



RIDE MEDIA KIT 2024



«Ride» is the **SINGLETRAIL-COSMOS** for mountain bikers. Thanks to its cross-media positioning, the magazine has become the most important route platform in the Alps.

The **PRINT VERSION** of Ride, which is published six times a year, is still the flagship magazine and is considered the lifestyle magazine among cycling magazines. It is characterized by an exceptionally high quality standards. The uniqueness is reflected in the imagery, in the design, in the extensive background reports and in the high-quality production

The second media pillar of Ride is the **WEBSITE RIDE-MTB.COM**, which is characterized by a high degree of topicality (news) and high functionality (tours).

The contents are linked on several levels and are well positioned through clever SEO and state-of-the-art web technology. Especially the tour database is growing quickly and forms the sustainable foundation combined with the news and the short-lived topicality.

Ride has been awarded several times due to its exceptional positioning and the successful developments in the reader and advertising market.

# ADVERTISEMENT PRINT MAGAZINE



## FACTS & FIGURES

|                      |  |
|----------------------|--|
| Format:              | 220 x 280 mm                           |
| Size:                | 124 pages                              |
| Frequency::          | 6x annually from February to Septembre |
| Circulation regular: | 11,000 copies                          |
| Circulation Travel:  | 60,000 copies                          |
| Language:            | German                                 |






## DATES 2024

| Edition: | Booking deadline  | Publication date   |
|----------|-------------------|--------------------|
| N° 88 *  | 22. December 2023 | 01. February 2024  |
| N° 89    | 16. February 2024 | 04. April 2024     |
| N° 90    | 15. March 2024    | 02. May 2024       |
| N° 91    | 19. April 2024    | 06. June 2024      |
| N° 92    | 17. May 2024      | 04. July 2024      |
| N° 93    | 12. July 2024     | 05. Septembre 2024 |

Submission deadline is five working days after the booking deadline.

\* Travel edition in large print run

## AD SIZES & RATES

|                 |  |  |  |  |  |
|-----------------|---|---|---|---|---|
|                 | Spread  | Full page   | 1/2 page  | 1/2 page  | 1/3 page  |
| Format (mm)     | 430 x 270   | 210 x 270   | 210 x 135   | 105 x 270   | 70 x 270  |
| Regular edition | 3,900.-   | 3,000.-   | 1,800.-   | 1,800.-   | 1,400.-   |
| Travel edition  | 5,900.-   | 4,500.-   | 2,700.-   | 2,700.-   | 2,100.-   |

All prices are quoted in Swiss francs and are subject to 8.1 percent VAT.

## SPECIAL RATES

|                                 | Regular edition | Travel edition |
|---------------------------------|-----------------|----------------|
| Second or third cover page      | 3,200.-         | 4,900.-        |
| Fourth cover page, 220 x 280 mm | 3,900.-         | 5,900.-        |
| Mandatory placement request     | + 5 %           | + 5 %          |

## INSERTS & SUPPLEMENTS

|                   |                    |
|-------------------|--------------------|
| Total circulation | 5,000.-            |
| Postage costs     | 125.- per 10 grams |

Cost includes technical effort. Only available for regular editions. Details on request.

## PRINT AD SUBMISSION

Data supplied in PDF X-1 standard, 4-colour Euroscale.

Regular ads do not require bleed, only 4th cover page.

Data delivery via email to [anzeigen@ride-mtb.com](mailto:anzeigen@ride-mtb.com) (maximum 9MB).

## DISCOUNTS

Traditional advertisement, advertorials and supplements will be all treated equally and will be accumulated. Decisive is the total amount of placements over the year.

|                   |      |
|-------------------|------|
| 3 insertions      | 5 %  |
| 4 insertions      | 10 % |
| from 5 insertions | 15 % |

Agency commission for media and advertising agencies: 15 %.

