

MEDIA DATA 2024

Syburger
VERLAG GmbH

PRINT



Price list valid for all issues from 1 January 2024

MOTORRAD NEWS

**MOTORRAD REISER
TOUREN
FAHRER**

Motorrad Szene

**3D Motorrad
ABENTEUER**

**MOTORRAD
GESPANNE**

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Syburger VERLAG GmbH

With numerous regularly appearing motorbike publications and other special publications Syburger Verlag is one of the top publishers in the motorbike sector in Germany. Our magazines reach the entire spectrum of motorbike enthusiasts, from technology freaks and touring riders to motorbike enthusiasts with sidecars.



MOTORRAD NEWS

TOURENFAHRER

Motorrad Szene

Motorrad ABENTEUER

MOTORRAD GESPANNE

PUBLICATION DATES 2024

issue	MOTORRAD NEWS	TOURENFAHRER	MotorradSzene
1/2024	Thursday, 14.12.23	Thursday, 14.12.23	Wednesday, 03.01.24
2/2024	Thursday, 11.01.24	Thursday, 18.01.24	Thursday, 25.01.24
3/2024	Thursday, 08.02.24	Thursday, 15.02.24	Tuesday, 27.02.24
4/2024	Thursday, 07.03.24	Thursday, 21.03.24	Wednesday, 27.03.24
5/2024	Thursday, 04.04.24	Thursday, 18.04.24	Thursday, 25.04.24
6/2024	Wednesday, 08.05.24	Thursday, 16.05.24	Wednesday, 29.05.24
7/2024	Thursday, 06.06.24	Thursday, 20.06.24	Thursday, 27.06.24
8/2024	Thursday, 04.07.24	Thursday, 18.07.24	Thursday, 25.07.24
9/2024	Thursday, 01.08.24	Thursday, 15.08.24	Thursday, 29.08.24
10/2024	Thursday, 05.09.24	Thursday, 19.09.24	Thursday, 26.09.24
11/2024	Wednesday, 02.10.24	Thursday, 17.10.24	Wednesday, 30.10.24
12/2024	Thursday, 07.11.24	Thursday, 21.11.24	Thursday, 28.11.24
1/2025	Thursday, 05.12.24	Thursday, 19.12.24	Friday, 03.01.25

issue	Motorrad ABENTEUER
Dec. '23/Jan. '24	Thursday, 16.11.23
Feb./March 2024	Thursday, 11.01.24
April/May 2024	Thursday, 14.03.24
June/July 2024	Wednesday, 08.05.24
Aug./Sept. 2024	Thursday, 11.07.24
Oct. /Nov. 2024	Thursday, 12.09.24
Dec. '24 /Jan. '25	Thursday, 14.11.24
Feb./March 2025	Thursday, 09.01.25

issue	MOTORRAD-GESPANNE
Jan./Feb. 2024	Thursday, 21.12.23
March/April 2024	Thursday, 22.02.24
May/June 2024	Thursday, 25.04.24
July/Aug. 2024	Thursday, 27.06.24
Sept./Oct. 2024	Thursday, 22.08.24
Nov./Dec. 2024	Thursday, 24.10.24
Jan./Febr. 2025	Thursday, 19.12.24



SHORT PORTRAIT | SCHEDULE 2024

Content positioning Emotional reports and in-depth technical topics straight from the field. The combination of high utility value and technical expertise, presented in an entertaining way, makes MOTORRAD NEWS unique.

Target group Motorbike enthusiasts and active motorcyclists who want to be “up-to-date”.

Type of publication Established magazine, retail and subscription

Number of copies sold 40,366 copies (single sales and subscription only), according to IVW I/2023. Second most popular motorbike title in Germany.

Price 1/1, 4c 10,440.- €

Price per thousand copies approx. 263.- €/1000, most favourable TAP*

Frequency of publication Monthly

Copy price 3.60 €



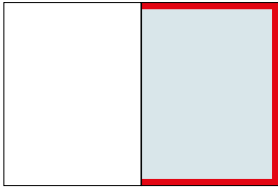
issue		first day on sale	closing date for ads	artwork due for ads
01/2024	January	Thursday, 14.12.23	Friday, 24.11.23	Tuesday, 28.11.23
02/2024	February	Thursday, 11.01.24	Monday, 11.12.23	Thursday, 14.12.23
03/2024	March	Thursday, 08.02.24	Thursday, 18.01.24	Tuesday, 23.01.24
04/2024	April	Thursday, 07.03.24	Friday, 16.02.24	Tuesday, 20.02.24
05/2024	May	Thursday, 04.04.24	Wednesday, 13.03.24	Friday, 15.03.24
06/2024	June	Wednesday, 08.05.24	Monday, 15.04.24	Wednesday, 17.04.24
07/2024	July	Thursday, 06.06.24	Wednesday, 15.05.24	Friday, 17.05.24
08/2024	August	Thursday, 04.07.24	Friday, 14.06.24	Tuesday, 18.06.24
09/2024	September	Thursday, 01.08.24	Friday, 12.07.24	Tuesday, 16.07.24
10/2024	October	Thursday, 05.09.24	Friday, 16.08.24	Tuesday, 20.08.24
11/2024	November	Wednesday, 02.10.24	Thursday, 12.09.24	Monday, 16.09.24
12/2024	December	Thursday, 07.11.24	Thursday, 17.10.24	Monday, 21.10.24
01/2025	January	Thursday, 05.12.24	Friday, 15.11.24	Tuesday, 19.11.24



* Circulation price per thousand, based on 1/1 page 4c, compared to other German motorcycle magazines, at least monthly publication frequency.




