

# CYCLINFO

MAGAZINE FOR THE SWISS BICYCLE INDUSTRY

**EXPERT  
KNOWLEDGE  
FOR SWISS  
BICYCLE  
PROS**

Foto: DT Swiss

## **MEDIA DATA 2026**

Valid as per January 1st 2026, effective October 2026

# CYCLINFO – Expert knowledge for Swiss bicycle professionals

Cyclinfo is an independent publication for the Swiss bicycle industry, offering timely news on its website [cyclinfo.ch](http://cyclinfo.ch) and detailed background reports in its magazines. It covers key events, provides a comprehensive mix of the latest news and developments in the market, technology, management, and societal context, and supports the bicycle business with educational content. Cyclinfo also acts as a media partner for selected bicycle related events in Switzerland and is published by Velo-medien AG, the same publisher as Switzerland's leading consumer magazine - Velojournal.

## Profit from these advantages in 2026:



### High-quality print magazine:

The premium magazine provides detailed reports and high user value, targeting modern retailers dedicated to customer service.



### Full cross-media service:

Since 2022 all articles published in print are available online as well, adding to both the average time on site and the attention.



### The business directory:

This indispensable tool for the Swiss bicycle industry connects dealers, suppliers and brands.

## PRINT MAGAZINE

The premium print magazine is the only independent b2b publication for the Swiss bicycle business. Thanks to a clear-cut target audience, its large reach and its in-depth reporting it is the leading channel for information relevant for Swiss bicycle dealers.

- **Publication:** frequency: 5 issues per year
- **Content:** background reports, market analysis, workshops and company portraits
- **Volume:** 36 to 64 pages per issue
- **Language:** German
- **Circulation:** 950 pieces
- **Distribution:** fee-based to 700 independent bicycle dealers and selected bicycle retail chains in German-speaking Switzerland and to all bike mechanic classes at vocational schools (about 200 apprentices)

## CYCLINFO.CH B2B PORTAL

This informative portal delivers the latest news regarding the bicycle business and also offers comprehensive information on a variety of topics that are relevant for specialist retailers and their employees.

- **Content:** Daily news regarding products, the business and societal issues relevant for the bicycle business, complete trade directory with all suppliers for the Swiss bicycle market, job offers and workshops.
- **Language:** German
- **Layout:** Optimised for use on mobile devices: advertisement remains visible

### Combined subscription for print and online:

CHF 110.- / EUR 110.- (international)

## PRINT - MEDIA DATA CYCLINFO MAGAZIN 2026

Size	Format (Format (bled-off - please include 3 mm extra for trimming))	Cost (excl. VAT) <sup>1</sup>
Inside front cover	210 x 297 mm	CHF 2300.-
Outside back cover	210 x 297 mm	CHF 2500.-
1/1 page	210 x 297 mm	CHF 2150.-
1/2 page landscape	210 x 145 mm	CHF 1250.-
1/2 portrait	103 x 297 mm	CHF 1250.-
1/3 portrait	67 x 297 mm	CHF 850.-
<b>Advertorial small (1/3 page)</b>	Text (maximum 800 characters incl. blanks), one picture in print resolution, (preferably cut out), 1 weblink, fact sheet upon request	CHF 600.- (add CHF 300.- if text needs to be written)
<b>Advertorial large (1/1 page)</b>	Text including title and lead (maximum 3300 characters incl. blanks), maximum 3 pictures in print resolution, 1 - 2 web links	CHF 2150.- (add CHF 600.- if text needs to be written)
<b>Advertorial mega (2/2 pages)</b>	Text including title and lead (maximum 4000 characters incl. blanks), 1x Lead image, max. 4 pictures in print resolution, 1-2 Weblinks. Factsheet on request	CHF 3450.- (+ CHF 800.- if text needs to be written)
<b>Publireportage (4/4 pages)</b>	Text including title and lead (maximum 6000 characters incl. blanks), 1x Lead image, max. 3 to 8 pictures in print resolution, 1-2 Weblinks. Factsheet on request	CHF 6450.- (inkl. Textfassung, Reisekosten national, Fotos, max. 2 Tage Aufenthalt)

**Placement surcharge:** +25 % for binding placements on certain pages and in combination with editorial text. Available placement options upon request.

**Supplement:** CHF 1300.- and mailing costs CHF 125.-/10 g (excl. VAT). This offer is valid for supplements up to size A4 format and up to 4 pages. Delivered format A4. More supplement prices upon request.

**Discount for collective orders:** 2 times 5%, 3 to 4 times 10%, 5 times 15%.

**Requested data quality:** Digital in high-end pdf format (images CMYK, 300 dpi, all fonts fully embedded). Data delivery in time (see deadlines 2025) by e-mail to [anzeigen@cyclinfo.ch](mailto:anzeigen@cyclinfo.ch) or by means of a download link.

