

NOW WITH DOUBLE CIRCULATION!

MOTORRAD

# BIKE



# Media kit 2021

THE LEADING  
MOTORCYCLE MEDIA  
IN SCANDINAVIA

– Bike powered by Motorrad  
and MCM Classic

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

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

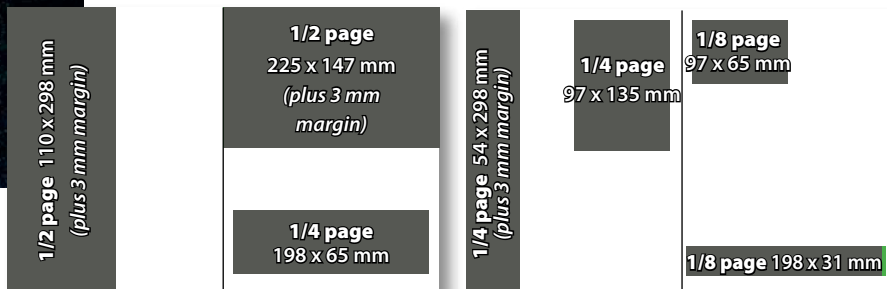
Instead of continuing to publish two magazines separately, we merged the two magazines into one.

The 15<sup>th</sup> of June 2020, we took next step by purchasing MCM-magazine and merged it with our Classic Bike-magazine. The new MCM Classic is now the leading and only lifestyle magazine for motorcycles in Scandinavia aimed for rebuilt bikes, cruisers, classics and retro bikes.

## 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 Simone.



## Publication dates

Issue	Material	Bike Sweden	Bike Norway/Finland	MCM Classic	Bike Denmark
Bike/MCM CL 10-2020	26 Oct 2020	12 Nov 2020	19 Nov 2020	19 Nov 2020	–
Bike/MCM CL 1-2021	23 Nov 2020	10 Dec 2020	17 Dec 2020	17 Dec 2020	–
Catalogue 2021 special issue	17 Dec/2 Feb	7 Jan 2021	18 Feb 2021	–	–
Bike/MCM CL 2-2021	13 Jan 2021	28 Jan 2021	28 Jan 2021	11 Feb 2021	–
Bike Denmark 1-2021	4 Jan 2021	–	–	–	4 Feb 2021
Bike/MCM CL 3-2021	10 Feb 2021	25 Feb 2021	3 March 2021	11 March 2021	–
Offroad 2021 special issue	10 March 2021	25 March 2021	–	–	–
Bike/MCM CL 4-2021	10 March 2021	25 March 2021	1 April 2021	8 April 2021	–
Bike Denmark 2-2021	22 March 2021	–	–	–	8 April 2021
Bike/MCM CL 5-2021	7 April 2021	22 April 2021	29 April 2021	6 May 2021	–
Touring 2021 special issue	5 May 2021	20 May 2021	–	–	–
Bike/MCM CL 6-2021	5 May 2021	20 May 2021	27 May 2021	3 June 2021	–
Bike Denmark 3-2021	17 May 2021	–	–	–	3 June 2021
Bike/MCM CL 7-2021	2 June 2021	17 June 2021	24 June 2021	1 July 2021	–
Bike/MCM CL 8-2021	30 June 2021	15 July 2021	22 July 2021	29 July 2021	–
Bike Denmark 4-2021	19 July 2021	–	–	–	5 Aug 2021
Bike/MCM CL 9-2021	8 Sept 2021	23 Sept 2021	30 Sept 2021	7 Oct 2021	–
Bike Denmark 5-2021	20 Sept 2021	–	–	–	7 Oct 2021
Bike/MCM CL 10-2021	27 Oct 2021	11 Nov 2021	18 Nov 2021	25 Nov 2021	–
Bike Denmark 6-2021	15 Nov 2021	–	–	–	2 Dec 2021
Bike/MCM CL 1-2022	24 Nov 2021	9 Dec 2021	12 Dec 2021	23 Dec 2021	–



## ONLINE

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

All our digital platforms offers several possibilities and different size banners to advertise your products, services, events and campaigns. Our popular websites are visited by over 2 million motorcyclists.

### Banner advertisement

- |  |  |
|--|--|
| <p><b>1. Wallpaper</b><br/>1911x905 picture only<br/>outside the homepage<br/>1 week 1 500 €</p> <p><b>2. Panorama</b><br/>Top wide 980 x 240<br/>pixels<br/>CPM 20</p> <p><b>3. Banner after first news</b><br/>600 x 300 pixels<br/>CPM 15</p> <p><b>3. Video banner</b><br/>600 x 300 pixels<br/>CPM 20</p> | <p><b>4. Right column</b><br/>250 x 360 pixels<br/>CPM 15</p> <p><b>5. Right column</b><br/>250 x 250 pixels<br/>CPM 10</p> <p><b>6. Left column</b><br/>200 x 750 pixels<br/>CPM 10</p> <p><b>7. Left column</b><br/>200 x 200 pixels<br/>CPM 7</p> |
|--|--|



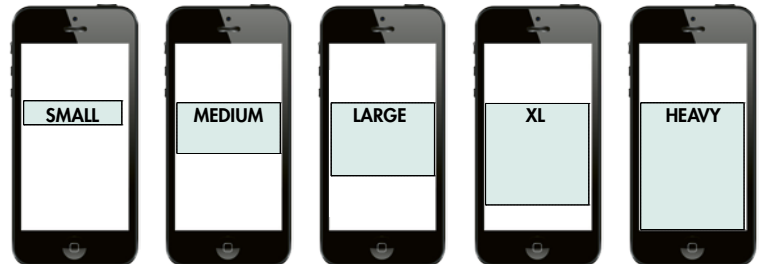
All Bike/Motorrad are available in digital form, as example for iPad.



Simone gives you an offer for all nordic countries.

### Mobile banners sizes

	Format	Max. kB	Price
<b>SMALL</b>	320x80	70kB	CPM 7
<b>MEDIUM</b>	320x160	70kB	CPM 10
<b>LARGE</b>	320x230	70kB	CPM 13
<b>XL</b>	320x320	70kB	CPM 16
<b>HEAVY</b>	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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