

CYCLINFO

MAGAZINE FOR THE SWISS BICYCLE INDUSTRY

EXPERT
KNOWLEDGE
FOR SWISS
BICYCLE
PROS

MEDIA DATA 2024

Valid as per January 1st 2024, effective October 2023

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 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.

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:** 900 pieces
- **Distribution:** fee-based to 900 independent bicycle dealers and selected bicycle retail chains in German-speaking Switzerland and to all bike mechanic classes at vocational schools (about 300 apprentices)

Profit from these advantages in 2024:



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.



Online file «workshops»:

find a large collection of workshops regarding technology, products, management and business economics.

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)

MEDIA DATA CYCLINFO MAGAZINE 2024

Size	Format (Format (bled-off – please include 3 mm extra for trimming)	Cost (excl. VAT) ¹
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.-
Advertorial small (1/3 page)	Text (maximum 800 characters incl. blanks), one picture in print resolution, (preferably cut out), 1 weblink, fact sheet upon request	CHF 650.- (add CHF 150.- if text needs to be written)
Advertorial large (1/1 page)	Text including title and lead (maximum 3300 characters incl. blanks), maximum 2 pictures in print resolution, 1 – 2 web links	CHF 2150.- (add CHF 400.- if text needs to be written)

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 2024) by e-mail to anzeigen@cyclinfo.ch or by means of a download link.

Advisory commission for agencies: 15 %.

PUBLICATION DATES CYCLINFO MAGAZINE 2024

Issue	Key topics	Publication date	Booking deadline	Datenanlieferung Inserate	Branchentermine
1/2024	Preorder, forecast, just in time prod.	Mo, 19.02.2024	Tu, 16.01.2024	Tu, 30.01.2024	Infotech: 15.-16.01.2024
2/2024	Emotions	Mo, 22.04.2024	Tu, 19.03.2024	Tu, 02.04.2024	Taipei Cycle Show: 06.-09.03.2024
3/2024	Swissness	Mo, 01.07.2024	Tu, 04.06.2024	Tu, 11.06.2024	Cycle Week Zürich: 23.-26.05.2024
4/2024	Tech trends	Mo, 23.09.2024	Tu, 20.08.2024	Tu, 03.09.2024	Eurobike: 03.-07.07.2024
5/2024	The shop	Mo, 25.11.2024	Tu, 22.10.2024	Tu, 05.11.2024	

CONTACTS

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¹Vorläufiger Steuersatz. Änderung vorbehalten.

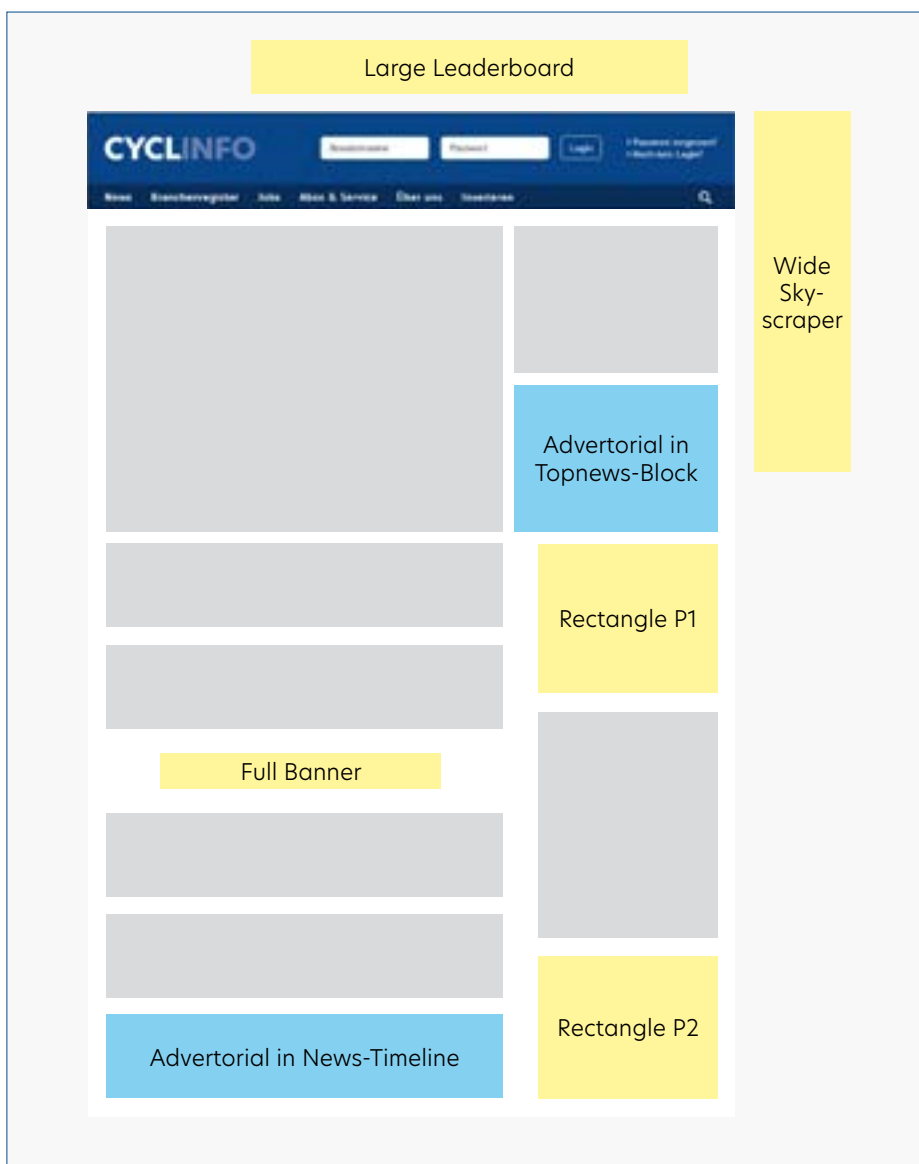
MEDIA DATA CYCLINFO.CH 2024

Position	Pixels Desktop	Pixels Responsive	Month in Rotation	Month exclusively	Year in rotation	Year exclusively
Large Leaderboard	728 x 300	300 x 100	CHF 600.-	CHF 1800.-	CHF 4750.-	CHF 14 250.-
Wide Skyscraper	160 x 600	300 x 250	CHF 600.-	CHF 1800.-	CHF 4750.-	CHF 14 250.-
Rectangle	300 x 250	300 x 250	CHF 500.-	CHF 1500.-	CHF 4000.-	CHF 12 000.-
Full Banner	468 x 60	300 x 250	CHF 450.-	CHF 1350.-	CHF 3750.-	CHF 11 250.-
Newsletter (Sent out weekly, two positions available)	468 x 60	-	-	CHF 700.-	-	CHF 6000.-

Advertorial (Fact sheet upon request)	long*	short**
Advertorial in top news block, weekly	CHF 520.-	CHF 400.-
Advertorial in news timeline, weekly	CHF 260.-	CHF 220.-

***Long title:** Lead (150 characters), regular text (maximum 3200 characters), maximum of 4 images, 1 as the header

****Short title:** Lead (150 characters), regular text (maximum 800 characters), maximum of 2 images, 1 as the header



Costs (excl. 8.1% VAT¹): 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 2024 to December 2024.

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 delivered to 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.

¹ tax rate as per now, subject to change