**Advisory commission for agencies:** 15%.

## DATES CYCLINFO MAGAZIN 2025

Ausgabe	Themen-schwerpunkt	Erscheinung	Buchungs-schluss	Datenanlieferung Inserate	Branchentermine
1/2026	2026 - What we can expect?	Mo, 02.03.2026	Tu, 27.01.2026	Tu, 10.02.2026	Infotech: 19.-20.01.2026
2/2026	Family	Mo, 04.05.2026	Tu, 31.03.2026	Tu, 14.04.2026	Taipei Cycle Show: 25-28.03.2026 Cycling World EU 20.-22.03.2026
3/2026	Swissness	Mo, 22.06.2026	Tu, 19.05.2026	Tu, 02.06.2026	Cycle Week Zürich: 28.-31.05.2026 Eurobike: 24.-27.06.2026
4/2026	Trends	Mo, 21.09.2026	Tu, 18.08.2026	Tu, 01.09.2026	Taichung 2026: TBA
5/2026	The bike shop	Mo, 23.11.2026	Tu, 20.10.2026	Tu, 03.11.2026	

<sup>1</sup> The schedule can be adjusted flexibly in the event of unforeseen circumstances or conflicts.

<sup>1</sup> Provisional tax rate, subject to change without notice.

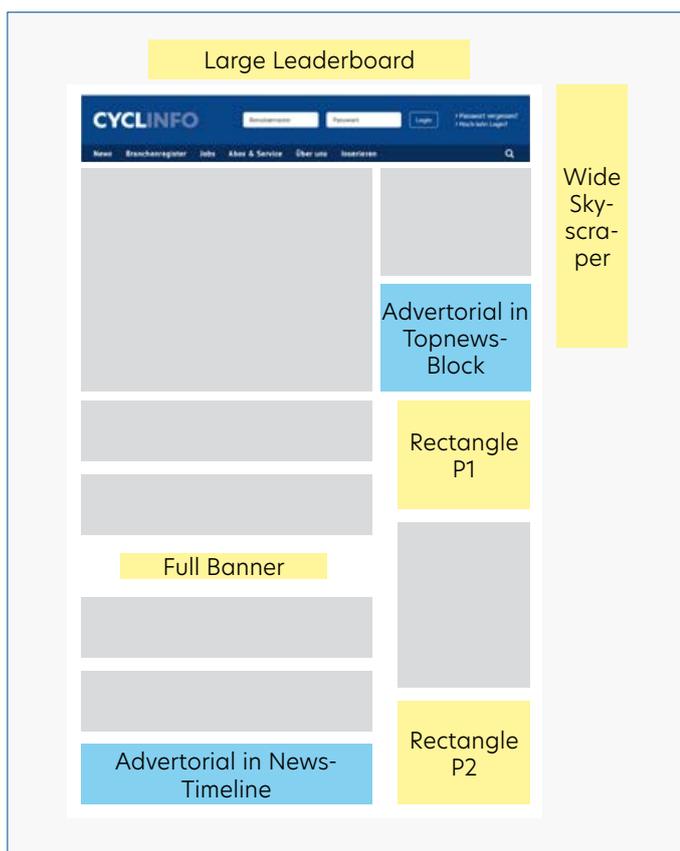
# WEB / ONLINE - MEDIA DATA CYCLINFO.CH 2025

Position	Pixels Desktop	Pixels Responsive	Month in Rotation	Month exclusively	Year in rotation	Year exclusively
<b>Large Leaderboard</b>	728 x 300	300 x 250	CHF 600.-	CHF 1800.-	CHF 4750.-	CHF 14 250.-
<b>Wide Skyscraper</b>	160 x 600	300 x 250	CHF 600.-	CHF 1800.-	CHF 4750.-	CHF 14 250.-
<b>Rectangle</b>	300 x 250	300 x 250	CHF 500.-	CHF 1500.-	CHF 4000.-	CHF 12 000.-
<b>Full Banner</b>	660 x 140	300 x 250	CHF 450.-	CHF 1350.-	CHF 3750.-	CHF 11 250.-
<small>NEUES FORMAT 2026</small> <b>Newsletter</b> (Sent out weekly, two positions available)	728 x 300	-	-	CHF 700.-	-	CHF 6 000.-

Advertorial (Fact sheet upon request)	Long*	Short**
<b>Advertorial in top news block, weekly</b>	CHF 520.-	CHF 400.-
<b>Advertorial in news timeline, weekly</b>	CHF 260.-	CHF 220.-

\***Long copy:** Titel and Lead (20 and 150 characters), regular text (maximum 3200 characters), maximum of 4 images, 1 as the header

\*\***Short copy:** Titel and Lead (20 and 150 characters), regular text (maximum 800 characters), maximum of 2 images, 1 as the header



**Costs (excl. 8.1% VAT):**<sup>1</sup> No discount, 15% advisory commission for agencies; no discount in combination with print discounts.

**Durations** for monthly bookings according to calendar months. Yearly bookings from January 2025 to December 2025.

**Several motives possible per customer:** Change of motive during running booking is possible. Minimum duration per motive: 14 days.

**Data delivery:** New motives have to be submitted to [anzeigen@cyclinfo.ch](mailto:anzeigen@cyclinfo.ch) at least 4 days before the desired date of publication.

**Data formats:** JPG, GIF, animated GIF, PNG, maximum file size 300 KB.

## CONTACTS

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**Subscriptions:** [www.cyclinfo.ch/shop](http://www.cyclinfo.ch/shop)

<sup>1</sup> Tax rate as per now, subject to change.