AD FORMATS AND PRICES IN THE TEXT SECTION



1/1 page
 T W: 187 mm | H: 248 mm
 B W: 210 mm | H: 280 mm*


10,440.- €



1/3 page horizontal
 T W: 187 mm | H: 83 mm
 B W: 210 mm | H: 92 mm*

1/3 page vertical
 T W: 58 mm | H: 248 mm
 B W: 73 mm | H: 280 mm*

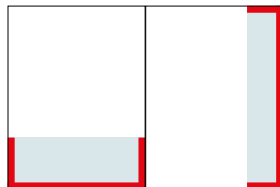
4,192.- €



1/2 page horizontal
 T W: 187 mm | H: 124 mm
 B W: 210 mm | H: 140 mm*

1/2 page vertical
 T W: 91 mm | H: 248 mm
 A W: 103 mm | H: 280 mm*


5,824.- €



1/4 page horizontal
 T W: 187 mm | H: 62 mm
 B W: 210 mm | H: 79 mm*

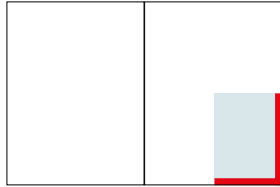
1/4 page vertical
 T W: 43 mm | H: 248 mm
 B W: 55 mm | H: 280 mm*

3,172.- €



2 x 1/2 page horizontal
 B W: 420 mm | H: 140 mm*

10,440.- €



1/4 page corner
 T W: 91 mm | H: 124 mm
 B W: 103 mm | H: 140 mm*

3,172.- €

DISCOUNTS & SURCHARGES

Preferential placements
 For cover pages 2, 3 and 4, double-page spread in the centre of the magazine and placement requests **plus 15%** on the advertising rate.

Discounts
 For acceptance within 12 months

Scale discounts
 – valid only for adverts nearly of the same size –

from 3 adverts	3%
from 6 adverts	5%
from 9 adverts	10%
from 12 adverts	15%

Scale discounts
 – only valid for format adverts –

from 3 pages	5%
from 6 pages	10%
from 9 pages	15%
from 12 pages	20%

Advertisements in the editorial section of MOTORRAD NEWS, TOURENFAHRER and Motorrad ABENTEUER are discounted together.

Format and millimetre advertisements are discounted separately. Millimetre ads under 50 mm per issue are not discounted.

These prices apply per issue. All prices in Euros plus VAT.
 ■ T = Type area
 * ■ B = Bleed: Please add 5 mm on all sides for trimming.

AD FORMATS AND PRICES IN THE CLASSIFIEDS MARKET

Prices for format adverts in 4c per mm height with 43 mm column width:

1/4 page	2,045.- €
1/8 page	1,028.- €
1/16 page	519.- €
1/32 page	260.- €

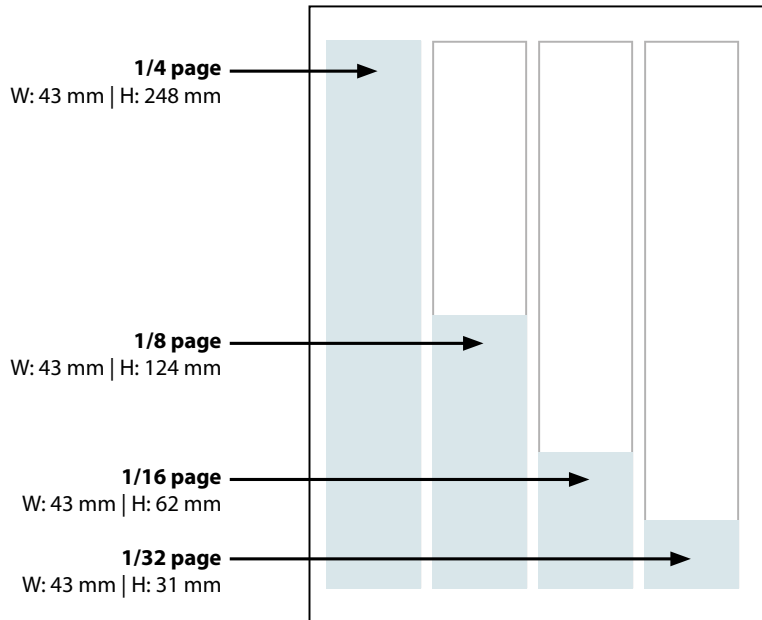
Prices for millimetre advertisements per mm height with 43 mm column width:

