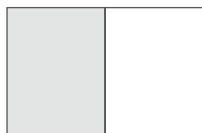
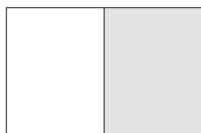


# MEDIA DATA PRINT 2020

## 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, CMYK  
Bleed: 3mm

### 1/2 page vertical

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

### 1/2 page landscape

232 x 154 mm  
4c Euroscale, CMYK  
Bleed: 3mm

### 2/1 Seite

480 x 320 mm  
4c Euroscale, CMYK  
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 2020 are:

### Issue #17

Release: 2020-03-28  
Print deadline: 2020-03-06

### Issue #18

Release: 2020-07-02  
Print deadline: 2020-06-10

### Issue #19

Release: 2020-09-12  
Druckschluss: 2020-08-21

Media data is valid for 2020. 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](mailto:MEDIA@LINES-MAG.AT)

**LINES ENTERTAINMENT KG**  
[www.lines-mag.at](http://www.lines-mag.at)

**ADDRESS**  
Kärntner Straße 96  
A-8053 Graz

**E-MAIL**  
[media@lines-mag.at](mailto:media@lines-mag.at)

**PHONE**  
+43 664 5638858

**VAT**  
ATU72018112

# MEDIADATA DIGITAL 2020

## WEBSITE



### 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



**18.000 MIN**  
viewing time/month

**8.000**  
views/month

**NEW VIDEO SERIES**  
for 2020

If you are interested to work with us in social media, please contact us directly at [media@lines-mag.at](mailto:media@lines-mag.at)

Media data is valid for 2020. Prices are subject to change, errors expected.

All prices are net, excl. 5% advertising tax and 20% VAT. Subject to change.