



MY BIKE 2026

Target group: Racing cyclists, cyclists

FACTS

- 25,000 copies
- 80,000 readers
- Distribution: German speaking countries
- 6x per year
- Opinion leaders with high income, love to travel



GOOD REASONS

- indispensable companion for purchasing decisions
- Travel reports



With independent tests of bicycles with and without motors, expert purchasing advice on accessoires and components, and inspiring travel and tour reports, **MY BIKE** offers comprehensive information on all aspects of cycling. High-quality photo galleries and practical content whet the appetite for new experiences on two wheels - whether in everyday life, during leisure time or on holiday. The focus is on testing & technology as well as on travel & touring. The topic of e-bikes in particular is motivating more and more people to discover the bicycle as a modern, sustainable means of transportation.

Format	€-rate 4c	B	H
1/1 page*	6.890,-	210 mm	280 mm
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* +3 mm bleed each side

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Unser Herz schlägt für den Tourismus.