4c/3c	8.25 €
b/w	6.65 €

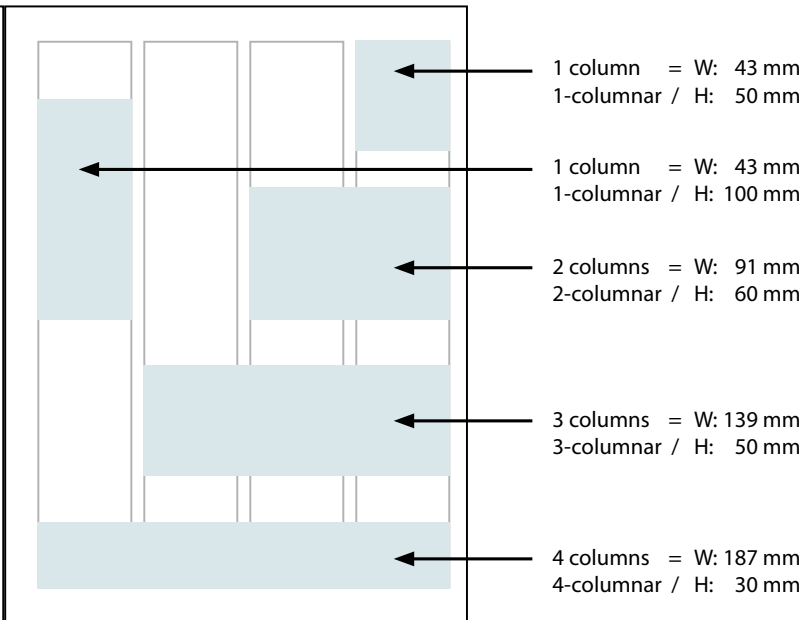
Box number fee 10.- €

**Classified adverts always appear in
MOTORRAD NEWS and TOURENFAHRER.**
Advertising deadline see page 4

Examples Ad Formats



Examples mm-Ads



DISCOUNTS & SURCHARGES

Discounts

For acceptance within 12 months

Scale discounts

– valid only for adverts nearly of the same size –

from	3 adverts	3%
from	6 adverts	5%
from	9 adverts	10%
from	12 adverts	15%

Format and millimetre advertisements are discounted separately. Millimetre advertisements under 50 mm per issue are not discounted.

Minimum size for designed adverts: 30 millimetres
No bleed format is possible in the classified ad market.

All prices in Euro plus VAT.



SHORT PORTRAIT | SCHEDULE 2024

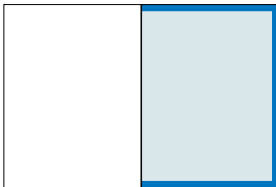
Content positioning	The premium reading for discerning motorcyclists and Europe's largest touring magazine.
Target group	Motorcyclists with a passion for travelling.
Type of publication	Established magazine, retail and subscription
Number of copies sold	21,911 copies (single copy sales and subscription only) (IVW I/2023)
Price 1/1, 4c	8,995.- €
Frequency of publication	Monthly
Copy price	6.90 €



issue		first day on sale	closing date for ads	artwork due for ads
01/2024	January	Thursday, 14.12.23	Tuesday, 14.11.23	Monday, 20.11.23
02/2024	February	Thursday, 18.01.24	Monday, 18.12.23	Wednesday, 20.12.23
03/2024	March	Thursday, 15.02.24	Monday, 22.01.24	Friday, 26.01.24
04/2024	April	Thursday, 21.03.24	Monday, 26.02.24	Friday, 01.03.24
05/2024	May	Thursday, 18.04.24	Thursday, 21.03.24	Wednesday, 27.03.24
06/2024	June	Thursday, 16.05.24	Thursday, 18.04.24	Wednesday, 24.04.24
07/2024	July	Thursday, 20.06.24	Friday, 24.05.24	Friday, 31.05.24
08/2024	August	Thursday, 18.07.24	Monday, 24.06.24	Friday, 28.06.24
09/2024	September	Thursday, 15.08.24	Monday, 22.07.24	Friday, 26.07.24
10/2024	October	Thursday, 19.09.24	Monday, 26.08.24	Friday, 30.08.24
11/2024	November	Thursday, 17.10.24	Friday, 20.09.24	Thursday, 26.09.24
12/2024	December	Thursday, 21.11.24	Friday, 25.10.24	Thursday, 31.10.24
01/2025	January	Thursday, 19.12.24	Monday, 25.11.24	Friday, 29.11.24

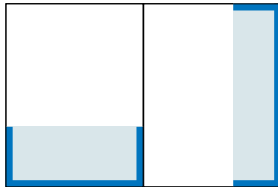


AD FORMATS AND PRICES IN THE TEXT SECTION



1/1 page
 T W: 170 mm | H: 246 mm
 B W: 210 mm | H: 280 mm*

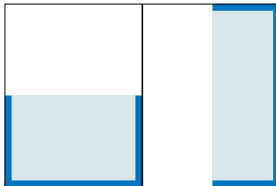
8,995.- €



1/3 page horizontal
 T W: 170 mm | H: 82 mm
 B W: 210 mm | H: 92 mm*

1/3 page vertical
 T W: 57 mm | H: 246 mm
 B W: 70 mm | H: 280 mm*

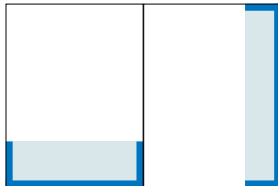
3,775.- €



1/2 page horizontal
 T W: 170 mm | H: 122 mm
 B W: 210 mm | H: 140 mm*

1/2 page vertical
 T W: 85 mm | H: 246 mm
 B W: 103 mm | H: 280 mm*

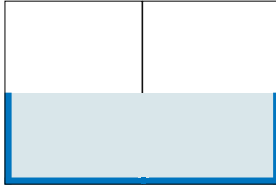
4,995.- €



1/4 page horizontal
 T W: 170 mm | H: 62 mm
 A W: 210 mm | H: 70 mm*

1/4 page vertical
 T W: 42 mm | H: 246 mm
 B W: 55 mm | H: 280 mm*

2,754.- €



2 x 1/2 page horizontal
 B W: 420 mm | H: 140 mm*

8,995.- €

DISCOUNTS & SURCHARGES

Preferential placements

For cover pages 2, 3 and 4, double-page spread in the centre of the magazine and placement requests **plus 15%** on the advertising rate.

