

BIKE MOTORRAD

ADVERTISING 2019

MAGAZINE PRICE AND FORMAT

Format	Price NOK
Spread	28 300,-
1/1-page	15 300,-
Cover 4 (back)	19 400,-
1/2-page	10 200,-
1/4-page	5 800,-
1/8-page	3 200,-



<p>SPREAD NOK 28 300,-</p>	<p>1/1-PAGE NOK 15 300,-</p>	<p>COVER 4 (BACK) NOK 19 400,-</p>	<p>1/2-PAGE NOK 10 200,-</p>	<p>1/4-PAGE NOK 5 800,-</p>	<p>1/8-PAGE NOK 3 200,-</p>
<p>SPREAD 450x298 mm (+ 3 mm bleed)</p>	<p>1/1 PAGE 225x298 mm (+ 3 mm bleed)</p>	<p>BACK 225x298 mm (+ 3 mm bleed)</p>	<p>1/2-PAGE HORIZONTAL Setting area: 198x135 mm Bleeding size: 225x147 mm</p> <p>1/2-PAGE VERTICAL Setting area: 97x274 mm Bleeding size: 110x298 mm</p>	<p>1/4-PAGE Setting area: 97x135 mm</p> <p>1/4-PAGE HORIZONTAL Setting area: 198x65 mm</p> <p>1/4-PAGE VERTICAL Setting area: 46x274 mm Bleeding size: 54x298 mm</p>	<p>1/8-PAGE Setting area: 97x65 mm</p> <p>1/8-PAGE HORIZONTAL Setting area: 198x31 mm</p>

MAGAZINE PUBLICATION 2019

Issue	Deadline	Publication
1 2019	27 Nov	20 Dec
2	21 Dec	24 Jan
3	31 Jan	21 Febr
4	21 March	18 Apr
5	24 April	16 May
6	21 May	13 June
7	19 June	11 July
8	18 July	8 Aug
9	12 Sept	3 Oct
10	31 Oct	21 Nov
1 2020	28 Nov	19 Dec

MAGAZINE MATERIAL

MATERIAL GUIDE

- PDF**
Print ready material must be delivered as PDF format
- Bleeding ads**
Add 3 mm bleed with cropmarks in all directions.
- 300 dpi**
Recommended image resolution 300 dpi
- CMYK**
Colors must be defined in CMYK. Images and objects in RGB or spot color will be converted by us

DELIVERY MAGAZINE

Use the unique link in your order confirmation to upload your ad or materials.

In cooperation with Picapoint.

Further delivery information:

annons@svenskamedia.se

TRAFFIC MAGAZINE

Karin Bergström

+46 (0)651 76 04 04

karin.bergstrom@svenskamedia.se

Reach out to Norway's motorcycle drivers!

CONTACT ME when you want to reach our strong target group in a cost-effective way. We'll give you the best possible offers, whether you want to advertise in the magazine or other platforms.

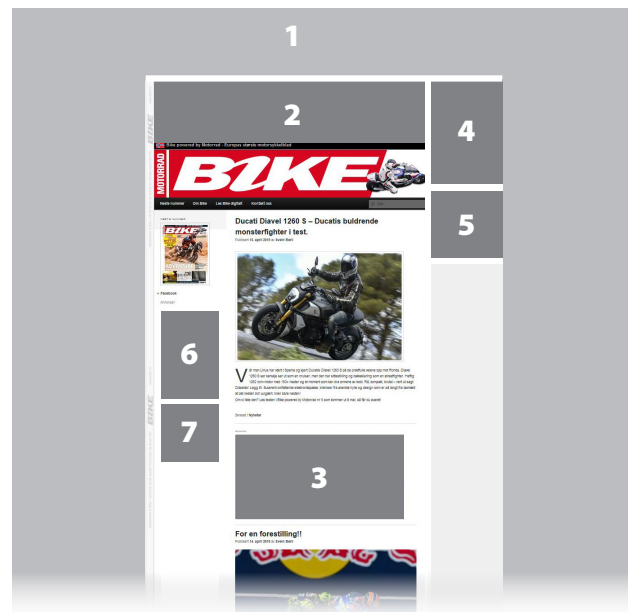
CECILIA HAST
annonseansvarlig
+46 (0)70 449 49 02
cecilia.hast@annonskraft.se



DIGITAL WWW.BIKE.NO - WEBSITE

Our website www.bike.no gives you better opportunities to customize your ads to smartphones or various tablets. For the best possible experience, we adapt the page according to the type of screen the visitor uses. The benefit to you as an advertiser is that your ad is always displayed properly on all devices.

	Format px	Share of Voice	Price/week NOK
1 WALLPAPER	1911x905		2 500,-
2 TOP BANNER	980x240	25%	4 100,-
3 CENTER BANNER	600x300	50%	3 500,-
VIDEO BANNER	600x300	50%	3 500,-
4 RIGHT	250x360	50%	1 500,-
5 RIGHT	250x250	50%	1 300,-
6 LEFT	200x300	50%	1 200,-



DIGITALT WWW.BIKE.NO - MOBILE

	Format px	Price/week NOK
MOBILE	320x230	1 900,-



MATERIAL FOR DIGITAL PLATFORMS

DELIVERY Send material for digital platforms by e-mail to: annons@svenskamedia.se
Banners in GIF, JPG, PNG, HTML5.

TRAFFIC DIGITAL PLATFORMS Emelie Hansson +46 (0)651 69 90 02, emelie.hansson@svenskamedia.se

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