



THE LEADING MOTORCYCLE MEDIA IN SCANDINAVIA

– Strongest on print as well as Internet!

After several years of acquisitions and organic growth, Bike has become the leading motorcycle media in Scandinavia and the natural partner for the motorcycle industry.

During the summer of 2023, Motorrad Nordic AB also acquired the popular titles with broad content: Allt om MC* in Sweden and MC-avis* in Norway, which makes us the dominant publisher in Scandinavia.

Bike and Allt om MC in Scandinavia can provide you with the best business cooperation with a minimum effort and class leading results.

One contact – one Scandinavia!

Sincerely

Linus Bankler

Simone gives you an offer for all nordic countries.



Linus Bankler
Sales contact person for
whole Scandinavia

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"The titles means "Everything about motorcycles", and "Motorcycle magazine".

Media Kit 2024



Strongest motorcycle magazines in Scandinavia

48 issues per year in four languages, 444 000 readers

6 websites in four languages, 13 million views



Sweden



Norway



Finland



Denmark



Sweden



Established reader base
throughout the Nordic region

Sweden

110 000
+ 110 000
(Allt om MC)

Norway

90 000

Finland

85 000

Denmark

49 000

In total
334 000
readers

444 000
incl.
Allt om MC



Advertisement, sizes and rates

2/1-page, spread	450 x 298 mm (+3 mm)	3 590 €
1/1 page, back cover	225 x 298 mm (+3 mm)	2 990 €
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 €

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

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



Linus gives you an offer for all nordic countries.

SPORTHOJ.COM

More than 10 million views per year, and more than 80.000 mc-interested members. 1,8 million users visited 2023, of them 52,2 % new visitors.

BIKE

Bike.se/no/fi and bikepbm.dk has hundreds of thousands of visitor per year. Interesting to see that of these 49,3 % are new visitors.

Allt om MC

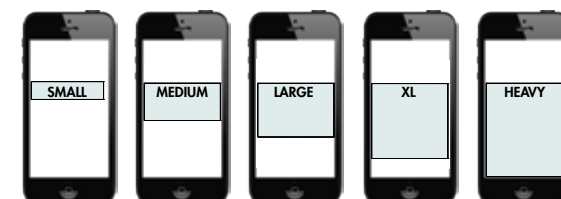
In addition alltommc.se is a leading website for streetbikes, custom built and lifestyle bikes, along with choppers, retro and classic.bikes.

On all websites we offer banner places, everything from wallpapers, banners to video banners. We also offer mobile banners in five different sizes, as well as newsletters to members on the websites, where you can of course join, with your message.

Self-produced, sponsored articles are also popular.

Mobile banners sizes

	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



Publication dates

Issue	Material	Bike Sweden	Bike Norway/Finland	Allt om MC	Bike Denmark
Bike/Allt om MC 10-2023	1 Nov 2023	16 Nov 2023	23 Nov 2023	23 Nov 2023	–
Bike/Allt om MC 1-2024	29 Nov 2023	14 Dec 2023	21 Dec 2023	21 Dec 2023	–
Catalogue 2024 special issue	26 Dec/23 Jan	11 Jan 2024	1 Feb 2024	–	–
Bike/Allt om MC 2-2024	17 Jan 2024	1 Feb 2024	15 Feb/26 Jan	22 Feb 2024	–
Bike Denmark 1-2024	15 Jan 2024	–	–	–	1 Feb 2024
Bike/Allt om MC 3-2024	22 Feb 2024	7 March 2024	14 March 2024	21 March 2024	–
Bike/Allt om MC 4-2024	20 March 2024	4 April 2024	11 April 2024	18 April 2024	–
Bike Denmark 2-2024	18 March 2024				4 April 2024
Bike/Allt om MC 5-2024	17 April 2024	2 May 2024	9 May 2024	16 May 2024	–
Bike/Allt om MC 6-2024	15 May 2024	30 May 2024	6 June 2024	13 June 2024	–
Bike Denmark 3-2024	13 May 2024				30 May 2024
Bike/Allt om MC 7-2024	12 June 2024	27 June 2024	4 July 2024	11 July 2024	–
Bike/Allt om MC 8-2024	10 July 2024	25 July 2024	1 Aug 2024	8 Aug 2024	–
Bike Denmark 4-2024	15 July 2024				1 Aug 2024
Bike/Allt om MC 9-2024	11 Sept 2024	26 Sept 2024	3 Oct 2024	10 Oct 2024	–
Bike Denmark 5-2024	16 Sept 2024				3 Oct 2024
Bike/Allt om MC 10-2024	23 Oct 2024	7 Nov 2024	14 Nov 2024	21 Nov 2024	–
Bike Denmark 6-2024	11 Nov 2024				28 Nov 2024
Bike/Allt om MC 1-2025	20 Nov 2024	5 Dec 2024	12 Dec 2024	19 Dec 2024	–

Desktop banners

- Wallpaper**
1911x905 picture only outside the homepage
1 week 1 500 €
- Panorama**
Top wide 1200 x 240 pixels
CPM 10 €
- Mid banner**
795 x 300 pixels
CPM 8 €
- Video banner**
795 x 300 pixels
CPM 10 €
- Right column**
300 x 300 pixels
CPM 5 €
- Right column**
300 x 600 pixels
CPM 8 €

www.bike.se, www.bike.no, www.bike.fi
www.bikepbm.dk, www.alltommc.se
www.sporthoj.com