Discounts

For acceptance within 12 months

Scale discounts

– valid only for adverts nearly of the same size –

from	3 adverts	3%
from	6 adverts	5%
from	9 adverts	10%
from	12 adverts	15%

Scale discounts

– only valid for format adverts –

from	3 pages	5%
from	6 pages	10%
from	9 pages	15%
from	12 pages	20%

Advertisements in the editorial section of MOTORRAD NEWS, TOURENFAHRER and Motorrad ABENTEUER are discounted together.

Format and millimetre advertisements are discounted separately. Millimetre ads under 50 mm per issue are not discounted.

These prices apply per issue. All prices in Euros plus VAT.

■ T = Type area

* ■ B = Bleed: Please add 5 mm on all sides for trimming · 15 mm distance from binding margin (adhesive binding)

TOURENFAHRER-PARTNERREGION

Your holiday region is awarded the title "TOURENFAHRER partner region" and is presented in an issue of TOURENFAHRER over a stretch of 2 to 8 pages.

In addition to the print version, we also advertise the "TOURENFAHRER partner region" on the associated websites www.tourenfahrer-partnerregion.de, www.tourenfahrer-hotels.de and www.tourenfahrer.de.

Prices:

- 8-pages Advertorial TF-Partnerregion = **15,000.- €**
- 6-pages Advertorial TF-Partnerregion = **13,000.- €**
- 4-pages Advertorial TF-Partnerregion = **9,000.- €**
- 2-pages Advertorial TF-Partnerregion = **7,000.- €**

All prices in Euros plus VAT.

The price includes the editorial preparation, layout and distribution. You simply provide us with the facts, images and information for the promo section.

A special print of the advertorial is possible.

CONTACT:
Dennis Matthus
 ph.: +49(0)2303 985565
 anzeigen@syburger.de



SHORT PORTRAIT | SCHEDULE 2024

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Arguments for your advertising:

Content positioning The editorial focus is on regional news, with positioning supplemented by driving reports, tests and travel.

Target group Active motorcyclists who "live motorbikes"

Type of publication Free magazines. Distribution in motorbike dealerships and at biker meeting points.

Total print approx. 158,000 copies, divided into 6 regional editions throughout Germany

Price 1/1, 4c Total print: 7,950.- €, regional editions from: 1,310.- €

Frequency of publication Monthly



Motorrad Szene

- offers huge ranges
- Extremely low prices per thousand
- is recognised nationwide
- is written by motorcyclists written for motorcyclists
- brings out the best in your advertising
- offers reading fun with a fresh layout
- is always up to date
- is permanently available digitally in the magazine archive

issue		first day on sale	closing date and artwork due for ads
01/2024	January	Wednesday, 03.01.24	Tuesday, 12.12.23
02/2024	February	Thursday, 25.01.24	Thursday, 11.01.24
03/2024	March	Tuesday, 27.02.24	Tuesday, 13.02.24
04/2024	April	Wednesday, 27.03.24	Wednesday, 13.03.24
05/2024	May	Thursday, 25.04.24	Thursday, 11.04.24
06/2024	June	Wednesday, 29.05.24	Tuesday, 14.05.24
07/2024	July	Thursday, 27.06.24	Thursday, 13.06.24
08/2024	August	Thursday, 25.07.24	Thursday, 11.07.24
09/2024	September	Thursday, 29.08.24	Thursday, 15.08.24
10/2024	October	Thursday, 26.09.24	Thursday, 12.09.24
11/2024	November	Wednesday, 30.10.24	Wednesday, 16.10.24
12/2024	December	Thursday, 28.11.24	Thursday, 14.11.24
01/2025	January	Friday, 03.01.25	Tuesday, 10.12.24



DISTRIBUTION



The MotorradSzene magazines can be ordered nationwide or individually.

Motorrad Szene - regional edition	Distribution
 Syburger Circulation*: 39,000 copies	Nordrhein-Westfalen
 Kurve Circulation*: 29,000 copies	Niedersachsen, Hamburg, Bremen, Schleswig-Holstein, Mecklenburg-Vorpommern
 Motorrad Treff Circulation*: 26,000 copies	Berlin, Brandenburg, Sachsen, Sachsen-Anhalt, Thüringen
 MotorradSzene Circulation*: 26,000 copies	Hessen, Rheinland-Pfalz, Saarland
 MotorradSpiegel Circulation*: 19,000 copies	Baden-Württemberg
 MotorradSzene Bayern Circulation*: 19,000 copies	Bayern



If you are interested, please request the individual price list for your region:
 ph.: +49(0)2303 985565 · anzeigen@syburger.de

* The circulation may vary by up to 15 per cent depending on the time of year or due to special events.

– Regional edition –
Motorrad Szene

COMPLETE EDITION: AD FORMATS AND PRICES



Magazine format:

165 x 240 mm (width x height)

The standard formats shown here can be placed in the text section, colours from the Euroscale. For adverts in the bleed (marked in red), a bleed of 3 mm is required.

Minimum format for bleed: 1/4 page.

Advertising rates for the complete MotorradSzene issue (nationwide):



1/3 page horizontal
 T W: 155 mm | H: 73 mm
 B W: 165 mm | H: 78 mm*

1/3 page vertical
 T W: 48 mm | H: 230 mm
 B W: 53 mm | H: 240 mm*

2,650.- €

1/1 page
 T W: 155 mm | H: 230 mm
 B W: 165 mm | H: 240 mm*

7,950.- €

1/3 page corner
 T W: 101 mm | H: 112 mm

2,650.- €

2/3 page
 T W: 101 mm | H: 230 mm
 B W: 106 mm | H: 240 mm*

5,300.- €

1/4 page
 T W: 155 mm | H: 53 mm
 B W: 165 mm | H: 58 mm*

1,990.- €

Adverts in the text section can be bundled with other adverts.

