



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.

With an unmatched business model, we combine local content with the worlds best and most thorough tests of motorcycles, tires, parts and clothes.

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

One contact – one Scandinavia!

Sincerely

Simone Mellegaard

Simone gives you an offer for all nordic countries.



Simone Mellegaard
Sales contact person for
whole Scandinavia

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Sweden Norway Denmark Finland **MEDIA KIT 2023**



Strongest motorcycle magazines in Scandinavia

51 issues per year in four languages, 373 000 readers

6 websites in four languages, 10 million views



Sweden



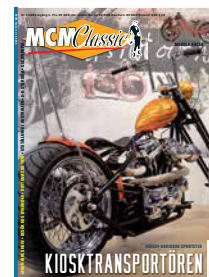
Norway



Finland



Denmark



Sweden



Established reader base
throughout the Nordic region

Sweden

110 000
+ 99 000
(MCM Classic)

Norway

49 500

Finland

86 000

Denmark

49 500

In total
274 500
readers

373 000
inkl. MCM
Classic



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 Simone.**

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



Simone gives you an offer for all nordic countries.

SPORTHOJ.COM

More than 8 million views per year, and more than 60.000 mc-interested members. 1,8 million users visited 2021, of them 48,8 % new visitors.

Bike

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

MCM Classic

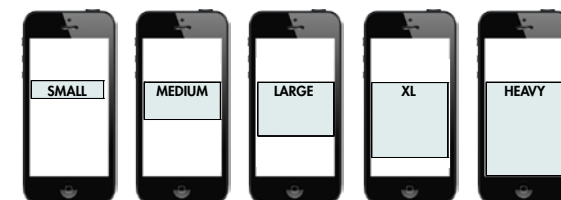
In addition mcmclassic.se is the leading website for custom built and lifestyle bikes, along with choppers, retro and classic bikes.

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	MCM Classic	Bike Denmark
Bike/MCM Classic 10-2022	24 Oct 2022	10 Nov 2022	17 Nov 2022	24 Nov 2022	–
Bike/MCM Classic 1-2023	21 Nov 2022	8 Dec 2022	15 Dec 2022	22 Dec 2022	–
Catalogue 2023 special issue	16 Dec/31 Jan	12 Jan 2023	16 Feb 2023	–	–
Bike/MCM Classic 2-2023	11 Jan 2023	26 Jan 2023	2 Feb/26 Jan	9 Feb 2023	–
Bike Denmark 1-2023	16 Jan 2023	–	–	–	2 Feb 2023
Bike/MCM Classic 3-2023	14 Feb 2023	2 March 2023	9 March 2023	9 March 2023	–
Offroad 2023 special issue	8 March 2023	23 March 2023	–	–	–
Bike/MCM Classic 4-2023	14 March 2023	30 March 2023	6 April 2023	6 April 2023	–
Bike Denmark 2-2023	17 March 2023	–	–	–	6 April 2023
Bike/MCM Classic 5-2023	11 April 2023	27 April 2023	4 May 2023	4 May 2023	–
Touring 2023 special issue	3 May 2023	17 May 2023	–	–	–
Bike/MCM Classic 6-2023	9 May 2023	25 May 2023	1 June 2023	1 June 2023	–
Bike Denmark 3-2023	12 May 2023	–	–	–	1 June 2023
Bike/MCM Classic 7-2023	6 June 2023	22 June 2023	29 June 2023	29 June 2023	–
Bike/MCM Classic 8-2023	4 July 2023	20 July 2023	27 July 2023	27 July 2023	–
Bike Denmark 4-2023	14 July 2023	–	–	–	3 Aug 2023
Bike/MCM Classic 9-2023	12 Sept 2023	28 Sept 2023	5 Oct 2023	5 Oct 2023	–
Bike Denmark 5-2023	15 Sept 2023	–	–	–	5 Oct 2023
Bike/MCM Classic 10-2023	31 Oct 2023	16 Nov 2023	23 Nov 2023	23 Nov 2023	–
Bike Denmark 6-2023	10 Nov 2023	–	–	–	30 Nov 2023
Bike/MCM Classic 1-2024	28 Nov 2023	14 Dec 2023	21 Dec 2023	21 Dec 2023	–

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.bikebm.dk, www.mcmclassic.se
www.sportthoj.com