



NOW WITH DOUBLE CIRCULATION!

MOTORRAD

Bike



Media kit 2020

THE LEADING MOTORCYCLE MEDIA IN SCANDINAVIA

– A combination of Motorrad and Bike, double circulation!

Motorrad Nordic has once again a very strong grip of the motorcycle world.

On February 28, 2019, history was written when Motorrad Nordic bought Bike magazine in Finland, Sweden and Norway.

Instead of continuing to publish two magazines separately, we merged the two magazines into one:

"Bike powered by Motorrad", when combined, doubles the edition and gives you as an advertiser unparalleled visibility both in Sweden and in the other Nordic countries.

As an advertiser, this merger is a tremendous advantage for you, because you are now reaching out to considerably more potential customers in much more cost-effective way.

MARKETING IN ALL FOUR NORDIC COUNTRIES



Sweden



Norway



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MOTORRAD NORDIC AB

Ormbergvägen 4, 117 67 Stockholm
Sweden



Finland

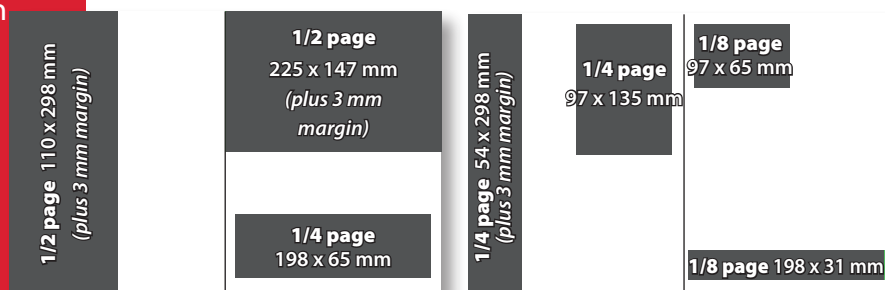


Denmark

Advertisement, sizes and rates

1/1 page, back cover	225 x 298 mm (+3 mm)	2 990 €
2/1-page, spread	450 x 298 mm (+3 mm)	3 590 €
1/1-page, inside cover	225 x 298 mm (+3 mm)	2 890 €
1/1-page	225 x 298 mm (+3 mm)	2 790 €
1/2-page vertical	97 x 274 mm (printing area)	1 590 €
1/2-page horizontal	198 x 135 mm (printing area)	1 590 €
1/4-page	97 x 135 mm (printing area)	890 €
1/4-page horizontal	198 x 65 mm (printing area)	890 €
1/4-page vertical	46 x 274 mm (printing area)	890 €
1/8-page	97 x 65 mm (printing area)	590 €
1/8-page horizontal	198 x 31 mm (printing area)	590 €

Please note! Margins: Add 3 mm margins to all advertisements on the border of a page.
If you need help in making your advertisement, don't hesitate to contact Linus.



All Bike/Motorrad are available in digital form, as example for iPad.



Publication dates

Issue	Material	Published
Bike nr 1-2020 campaign issue	25 November 2019	12 December 2019
Bike MC-Cathalouge 2020	11 December 2019	7 January 2020
Bike nr 2 Theme Offroad	27 January 2020	13 February 2020
Bike nr 3	24 February 2020	12 March 2020
Bike Touring Special 2	9 March 2020	26 March 2020
Bike nr 4	23 March 2020	9 April 2020
Bike nr 5	17 April 2020	7 May 2020
Bike Touring Special 3	30 April 2020	20 May 2020
Bike nr 6 Theme Offroad	15 May 2020	4 June 2020
Bike nr 7	12 June 2020	2 July 2020
Bike nr 8 Theme Offroad	13 July 2020	30 July 2020
Mot Bike orrad nr 9	7 September 2020	24 September 2020
Bike nr 10 Theme Offroad	26 October 2020	12 November 2020
Bike nr 1-2020 campaign issue	23 November 2020	10 December 2020



BIKE

ONLINE

Bike powered by Motorrad can also be found in digital form and it can be read on computers, tablets and smartphones.

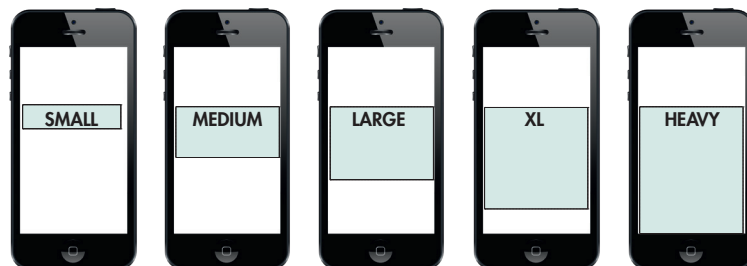
www.bike.se/fi/no and motorrad.dk websites offers several possibilities and different size banners to advertise your products, services, events and campaigns. Our popular website bike.se is visited monthly by over 140 000 visitors.

Banner advertisement on www.bike.se

1. Wallpaper 1911x905 picture only outside the homepage 1 vecka 1 500 €	4. Right column 250 x 360 pixels CPM 15
2. Panorama Top wide 980 x 240 pixels CPM 20	5. Right column 250 x 250 pixels CPM 10
3. Banner after first news 600 x 300 pixels CPM 15	6. Left column 200 x 200 pixels CPM 10
3. Video banner 600 x 300 pixels CPM 20	7. Left column 200 x 200 pixels CPM 7

www.bike.se – mobile

	Format	Max. kB	Price
SMALL	320x80	70kB	CPM 7
MEDIUM	320x160	70kB	CPM 10
LARGE	320x230	70kB	CPM 13
XL	320x320	70kB	CPM 16
HEAVY	320x400	70kB	CPM 20



THE LEADING MOTORCYCLE MEDIA IN SCANDINAVIA ALSO ON THE INTERNET

– A combination of Motorrad and Bike gives more than double views!

Bike powered by Motorrad has the strongest motorcycle websites in Sweden, Finland, Norway and Denmark.

Thanks to a state-of-the-art adserver we can offer you a guaranteed number of views, in any of the four Nordic countries, or even smaller target areas in each country. Our adserver can handle any kind of material, including HTML5 and video-banners.

After your campaign we can deliver you a full report of views and clickrate.

The total capacity of the Bike powered by Motorrad websites in Scandinavia is more than 14 million views!



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