

Tour 2026

Target group: Racing cyclists, cyclists



FACTS

- 40.442 copies
- 160.000 readers
- Distribution: German speaking countries
- 12x per year
- Opinion leaders with high income, love to travel

GOOD REASONS

- Around 50% subscription rate
- Since 35 years active on the market
- Europe's racing cyclist magazine No. 1



Leitmotif of the editors is to inform the dedicated amateur athlete comprehensively. The editors research current trends for exercise and nutrition and discover the most beautiful holiday and tour areas for their readers.

Over the years the exceptional level of expertise, identification and independence has resulted in an unusually close bond between reader and magazine.

Format	€-rate 4c	B	H
1/1 page*	12.100,-	210 mm	280 mm
1/2 page*	6.270,-	210 mm	136 mm
1/3 page*	4.830,-	210 mm	95 mm
1/4 page	3.620,-	90 mm	124 mm

* +3 mm bleed each side

Edition	Date of publication	Order deadline	Edition	Date of publication	Order deadline
02/2026	13.01.2026	25.11.2025	08/2026	21.07.2026	02.06.2026
03/2026	10.02.2026	23.12.2025	09/2026	18.08.2026	30.06.2026
04/2026	10.03.2026	20.01.2026	10/2026	15.09.2026	28.07.2026
05/2026	07.04.2026	17.02.2026	11/2026	13.10.2026	25.08.2026
06/2026	11.05.2026	24.03.2026	12/2026	10.11.2026	22.09.2026
07/2026	16.06.2026	28.04.2026	01/2027	08.12.2026	20.10.2026

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Unser Herz schlägt für den Tourismus.

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