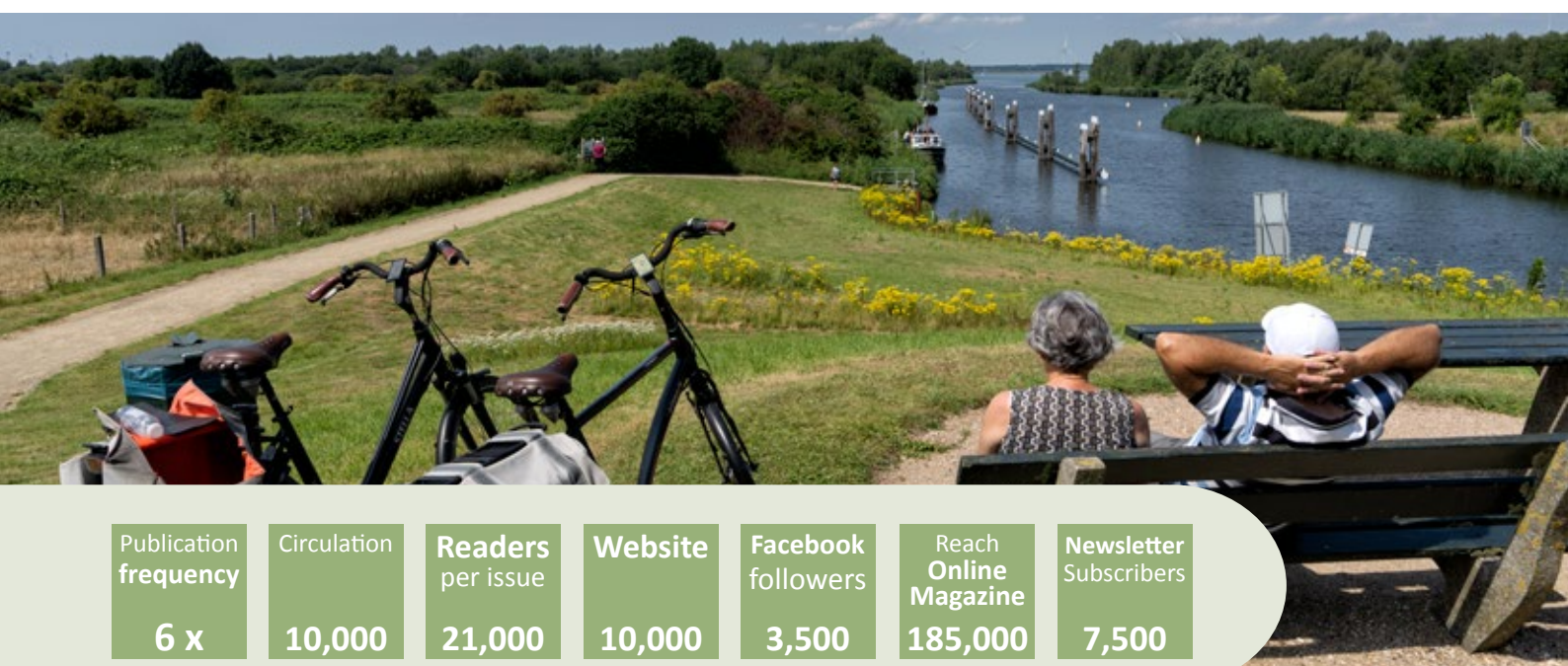
THE DESTINATIONS

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, Germany and areas a little further away, such as Northern Italy, Austria, Switzerland, Luxembourg, France, Spain or Portugal. The cycling destinations and routes in these European countries are the core of *BIKE explorer*. This doesn't mean

that the editors will ignore other countries in Europe, such as Italy (rest), UK, Ireland, Norway, Sweden or Denmark. Occasionally travel- or event stories outside Europe are included. In particular in those editions published outside Spring/Summer-season.

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 enjoyment of their hobby are welcome even more. 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 spend available budgets on these (new) adventures and experiences.



Publication frequency	Circulation	Readers per issue	Website	Facebook followers	Reach Online Magazine	Newsletter Subscribers
6 x	10,000	21,000	10,000	3,500	185,000	7,500

Title	BIKE <i>explorer</i>
Subtitle	Magazine for adventurous cyclists.
Publisher	Virtumedia B.V.
Frequency of appearance	6 x a year
Subscription price	€ 32,45 a year

TECHNICAL DATA

Printing process	offset
Paper type	<i>Interior</i> 90 gram wood free silk MC <i>Cover</i> 150 gram 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

All editions are anyway published as a digital magazine and distributed either in the same publication interval of the respective print edition or independently. These digital editions are also offered to subscribers and selectively distributed in the target group 'as an introduction' for extra reach and for subscriber acquisition.

Reach 185,000. Promotions and distribution via website, newsletter, social media.

DELIVERY SPECIFICATIONS ONLINE MAGAZINE

- Minimum 300 words plus headline.
- At least 1 landscape photo (rights free) of at least 2,000 pixels wide, supplied as jpg or png. More photos allowed.
- Link to the website, possibly with other contact details.
- Optional: Video via YouTube and Vimeo, clips via Soundcloud or other embed codes.
- Submit text in Microsoft Word.

ADDITIONAL RATES

Rates for specials, inserts or advertorials:
on request

Page IV cover	+20%
Preferred placement	+10%

SUBMISSION GUIDELINES

Delivery of digital advertising material as a certified PDF, minimal 200 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 (stating title and edition number).

PUBLICATION DATES 2025

Issue	Publication date	Submission date
1*	07 February	09 January
2	11 April	13 March
3	23 May	23 April
4	28 June	30 May
5	29 August	31 July
6**	03 October	01 September

* Special (Fiets & Wandelbeurs)

** Digital edition

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BANNERS

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

* All prices: VAT excluded.

OTHER OPTIONS

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 demand exceeds our supply and deliver facilities. 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

www.virtumedia.nl



Our general terms and conditions apply at all times..

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