■ T = Type area

* □ B = Bleed: Please add 3 mm on all sides for trimming.

These prices apply per issue for nationwide booking. All prices in Euro plus VAT.

1/2 page horizontal
 T W: 155 mm | H: 112 mm
 B W: 165 mm | H: 117 mm*

1/2 page vertical
 T W: 75 mm | H: 230 mm
 B W: 80 mm | H: 240 mm*

3,980.- €

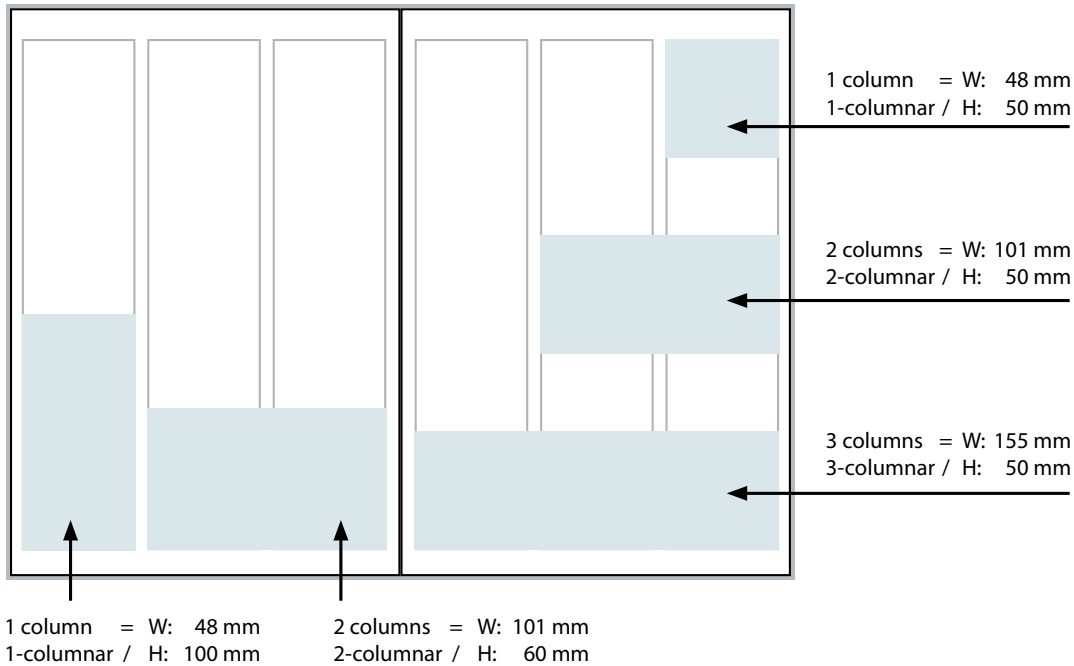
1/6 page horizontal
 T W: 101 mm | H: 53 mm

1/6 page vertical
 T W: 48 mm | H: 112 mm

1,325.- €

– Complete edition –

MotorradSzene



Prices for millimetre ads per mm height at 48 mm column width: **11.40 €**
(applies to colour and black-and-white ads)

Minimum size for adverts in the classifieds market: 30 millimetres
When combining the MotorradSzene magazines (complete issue) +
MOTORRAD NEWS, the minimum size for designed adverts is 10 millimetres.

All prices are per issue for nationwide booking.
All prices in Euros plus VAT.

DISCOUNTS & SURCHARGES

Preferential placements

For cover pages 2, 3 and 4, double-page spread in the centre of the magazine and placement requests **plus 15%** on the advertising rate.

Clinker on the cover **3,590.- €**

(U1, 48 x 55 mm, 4c)

Insert in the advertiser directory **1,950.- €**

(IVZ, 155 x 53 mm, 4c)

Entry in the advertiser directory **7.- €**

(only in connection with a customised advertisement)

Box number fee **10.- €**

Current special advertising formats on request.

Issue delivery

Specimen copies are always free of charge.

For additional issues we charge
a flat-rate delivery fee of **6.- €**

Discounts

For purchases within 12 months:

Scale discounts

– only valid for format adverts –
from 3 pages **5%**
from 6 pages **10%**
from 9 pages **15%**
from 12 pages **20%**

Scale discounts

– only valid for mm-adverts –
from 3 adverts **3%**
from 6 adverts **5%**
from 9 adverts **10%**
from 12 adverts **15%**

Format and millimetre advertisements are discounted separately.
Millimetre ads under 50 mm per issue are not discounted.

– Complete edition –

REGIONAL INSERTION ADVERTISING RATES

The prices quoted here apply to the individual booking of the respective regional edition of **Motorrad Szene**

Basic prices for colour advertisements in the text section

Size	Motorrad Szene Regional partial occupancy		
	Kurve Niedersachsen, Hamburg, Bremen, Schleswig-Holstein, Mecklenburg-Vorpommern Treff Berlin, Brandenburg, Sachsen, Sachsen-Anhalt, Thüringen per edition and issue	Szene Hessen, Rheinl.-Pfalz, Saarland Spiegel Baden-Württemberg Bayern Bayern per edition and issue	Syburger Nordrhein-Westfalen per issue
1/1 page 4c	1,310.- €	1,430.- €	1,695.- €
2/3 page 4c	880.- €	960.- €	1,140.- €
1/2 page 4c	655.- €	720.- €	850.- €
1/3 page 4c	440.- €	480.- €	570.- €
1/4 page 4c	328.- €	360.- €	425.- €
1/6 page 4c	220.- €	245.- €	285.- €

Basic prices for mm-advertisements in the classifieds market

mm 4c	1.90 €	2.35 €
mm 2c	1.80 €	2.23 €
mm b/w	1.50 €	1.92 €

Motorrad Szene

Complete Edition

– Your advert appears throughout Germany –

approx. 158,000 copies

per issue	7,950.- €
	5,300.- €
	3,980.- €
	2,650.- €
	1,990.- €
	1,325.- €

	11.40 €
	11.40 €
	11.40 €

PUBLICATIONS
in the digital magazine
archive at
www.digital.motorradscene.de
INCLUSIVE



All prices in Euro plus VAT.

