

# BIKE AND WALKINGFAIR 2025

## EDITION WANDELMAGAZINE/BIKE EXPLORER

Reach out to cyclists and hikers during the bike and walking fairs of 2025

14 TO 16  
FEBRUARY  
2025  
UTRECHT

1 AND 2  
MARCH  
2025  
GHENT



### MEDIAKIT | 2025



● All information about the combined issue

● Publication dates and promotional opportunities

● Overview of all advertising formats and prices

● Exclusive options





The Jaarbeurs Utrecht and the Flanders Expo Ghent will once again welcome nearly 50,000 visitors mid-February and beginning of March, for the two editions of the *Fiets en Wandelbeurs* (Bike and Walkingfair). At the two events, visitors can submerge themselves in the world of cycling, walking, traveling, and the equipment that gets involved with those activities.

Just like last year's event, Wandel magazine and Bike explorer are media partners, and a special joint double issue of Wandel magazine and Bike explorer will be released exclusively for the fair. With a one-time circulation of 25,000 copies, we will send this combined issue to all subscribers of both magazines and make it available at the event and for individual purchase. When purchasing their ticket, all visitors can indicate whether they want to receive the special issue!

For the event, we are also releasing a digital magazine that allows interactive engagement with partners and visitors. In total, our reach consists of 150,000 cyclists and hikers with this special edition. Through channels such as our websites, newsletters, and the social media of the Fiets en Wandelbeurs, Wandel magazine, and Bike Explorer, we distribute this online magazine to your target audience.

## ADVERTISEMENT DEALS AND PRICES

### DEAL 1

<b>Size</b>	<b>w x h in mm</b>
4/1 pages	2x 430 x 280 **
<b>+ Advertorial in online event magazine</b>	
Media value € 4.295,-	Event offer € 2.850,- *

### DEAL 2

<b>Size</b>	<b>w x h in mm</b>
2/1 pages	430 x 280 **
<b>+ Advertorial in online event magazine</b>	
Media value € 2.395,-	Event offer € 1.795,- *

### DEAL 3

<b>Size</b>	<b>w x h in mm</b>
1/1 page	215 x 280 **
<b>+ Advertorial in online event magazine</b>	
Media value € 1.445,-	Event offer € 1.095,- *

### DEAL 4

<b>Size</b>	<b>w x h in mm</b>
1/2 page landscape	190 x 121
<b>+ Advertorial in online event magazine</b>	
Media value € 795,-	Event offer € 645,- *

### DEAL 5

<b>Size</b>	<b>w x h in mm</b>
1/4 page portrait	92,5 x 121
<b>+ Advertorial in online event magazine</b>	
Media value € 595,-	Event offer € 520,- *

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

## SUBMISSION OF MATERIAL FOR PRINT MAGAZINE

Submit digital advertising material as a certified PDF, 300 dpi (or Adobe InDesign, EPS, or TIFF). When using colour advertisements, ensure that you do not use RGB colours or add spot colours alongside full colour. Use only CMYK colors. Prices are exclusive of VAT. For further questions about submitting material, contact [traffic@virtumedia.nl](mailto:traffic@virtumedia.nl).

## SUBMISSION SPECIFICATIONS FOR ONLINE MAGAZINE

- Text: 400 words submitted in a Word document
- Photo(s): a high-resolution landscape photo (2000x1600 pixels)
- Video links: YouTube or Vimeo

For further questions about submitting material, [traffic@virtumedia.nl](mailto:traffic@virtumedia.nl).

## PUBLICATION DATES 2025

Issue	Publication date	Submission date
Print magazine	07 February	09 January
Online Magazine	07 February	22 January

## CONTACT US

*Klaartje Grol*  
sales  
T +31 (0) 30 - 692 06 77  
E [kgrol@virtumedia.nl](mailto:kgrol@virtumedia.nl)

*Bert de Vries*  
sales  
T +31 (0) 30 - 691 33 12  
E [bdevries@virtumedia.nl](mailto:bdevries@virtumedia.nl)

*Adri Ulfman*  
(content-)partnerships  
T +31 (0)6 - 518 275 86  
E [adri.ulfman@bikeexplorer.nl](mailto:adri.ulfman@bikeexplorer.nl)



## BIKE AND WALKINGFAIR MAGAZINE

Print run	Reader outreach	Outreach online magazine
25,000	50,000	100,000