# ADVERTORIALS PRINT MAGAZINE



## FULL PAGE ADVERTORIALS

Ride offers various full-page advertorial layouts. Whenever possible, these are placed in the environment of the „Ride Boutique“. There are several layout variants for double and single pages to choose from. The design is implemented by the Ride graphics team from supplied images and texts. Individual designs according to customer wishes are not possible. Clients may still create advertorials themselves. However, these will be booked as classic advertisements.

The advertising costs include the expenses for the design and a correction run. Further author corrections are charged as additional expenses. The advertorials are marked as advertisements. For further details please ask for the „Ride Print Advertorials“ factsheet.

| Format    | Text length   | Rate    |
|-----------|---|---------|
| 2/1-Seite | 3,200 char. incl. spaces                                | 4,200.- |
| 1/1-Seite | 1,300 to 2,100 char. incl. spaces (depending on layout) | 3,200.- |

## ADVERTORIALS «SMALL»

These come in the style of the „Lounge“ articles, but are printed on a separate matte paper. This gives them a very high advertising presence. The boutique pages are marked as advertisements. Four advertorials are placed per page. The content can advertise products, services as well as tourist offers. For further details please ask for the „Ride Print Advertorials“ factsheet.

| Format | Text length            | Image size | Rate  |
|--------|------------------------|------------|-------|
| ¼ page | 380 char. incl. spaces | 80 x 60 mm | 650.- |

## NOTICES

After booking, detailed instructions for data preparation will be sent. Text and images must be prepared according to the specifications and delivered to [anzeigen@ride-mtb.com](mailto:anzeigen@ride-mtb.com). The „good to print“ is sent by the publisher to the customer as a PDF. Print advertorials are only available for normal issues of Ride (not for Ride Travel).

## REALIZED ADVERTORIALS



Layout D4



left: Advertorial small / right: layout E6



Layout D4



left: Advertorial small / right: layout E4



Layout D3



left: Advertorial small / right: layout E6

# BANNERS & ADVERTORIALS WEBSITE



## FACTS & FIGURES

Language: German  
 Pageviews / month:: 400,185  
 Site visits / month:: 189,342  
 Unique visitors / month: 110,457  
 Newsletter: 14,275  
 Status: August 2023. Current statistics can be found in the footer on ride-mtb.com

## ONLINE BANNERS

|             | Format                | /Year   | /Month  | /Week | Placement |
|-------------|-----------------------|---------|---------|-------|-----------|
| Rectangle   | 300 x 250 px          | 6,000.- | 900.-   | 400.- | Frontpage |
| Leaderboard | 728 x 90 px (Desktop) |         |         |       |           |
|             | 300 x 100 px (Mobile) | 8,000.- | 1,100.- | 500.- | Content   |
| Newsletter  | 728 x 90 px (Desktop) |         |         |       |           |
|             | 300 x 100 px (Mobile) | -       | -       | 300.- |           |

## ONLINE ADVERTORIALS

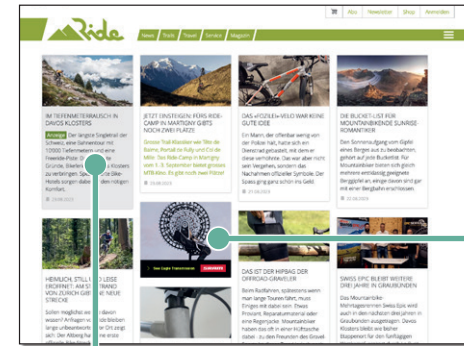
Ride offers advertorials in the style of an editorial article. These paid PR articles are marked as advertisements. Further details are listed in the factsheet „Ride Online Advertorials“. Advertorial previews will be integrated into the weekly Ride newsletter.

|                    | Text length              | Images  | Videos  | Rate  |
|--------------------|--------------------------|---------|---------|-------|
| Online advertorial | 5,000 char. incl. spaces | max. 20 | 4 clips | 600.- |

