

# **B2KE**

## **ADVERTISING PRICE LIST 2012**

**»WE STILL WORK  
HARD FOR OUR  
READERS.«**



**»It's tough being a test rider, especially at places like the Ascari circuit in Spain, in 22 degrees heat, and you've just arrived from the snowy weather back home in Denmark.«**

**Klavs Lyngfeldt  
Redaktør Bike Danmark**

# BIKE

## Advertising booking:

Søren Skov

Advertising manager  
Bike Danmark

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E-mail [annoncer@bike.dk](mailto:annoncer@bike.dk)

Internet [www.bike.dk](http://www.bike.dk)

## Material:

Karin Inghe

Phone +46 8 736 12 38

E-mail [annons@bike.se](mailto:annons@bike.se)

## Here we go!

**B**IKE HAS not become the largest motorcycle magazine in Scandinavia because we drive bikes – we ride bikes. Let me explain the subtle but vital difference.

We do serious tests, take bikes and gear to their limits so that our readers get the facts straight. To us motorcycle is a serious matter. We are nerds, and proud of it. But since we ride bikes we never get lost in graphs and numbers. The riding experience is central in Bike, the pace is high and our stories have a sharp edge.

Bike is the youngest of the Scandinavian motorcycle magazines, yet we have quite a few distinguished grey among our readers. These readers feel like 25, even though their drivers license may say otherwise. Our readers are passionate and committed motorcyclists. They look for products that are not necessarily the cheapest, but gives them most bang for the buck. That's how we know them. Our readers make active choices and they ride their bikes, not just store them in the garage.

The brand Bike is definitely more rock 'n' roll than elevator music. Which attitude do you want your products to be associated with?

**WE HOPE THAT YOU** will be with us for the whole of 2012. I can guarantee you that it will be an exciting trip. Here we go!

Sincerely and with wishes for a long and great season.  
/SØREN SKOV, BIKE



# Successful advertising on the web

## Advertise at [www.bike.dk](http://www.bike.dk)

With a rapidly flow of news, an active message board and new design, the number of frequent visitors at bike.dk is increasing day by day. Members visit the site for advise, news, tests, roads or to chat with others.

The link between the magazine and the web site gives you a unique possibility to spread your message, if combining these two platforms in your campaigns.

## For prices and booking

Contact Søren Skov at phone: 33 32 38 80 or by e-mail: [annoncer@bike.dk](mailto:annoncer@bike.dk)

**Se de bedste klip her**

**Toppbanner: 768x90 pixlar**

**Centralt banner: 375x250 pixlar**

**140x70 pixlar**

**140x140 pixlar**

**140x350 pixlar**

Place your advertisement now! Contact Søren Skov at 33 32 38 80 or [annoncer@bike.dk](mailto:annoncer@bike.dk)

## Our formats



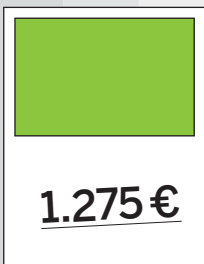
**3.570 €**

**Spread 405x264 mm**  
(Bleed 430x300 mm  
+ 5 mm trim margin for cropping)



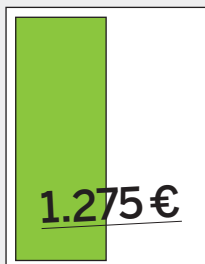
**1.946 €**

**Full page 190x264 mm**  
(Bleed: 215x300 mm  
+ 5 mm)



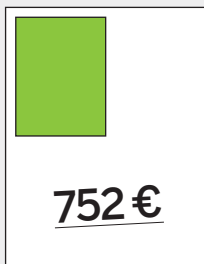
**1.275 €**

**Half page vertical 190x130 mm**



**1.275 €**

**Half page horizontal 92x264 mm**



**752 €**

**Quarter page 92x130 mm**



**752 €**

**Quarter page vertical 44x264 mm**



**752 €**

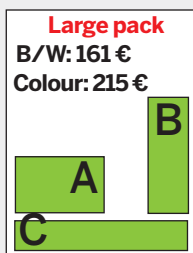
**Quarter page horizontal 190x62 mm**

## ORDER OUR EFFECT-PACK

**The Effect-pack gives great exposure for reasonable money**

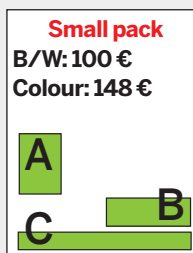
- Your ad published in Bike (10 issues) for 1 full year.
- Choose one of our fixed formats: The large Effect-pack; 92x67, 44x135 or 190x31 mm. The small Effect-pack (width x height): 92x31, 44x67 or 190x15 mm.
- The large Effect-pack costs 161 euro /issue in black/white and 215 euro in 4-colour.
- The small Effect-pack costs only 100 euro /issue in black/white and 148 euro in 4-colour.
- You save over 40% compared to regular prices.
- You will be published in the only truly professional motorcycle magazine in Denmark.

