

MEDIA DATA 2024

Syburger
VERLAG GmbH

ONLINE



Online services for motorcyclists!



**TOUREN
FAHRER**

MOTORRAD NEWS

**Motorrad
ABENTEUER**

Motorrad Szene

**MOTORRAD
GESPANNE**

Price list valid from
January 1st, 2024

ONLINE SERVICES FOR MOTORCYCLISTS!

Many strong sites, one promise: No matter which online format you prefer, you will always reach directly your target group.



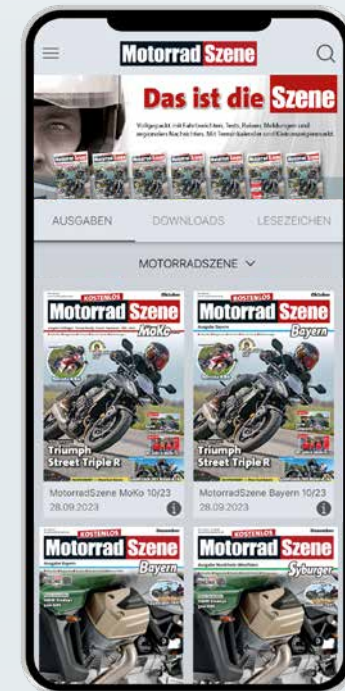
Always up-to-date!

The most relevant motorcycle news are published day for day directly for the target group. Active motorcyclists, travellers, adventurers or sidecar drivers can get their news directly into their mailbox.



Planning gorgeous tours

Motorcyclists keep always informed about the best travel destinations. We provide more than 1,000 tours and proposals, the most important motorcycle-POIs for download, motorcycle-friendly hotels and route planners – planning made easy!



E-papers of all magazines

All magazines are available as e-papers. They can be opened in a browser or in our apps. Furthermore, prior motorcycle tests, travel reports and services are available in our digital archives.

Online services for motorcyclists!





Attractive advertising environment directly in your targetgroup

Daily the best motorcycle news

Archives of our magazines
Search of products

Planning and download of tours

Your advertising opportunities:

Advertise now on **tourenfahrer.de**, **motorradnews.de**, **motorradabenteuer.de**, **motorradszene.de** and **motorrad-gespanne.de**

Improve your awareness in your relevant target group. Up-to-date motorcycle news, large editorial archives and our huge tour data base grant for the best surrounding for your advertising.



Nr.	Format	Size	Placement	Price/week	Price/month
1	Superbanner	728 x 90 Pixel	Content area of homepage*	990.- €	3,890.- €
2	Rectangle	350 x 300 Pixel	run on site	990.- €	3,890.- €
3	Small Rectangle	350 x 200 Pixel	run on site	840.- €	3,290.- €
4	Wide Skyscraper	200 x 600 Pixel	run on site plus tourenfahrer-hotels.de	2,790.- €	10,990.- €
5	Small Skyscraper	200 x 400 Pixel	run on site plus tourenfahrer-hotels.de	1,690.- €	6,790.- €

*www.tourenfahrer.de, www.motorradnews.de, www.motorradabenteuer.de, www.motorradszene.de, motorrad-gespanne.de