– Regional edition –

Motorrad Szene

SHORT PORTRAIT | SCHEDULE 2024

Content positioning	The magazine with travel reports, suggestions and tips for the motorbike world outside of everyday life.
Target group	Young and young-at-heart motorcyclists with a thirst for adventure.
Type of publication	Established magazine, retail and subscription
Number of copies sold	12,500 copies
Price 1/1, 4c	5,100 €
Frequency of publication	every 2 months
Copy price	6.80 €

EXTRA HIGHLIGHT:
150th issue
of **Motorrad ABENTEUER**.
Date of publication:
14th of March, 2024

FREQUENCY OF PUBLICATION EVERY 2 MONTHS



issue	first day on sale	closing date for ads	artwork due for ads
December 2023/January 2024	Thursday, 16.11.23	Thursday, 19.10.23	Thursday, 26.10.23
February/March 2024	Thursday, 11.01.24	Tuesday, 05.12.23	Tuesday, 12.12.23
April/May 2024	Thursday, 14.03.24	Wednesday, 14.02.24	Wednesday, 21.02.24
June/July 2024	Wednesday, 08.05.24	Monday, 08.04.24	Monday, 15.04.24
August/September 2024	Thursday, 11.07.24	Wednesday, 12.06.24	Wednesday, 19.06.24
October/November 2024	Thursday, 12.09.24	Wednesday, 14.08.24	Wednesday, 21.08.24
December 2024/January 2025	Thursday, 14.11.24	Tuesday, 15.10.24	Thursday, 22.10.24
February/March 2025	Thursday, 09.01.25	Friday, 29.11.24	Friday, 06.12.24



AD FORMATS AND PRICES IN THE TEXT SECTION

1/1 page
 T W: 170 mm | H: 246 mm
 B W: 210 mm | H: 280 mm*

5,100.- €

1/3 page horizontal
 T W: 170 mm | H: 82 mm
 B W: 210 mm | H: 92 mm*

1/3 page vertical
 T W: 57 mm | H: 246 mm
 B W: 70 mm | H: 280 mm*

1,700.- €

1/2 page horizontal
 T W: 170 mm | H: 122 mm
 B W: 210 mm | H: 140 mm*

1/2 page vertical
 T W: 85 mm | H: 246 mm
 B W: 103 mm | H: 280 mm*

2,550.- €

1/4 page horizontal
 T W: 170 mm | H: 62 mm
 B W: 210 mm | H: 70 mm*

1/4 page vertical
 T W: 42 mm | H: 246 mm
 B W: 55 mm | H: 280 mm*

1,400.- €

2 x 1/2 page horizontal
 B W: 420 mm | H: 140 mm*

5,100.- €

These prices apply per issue. All prices in Euros plus VAT.

■ T = Type area

* ■ B = Bleed: Please add 5 mm on all sides for trimming · 15 mm distance from binding margin (adhesive binding)

DISCOUNTS & SURCHARGES

Preferential placements

For cover pages 2, 3 and 4, double-page spread in the centre of the magazine and placement requests **plus 15%** on the advertising rate.

Discounts

For acceptance within 12 months

Scale discounts

– valid only for adverts nearly of the same size –

from	3 adverts	3%
from	6 adverts	5%
from	9 adverts	10%
from	12 adverts	15%

Scale discounts

– only valid for format adverts –

from	3 pages	5%
from	6 pages	10%
from	9 pages	15%
from	12 pages	20%

Advertisements in the editorial section of MOTORRAD NEWS, TOURENFAHRER and Motorrad ABENTEUER are discounted together.

Format and millimetre advertisements are discounted separately. Millimetre ads under 50 mm per issue are not discounted.

AD FORMATS AND PRICES IN THE CLASSIFIEDS MARKET

Prices for format adverts in 4c per mm height with 43 mm column width:

1/4 page	1,290.- €
1/8 page	650.- €
1/16 page	325.- €
1/32 page	165.- €

Prices for millimetre advertisements per mm height with 43 mm column width:

4c/3c	4.60 €
b/w	3.16 €
<hr/>	
Box number fee	10.- €

DISCOUNTS & SURCHARGES

Discounts

For acceptance within 12 months

Scale discounts

– valid only for adverts nearly of the same size –

from 3 adverts	3%
from 6 adverts	5%
from 9 adverts	10%
from 12 adverts	15%

Format and millimetre advertisements are discounted separately. Millimetre advertisements under 50 mm per issue are not discounted.

Examples Ad Formats

1/4 page
W: 43 mm | H: 248 mm

1/8 page
W: 43 mm | H: 124 mm

1/16 page
W: 43 mm | H: 62 mm

1/32 page
W: 43 mm | H: 31 mm

Examples mm-Ads

1 column = W: 43 mm
1-columnar / H: 50 mm

1 column = W: 43 mm
1-columnar / H: 100 mm

2 columns = W: 91 mm
2-columnar / H: 60 mm

3 columns = W: 139 mm
3-columnar / H: 50 mm

4 columns = W: 187 mm
4-columnar / H: 30 mm

Minimum size for designed adverts: 30 millimetres
No bleed format is possible in the classified ad market.

