

MEDIA DATA PRINT 2019

ADVERTISING



1/1 page (bleed-off)
= 2,500 Euro



1/2 page (white framing)
= 1,650 Euro



2/1 page (bleed-off)
= 4,800 Euro

FORMATS

1/1 page

240 x 320 mm
4c Euroscale
Bleed: 3mm

1/2 page vertical

111,5 x 312 mm
4c Euroscale
Bleed: 3mm

1/2 page landscape

232 x 154 mm
4c Euroscale
Bleed: 3mm

2/1 Seite

480 x 320 mm
4c Euroscale
Bleed: 3mm

PREMIUM POSITIONS

Full page U2

(„inside cover“)
= 2,800 Euro

Full page U4

(„backside cover“)
= 3,300 Euro

First double page

(„inside cover and first page“)
= 5,400 Euro

SUPPLEMENTS

Total circulation

= 2.500 Euro
+ 300 Euro postage

RELEASE DATES & CIRCULATION

LINES Magazine will be published three times a year, - in Spring, Summer and Fall - with a circulation of 8,500 copies. Release dates for 2019 are:

Issue #14

Release: 2019-03-30
Print deadline: 2019-03-08

Issue #15

Release: 2019-07-05
Print deadline: 2019-06-14

Issue #16

Release: 2019-09-13
Druckschluss: 2019-08-23

Media data is valid for 2019. Prices are subject to change, errors expected.
All prices are net, excl. 5% advertising tax and 20% VAT.

Subject to change.

ENQUIRIES

MEDIA@LINES-MAG.AT



MEDIADATA DIGITAL 2019

WEBSITE

HEADER
TITEL SLIDER
NEWS AREA

TITEL SLIDER

most prominent placement on the site
contains a maximum of 4 content pieces
= 300 Euro/month

SIZE 1.200 x 800 px

FORMAT jpeg- or png-files

ADVERTORIAL

Destinations, products & services
editorial article in news area
= 500 Euro

SPECIFICATIONS

Images & text are supplied

LINES-MAG.AT

25.000 page views per month

ONLY POINT OF CONTACT-SITE for trail bikers in Austria

SOURCE OF INSPIRATION: region & trail database

NEWSLETTER

HEADER
NEWS
NEWSLETTER BANNER
NEWS

NEWSLETTER BANNER

Ad-space in the LINES newsletter
incl. Link to advertiser
= 200 Euro/dispatch

SIZE 800 x 100 px

FORMAT jpeg- or png-files

NEWSLETTER

46 % open rate

9 % click rate

MOST ACTIVE READERSHIP of all Austrian bike media

subscribed by **OPINION LEADERS** due to exclusive news

SOCIAL MEDIA



58.000
interactions per month

750.000
impressions per month

MOST ACTIVE COMMUNITY
of all Austrian bike media



36.000
reach per month

3 %
interaction rate

BIGGEST COMMUNITY
of all Austrian bike media



17.000 MIN
viewing time/month

7.000
views/month

NEW VIDEO SERIES
for 2019

If you are interested to work with us in social media, please contact us directly at media@lines-mag.at

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LINES ENTERTAINMENT KG
www.lines-mag.at

ADDRESS
Kärntner Straße 96
A-8053 Graz

E-MAIL
media@lines-mag.at

PHONE
+43 664 5638858

VAT
ATU72018112