**134 euro**  
reduction / issue



**Large pack**  
B/W: 161 €  
Colour: 215 €

**A: 92 x 67 mm**  
**B: 44 x 135 mm**  
**C: 190 x 31 mm**



**Small pack**  
B/W: 100 €  
Colour: 148 €

**A: 44 x 67 mm**  
**B: 92 x 31 mm**  
**C: 190 x 15 mm**

## Publishing calendar 2012

BIKE Number	Deadline Material	Date of issue
1-11 CATALOGUE	23/11	15/12
2-11	4/1	26/1
3-11	1/2	26/2
4-11	7/3	29/3
5-11	4/4	26/4
6-11	3/5	31/5
7-11	13/6	5/7
8-11	3/7	2/8
9-11	15/8	6/9
10-11	3/10	25/10
1-12 CATALOGUE	27/11	20/12

## Advertising information

### PRICES

1/4-page 92 x 130,  
190 x 62, 44 x 264 mm:  
**752 euro.**

1/2-page 190 x 130, 92 x 264 mm:  
**1.275 euro.**

1/1-page 190 x 264 mm:  
**1.946 euro.**

2/1-page 405 x 264 mm:  
**3.570 euro.**

### COVER PAGES

Back cover: **2.443 euro.**  
Inside of front cover **2.215 euro.**  
Spread, pages 2-3: **4.160 euro.**  
Preferred placement: +10 %

### TITEL ADVERTISEMENT

Placed on the classified ad-  
pages, Each column-mm:  
**2,70 euro.**  
(For discounts on titel advertisement, see our Effect-pack)

### DISCOUNTS

2 issues consecutively **5 %**  
4 issues consecutively **10 %**  
7 issues consecutively **15 %**  
10 issues consecutively **20 %**  
**The discount applies from the first issue on standing order.**

### GRAPHIC PRODUCTION

Prices refer to printable files, but we can help you make your advertise ready at a reasonable rate. Call Søren Skov at 33 32 38 80.

### TECHNICAL INFORMATION

Number of columns: **4**  
Column width: **44 mm**  
Column height: **264 mm**  
Type area: **190 x 264 mm**  
Trim size: **215x300 mm + 5 mm**

**»WE ARE PUSHING HARDER THAN EVER!«**

Place your advertisement now! Contact Søren Skov at 33 32 38 80 or [annoncer@bike.dk](mailto:annoncer@bike.dk)



## ***This is how we want your ad:***

In order for us to provide you with **the best possible service**, we ask the following:

### **File format**

We prefer a **PDF-file** (PDF/X-1A, ver 1,3), created with high resolution images. Images should be at least 300 dpi and in CMYK mode (ISO Coated v2 300% (ECI)), as shall all other colours in the file. All type faces should be included in the PDF-file.

**But we can also handle** EPS-files created in QuarkXpress, PageMaker, InDesign (version 1.5 and higher), Illustrator and FreeHand. All created with high-resolution images of at least 300 dpi. All colours in CMYK-mode and all type faces included.

**We also can handle** open files from InDesign (version 1.5 and higher), Illustrator and FreeHand. Incorporate all used typefaces and images. The file must not use any XTensions or similar. All images in resolution of at least 300 dpi and all colours in CMYK-mode (ISO Coated v2 300% (ECI)).

**We do not handle** files from CorelDraw, Word, Works, Excel, PowerPoint or Publisher.

### **Cropmarks**

Ads with bleed must have 5 mm trim margin for cropping and 4 mm displacement of cropmarks. Other ads should be delivered in precise formats and without cropmarks..

### **Requirements for images**

Images must be high-resolution (300 dpi) and saved as TIFF, EPS or JPEG and in CMYK mode (ISO Coated v2 300% (ECI)). Images must not have extra channels. Only CMYK; C, M, Y and K.

### **Send your material to**

**ftp:** ftp.okforlaget.se Username: bike Password: annons

**E-mail:** annons@bike.se

The material should be labeled with: advertiser, issue and format, e.g:

»Advertiser\_BIKEDK03\_92x264.pdf«

### **Mail CD or DVD to:**

Bike, Annonsematerial, Box 23 800, S-104 35 Stockholm, Sweden.

### **Other**

To ensure the best possible quality we recommend that a print of the advertisement is provided. Keep in mind that off-set-printing is not an exact science, variations may occur.

### **For questions about delivery of material, please contact:**

Karin Inghe, phone: +46 8 736 12 38, e-mail: annons@bike.se

**Always contact Søren Skov, [annoncer@bike.dk](mailto:annoncer@bike.dk), when delivering material.**

**Place your advertisement now! Contact Søren Skov at 33 32 38 80 or [annoncer@bike.dk](mailto:annoncer@bike.dk)**