

bike 2026

Target group: mountain, bike and active holiday makers



FACTS

- 28.847 sold copies
- 220.000 readers
- Distribution: German speaking countries
- 12x per year
- Health-conscious opinion leaders with high income, love to travel



GOOD REASONS

- Europe's largest mountainbike magazine

bike is Europe's largest magazine for mountain bikers. It reports monthly on innovations in the industry, extensively tests of the most important products, introduces stars and presents the sport in its full range - including adventure reports, travel stories and tips for tours.

The magazine is published 12x per year with a circulation of 28.747 sold copies, which are offered in grosso. Especially destinations that offer perfect conditions for mountain bikers can attract German cyclers to their region.

Format	€-rate 4c	B	H
1/1 page*	13.000,-	210 mm	280 mm
1/2 page*	6.950,-	210 mm	136 mm
1/3 page*	5.490,-	210 mm	95 mm
1/4 page	4.020,-	90 mm	124 mm

* +3 mm bleed each side

Edition	Date of publication	Order deadline	Edition	Date of publication	Order deadline
02/2026	06.01.2026	25.11.2025	08/2026	30.06.2026	19.05.2026
03/2026	03.02.2026	23.12.2025	09/2026	28.07.2026	16.06.2026
04/2026	03.03.2026	20.01.2026	10/2026	01.09.2026	21.07.2026
05/2026	30.03.2026	17.02.2026	11/2026	06.10.2026	25.08.2026
06/2026	05.05.2026	24.03.2026	12/2026	03.11.2026	22.09.2026
07/2026	02.06.2026	21.04.2026	01/2027	01.12.2026	20.10.2026

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Unser Herz schlägt für den Tourismus.

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