All prices in Euro plus VAT.

SHORT PORTRAIT | SCHEDULE 2024

Content positioning Since 1988, the medium for all topics relating to the unique world of motorbikes with sidecars.

Target group The magazine for the financially strong target group of carriage drivers and those who want to become one.

Type of publication available in retail and by subscription

Number of copies sold approx. 12,000 copies

Price 1/1, 4c 2,150.- €

Frequency of publication every 2 months

Copy price 8.90 €




EXTRA HIGHLIGHT:
200th issue
 of **MOTORRAD-GESPANNE**
 Date of publication:
 22nd of February, 2024

FREQUENCY OF PUBLICATION
EVERY 2 MONTHS

issue		first day on sale	closing date and artwork due for ads
2024-199	January/February	Thursday, 21.12.23	Tuesday, 21.11.23
2024-200	March/April	Thursday, 22.02.24	Tuesday, 23.01.24
2024-201	May/June	Thursday, 25.04.24	Friday, 22.03.24
2024-202	July/August	Thursday, 27.06.24	Monday, 27.05.24
2024-203	September/October	Thursday, 22.08.24	Tuesday, 23.07.24
2024-204	November/December	Thursday, 24.10.24	Monday, 23.09.24
2025-205	January/February	Thursday, 19.12.24	Tuesday, 19.11.24




AD FORMATS AND PRICES IN THE TEXT SECTION

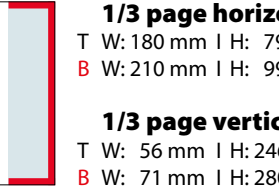


1/1 page
B W: 210 mm | H: 280 mm*

2,150.- €




1/3 page horizontal
T W: 180 mm | H: 79 mm
B W: 210 mm | H: 99 mm*

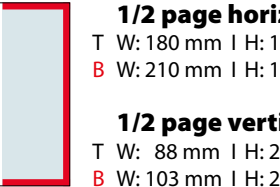


1/3 page vertical
T W: 56 mm | H: 246 mm
B W: 71 mm | H: 280 mm*

825.- €




1/2 page horizontal
T W: 180 mm | H: 121 mm
B W: 210 mm | H: 140 mm*



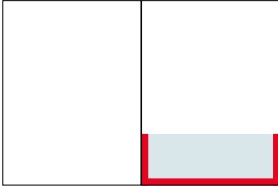
1/2 page vertical
T W: 88 mm | H: 246 mm
B W: 103 mm | H: 280 mm*

1,085.- €



1/3 page corner
T W: 118 mm | H: 123 mm

825.- €



1/4 page horizontal
T W: 180 mm | H: 58 mm
B W: 210 mm | H: 78 mm*

550.- €

DISCOUNTS & SURCHARGES

Preferred placements

Cover page 2,450.- €
 other placement requests plus 15%

Discounts

For purchases within 12 months

Discount scale

– valid for format and millimetre ads from 50 mm –

from 3 adverts 5%
 from 6 adverts 15%

The discount scale is applied per magazine title. Format and millimetre advertisements are discounted separately. Millimetre advertisements under 50 mm per issue are not discounted.

These prices apply per issue. All prices in Euros plus VAT.

■ T = Type area

* ■ B = Bleed: Please add 5 mm on all sides for trimming.

AD FORMATS AND PRICES IN THE CLASSIFIEDS MARKET

1/2 page horizontal
T W: 180 mm | H: 121 mm

1/2 page vertical
T W: 88 mm | H: 246 mm

1,085.- €

1/6 page horizontal
T W: 134 mm | H: 58 mm

1/6 page vertical
T W: 42 mm | H: 164 mm

1/6 page corner
T W: 88 mm | H: 79 mm

398.- €

1/3 page horizontal
T W: 180 mm | H: 79 mm

1/3 page vertical
T W: 88 mm | H: 164 mm

825.- €

1/8 page horizontal
T W: 88 mm | H: 58 mm

1/8 page vertical
T W: 42 mm | H: 121 mm

280.- €

1/4 page horizontal
T W: 180 mm | H: 58 mm

550.- €

1/4 page corner
T W: 88 mm | H: 121 mm

1/4 page vertical
T W: 42 mm | H: 246 mm

550.- €

1/3 page horizontal
180 x 79 mm (WxH)

1/4 page corner
88 x 121 mm (WxH)

1/8 page vertical
42 x 121 mm (WxH)

1/8 page horizontal
88 x 58 mm (WxH)

1/2 page horizontal
180 x 121 mm (WxH)

1/4 page horizontal
180 x 58 mm (WxH)

MILLIMETRE PRICES

per mm height at 42 mm column width:

3c/4c	2.20 €
2c	1.83 €
b/w	1.65 €
Box number fee	10.- €

DISCOUNTS

Discounts

For purchases within 12 months

Discount scale

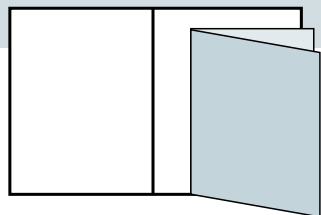
- valid for format and millimetre advertisements from 50 mm -

from 3 adverts	5%
from 6 adverts	15%

The discount scale is applied per magazine title. Format and millimetre advertisements are discounted separately. Millimetre advertisements less than 50 mm per issue are not discounted.