## ONLINE DATA SUBMISSION

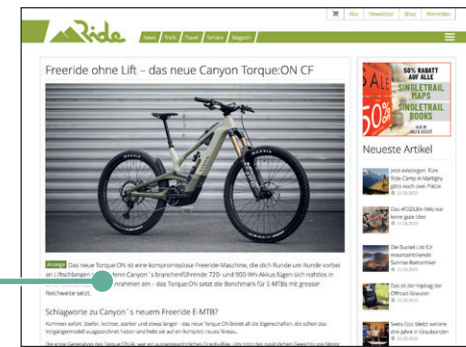
Banner & Rectangles: Possible data formats are JPG, GIF or PNG. The integration of HTML banner codes via external ad servers is possible. Data delivery via email to [anzeigen@ride-mtb.com](mailto:anzeigen@ride-mtb.com)  
 Advertorials: Text, images and videos are uploaded independently by the advertiser via [ride-mtb.com](http://ride-mtb.com). After successful booking, detailed instructions on the upload process will be sent.

## VISUALIZATION



Frontpage

Rectangle



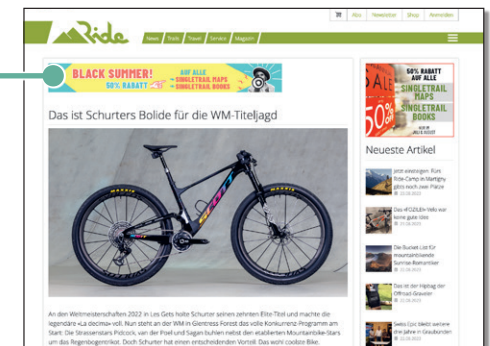
Advertorial

## Newsletter



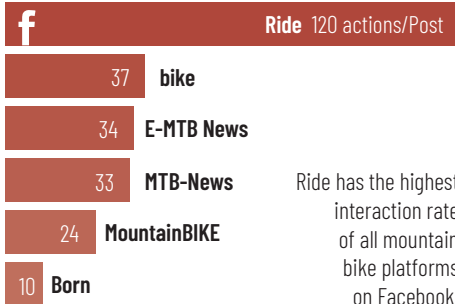
Leaderboard

Content





## SOCIAL MEDIA INTERACTION



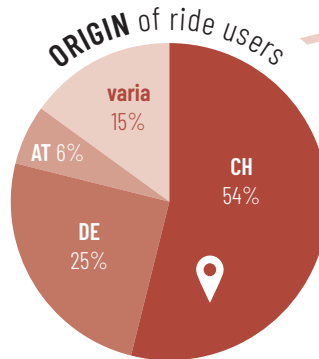
Ride has the highest interaction rate of all mountain bike platforms on Facebook.

**4.5 MIO** PAGE VIEWS per year.

**1.1 MIO** SITE VISITORS per year.

**27'700** USER ACCOUNTS on Ride-mtb.com.

14,780 recipients receive the weekly newsletter from Ride.



**2,914,129**  
**METERS OF DEPTH**

come together if you ride all the Ride tours.

**162** **BIKE HOTELS** are currently registered with Ride.

**175** **BIKE SHOPS** are listed on the Ride website.

**583** **MOUNTAIN RAILROADS & SHUTTLES** are recorded and linked to tours.

**857** **TOURS** have at least one **USER COMMENT**.

## Development of the SUBSCRIPTIONS

The number of subscribers with full access and issue delivery is growing strongly and has more than doubled since the relaunch in 2016.

**5.7 MIO**

is the total number of **VIEWS** in the tour database. That is 2840 views per recorded route.

## AWARDS FOR MEDIA PERFORMANCE

**Q Award 2019**  
Award as the **best trade magazine in Switzerland**: Ride wins the Q-Award 2019

Honored with the exclusive European Publishing Award 2021 in the category **Special Interest**.



## UNSURPASSED SINGLE TRAIL EXPERTISE

**800,000** ACCESSES WEB MAP

on the route network with over 169,000 kilometers of MTB trails.

**5.2 MIO.** TOURS PAGE VIEWS

each tour is called up an average of 650 times per year.





## PUBLISHER & EDITORS

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