

MEDIA DATA PRINT 2021

ADVERTISING



1/1 page (bleed-off)
= 2,700 Euro



1/2 page (white framing)
= 1,850 Euro



2/1 page (bleed-off)
= 4,900 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“)
= 2,900 Euro

Full page U4

(„backside cover“)
= 3,400 Euro

First double page

(„inside cover and first page“)
= 5,500 Euro

SUPPLEMENTS

Total circulation

= 2.800 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 2021 are:

Issue #20

Release: 2021-04-10
Print deadline: 2021-03-19

Issue #21

Release: 2021-07-01
Print deadline: 2021-06-09

Issue #22

Release: 2021-09-25
Druckschluss: 2021-09-03

Media data is valid for 2021. 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 2021

WEBSITE



ADVERTORIAL

Destinations, products & services
editorial article in news area
= 700 Euro

SPECIFICATIONS

Images & text are supplied

LINES-MAG.AT

45.000 page views per month

ONLY POINT OF CONTACT-SITE for trail bikers in Austria

SOURCE OF INSPIRATION: region & trail database

NEWSLETTER



NEWSLETTER BANNER

NEWSLETTER BANNER

Ad-space in the LINES newsletter
incl. Link to advertiser
= 400 Euro/dispatch

SIZE 800 x 100 px

FORMAT jpeg-, gif- or png-files

NEWSLETTER

50 % open rate

10 % 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



80,000
reach per month

11 %
interaction rate

BIGGEST COMMUNITY
of all Austrian bike media



42,500 MIN
viewing time/month

18,000
views/month

NEW VIDEO SERIES
for 2021

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

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