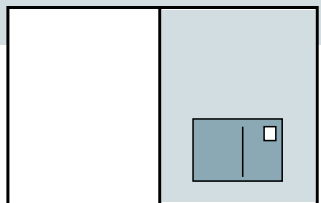
No bleed format is possible in the classified ad market.

These prices apply per issue. All prices in Euros plus VAT.



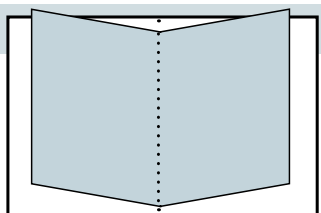
Loose inserts / supplements

Up to 25 g: **Subscription edition: 97.- € | Non-subscription edition: 85.- €**
 Each additional 5 g: **7.- €**
 Minimum format: A6 (105 x 148 mm)
 Maximum format: 10 mm smaller than magazine (corresponds to 200 x 270 mm)
 Minimum print run: 10,000 pieces
 Specifications: The side facing the centre of the booklet must be closed. Paper weight depends on the size. Please send a sample. Manual insertion of special formats is possible for an additional surcharge.
 Assignment: Total circulation or Nielsen areas



Stickers / postcards

Up to 20 g: **86.- €**
 Per additional 5 g: **7.- €**
 Postcard insert: **52.- €**
 Minimum format: 90 x 70 mm
 Maximum format: 195 x 195 mm
 Assignment: Carrier advert 1/1 page in the complete edition according to price list



Inserts

4-sided: **110.- €**
 8-sided: **140.- €**
 12-sided: **150.- €**
 16-sided: **160.- €**
 Trimmed final format (max.): Size of magazine (210 x 280 mm)
 Delivery format: Untrimmed, technical specifications on request.
 Minimum print run: 10,000 pieces
 Assignment: Total circulation or Nielsen areas

Up to 25 g: **85.- €**
 Each additional 5 g: **7.- €**
 Minimum format: A6 (105 x 148 mm)
 Maximum format: 10 mm smaller than magazine (corresponds to 155 x 230 mm)
 Minimum print run: 10,000 pieces
 Specifications: The side facing the centre of the booklet must be closed. Paper weight depends on the size. Please send a sample. Manual insertion of special formats is possible for an additional charge.
 Assignment: Total circulation or regional edition

Up to 20 g: **86.- €**
 Per additional 5 g: **7.- €**
 Postcard insert: **52.- €**
 Minimum format: A7 (74 x 105 mm)
 Maximum format: 152 x 240 mm plus 3 mm trim allowance
 Assignment: Carrier advert 1/1 page in the complete edition or in the regional edition

4-sided: **95.- €**
 8-sided: **120.- €**
 12-sided: **125.- €**
 16-sided: **130.- €**
 Trimmed final format (max.): Size of magazine (165 x 240 mm)
 Minimum format (min.): A6 (105 x 148 mm)
 Delivery format: Untrimmed, technical specifications on request.
 Minimum print run: 10,000 pieces
 Assignment: Total circulation or regional edition

Prices per 1,000 copies or part thereof. Inserts, glued inserts and bound inserts are not discountable.

All prices in Euros plus VAT.





MOTORCYCLE DREAM DESTINATIONS:

The best travel stories from **TOURENFAHRER** and **MOTORRAD NEWS** can be found in this special issue. Active motorcyclists receive valuable suggestions for their individual journeys. The attractive travel reports will whet your appetite for your next motorbike trip. The special edition is available in retail and direct sales with a planned circulation of approx. 40,000 copies.



TOURENFAHRER Hotel Special 2024/2025:

The expertise when it comes to hotels for motorcyclists. More than 500 top addresses, tested and labelled with the TOURENFAHRER partner hotel label. Published as a cover edition and in a total circulation of approx. 90,000 copies in the TOURENFAHRER 4/2024 and 5/2024.



Catalogue MOTORBIKES 2025:

Our "MOTORCYCLES" catalogue has become a classic reference work for the whole year. The complete range of motorbikes on offer in Germany is presented in detail, with many detailed photos, used prices and NEWS measurements.

Copy price 9.80 €. The special magazine will be published in May 2024.

The special magazines will be published in the issues 4/2024 and 5/2024.

Copy price 8.90 €. The catalogue will be published in November 2024.

6,200.- €

1/1 page

T W:170 mm
H: 246 mm
B W:210 mm
H: 280 mm*

2,350.- €

1/3 page horizontal

T W:170 mm
H: 82 mm
B W:210 mm
H: 92 mm*

4,850.- €

1/1 page

B W:145 mm
H: 195 mm*

5,150.- €

1/1 page

T W:186 mm
H: 248 mm
B W:210 mm
H: 280 mm*

3,100.- €

1/2 page horizontal

T W:170 mm
H: 122 mm
B W:210 mm
H: 140 mm*

1,700.- €

1/4 page horizontal

T W:170 mm
H: 62 mm
B W:210 mm
H: 70 mm*

2,490.- €

1/2 page horizontal

B W:145 mm
H: 98 mm*

2,600.- €

1/2 page horizontal

T W:186 mm
H: 124 mm
B W:210 mm
H: 140 mm*

1,300.- €

1/4 page horizontal

T W:186 mm
H: 62 mm
B W:210 mm
H: 79 mm*

Classifieds market for Tour operator: mm-price 3.30 € per column
Minimum size: 30 mm, no bleed format is possible

No discounts · These prices apply per issue. All prices in Euros plus VAT. · T = Type area · * B = Bleed: Please add 5 mm on all sides for trimming.



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