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MOTORRAD SZENE

MOTORRAD GESPANNE

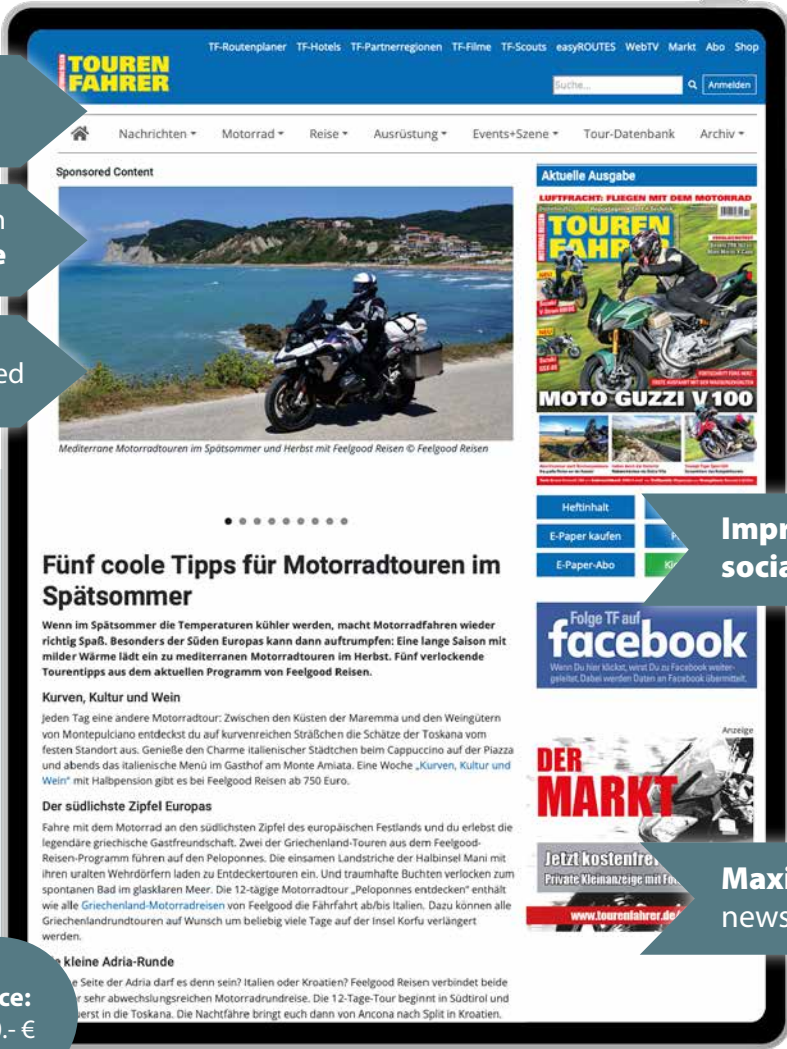
ONLINE ADVERTORIALS

- Advertorials are visible up to one year
- Four weeks best placement on the first page
- One newsletter-teaser included

Advertorials consist of approx. 300 words (2,000 characters). They may have up to ten photos and several links. The start page can be either tourenfahrer.de or motorradnews.de, motorradabenteuer.de, motorrad-szene.de or motorrad-gespanne.de.

Advertorials will be labelled. The links will be no-follow-links.

Price: 690.- €

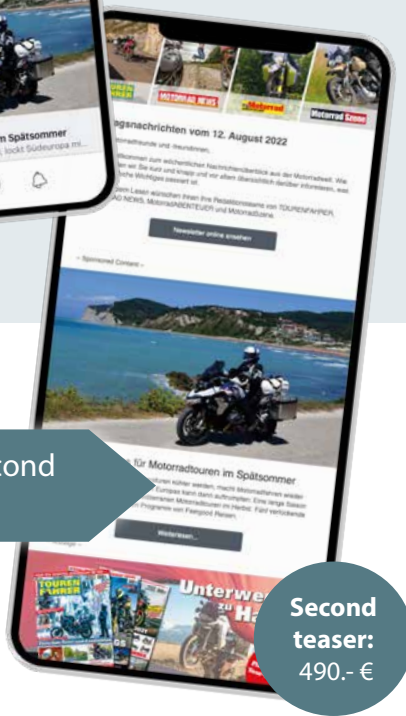


Improve your reach by social media

Maximize the attention by a second newsletter-teaser



Price: 290.- € per post



Second teaser: 490.- €

*www.tourenfahrer.de, www.motorradnews.de, www.motorradabenteuer.de, www.motorradszene.de, motorrad-gespanne.de

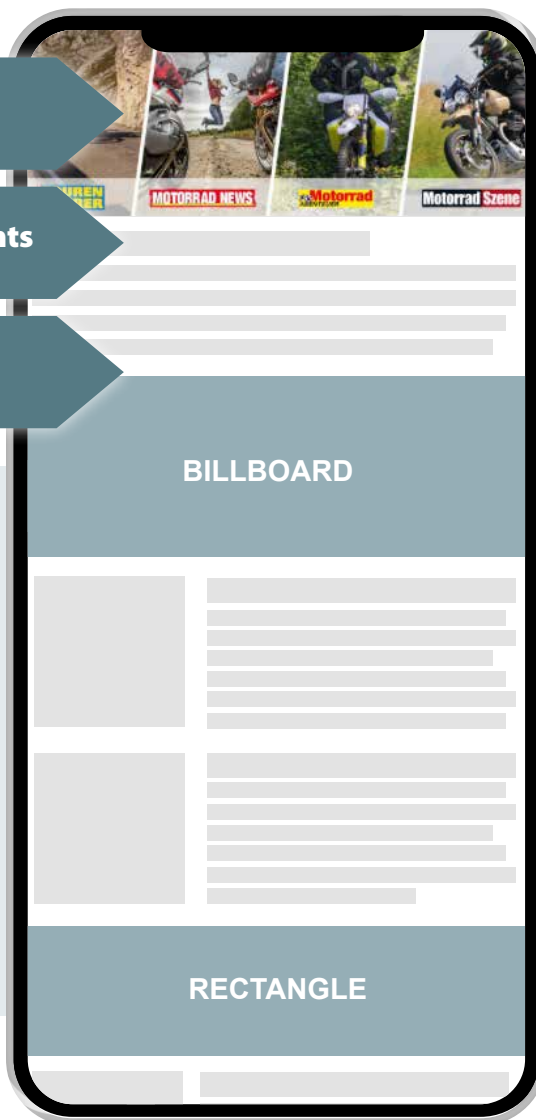
Online services for motorcyclists!



Directly in the **mailbox** of your **target group**

Approx. **15,500 recipients**

The newsletters are **optimized for mobiles**



Friday newsletter (weekly)

Up-to-date information about motorcycles, events, products, motorcycle-hotels and tours

Banner format	size	price/1 week	price/month
Billboard	1360 x 620 pixel	290.- €	990.- €
Rectangle	1360 x 500 pixel	225.- €	790.- €

TOURENFAHRER-Nachrichten (monthly)

This newsletter is published when the new edition of TOURENFAHRER is launched.

Banner format	size	price/1 week	price/year
Billboard	1360 x 620 pixel	290.- €	1,990.- €
Rectangle	1360 x 500 pixel	225.- €	1,490.- €

Your **target group** are retailers and the motorcycle industry? Then take a look at bikeundbusiness.de

Online services for motorcyclists!



TOURENFAHRER

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Motorrad Szene

MOTORRAD GESPANNE

TOURENFAHRER PARTNER AREA



Large online feature with backlinks to your site

Optional: picture galleries and download option

SEO optimization

Editorial article in TOURENFAHRER magazine



Format

Price

Online-feature plus 8 pages of advertorial in TOURENFAHRER	15,000.- €
Online-feature plus 6 pages of advertorial in TOURENFAHRER	13,000.- €
Online-feature plus 4 pages of advertorial in TOURENFAHRER	9,000.- €
Online-feature plus 2 pages of advertorial in TOURENFAHRER	7,000.- €

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Motorrad ABENTEUER

Motorrad Szene

MOTORRAD GESPANNE

Get more attention by the combination of print & online.



Publication on all our websites*

SEO optimized

Promotion in at least one newsletter



Special offer:
If you book a job advertisement in our magazine TOURENFAHRER/ MOTORRAD NEWS, the online publication can be ordered for **190.- € only**.

Price:
290.- €

Job advertisements may consist of up to 300 words / 2,000 characters. There will be a nofollow-link to your company. Mailto-links are possible as well.

runtime: four weeks

*www.tourenfahrer.de, www.motorradnews.de, www.motorradabenteuer.de, www.motorradscene.de, motorrad-gespanne.de

Online services for motorcyclists!





Rates

All prices in EURO plus the applicable VAT.



Booking

Jennifer Dörnen will be pleased to inform you about the availability of banners and advertorials. Contact details see next page.



File formats

web site: JPG, PNG, GIF, HTML5
newsletter: JPG, PNG, GIF
resolution: 72 dpi



Delivery

Please send your banner and link address for web site / newsletter or your text and photos for advertorials to: online@syburger.de
Delivery date: at least five working days prior placement



Premium service

We will be pleased to support you. Please do not hesitate to contact us if you desire support on text, photo or banner production. Prices on demand.



Questions?

Please address to:
online@syburger.de
We will answer quickly.

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Internet:
www.tourenfahrer.de
www.motorradnews.de
www.motorradabenteuer.de
www.motorradszene.de
www.motorrad-gespanne.de

Amtsgericht: Hamm, HRB 3216
VAT: DE124889523

Bank details:
IBAN DE60 4401 0046 0006 6154 62
BIC PBNKDEFF
Bank: Postbank Dortmund
Creditor ID: DE42ZZZ00000044318

Terms of payment: Payable in 8 days net after receipt of invoice.
For payment by SEPA bank collection 2% cash discount.

privacy policy: <https://ds-syb.vfmz.de>

general terms and conditions: <https://www.tourenfahrer.de/agb>

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Syburger VERLAG GmbH

Hertinger Straße 60 · 59423 Unna
ph.: +49(0)2303 98550 · Fax +49(0)2303 98559
info@syburger.de
www.tourenfahrer.de
www.motorradnews.de
www.motorradabenteuer.de
www.motorradszene.de
www.motorrad-gespanne.de

Amtsgericht Hamm · HRB 3216
Managing director: Martina Knehans

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