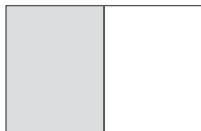




MEDIADATA PRINT 2022

ADVERTISING



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



1/2 page (white framing)
= 1,900 Euro



2/1 page (bleed-off)
= 5,000 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 page

480 x 320 mm
4c Euroscale, CMYK
Bleed: 3mm

PREMIUM POSITIONS

Full page U2

(„inside cover“)
= 3,000 Euro

Full page U4

(„backside cover“)
= 3,500 Euro

First double page

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

SUPPLEMENTS

Total circulation

= 2,900 Euro
+ 350 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 2022 are:

Issue #23

Release: 2022-04-02
Print deadline: 2022-03-11

Issue #24

Release: 2022-07-08
Print deadline: 2022-06-15

Issue #25

Release: 2022-09-24
Print deadline: 2022-09-02

Media data is valid for 2022. 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 2022

LINES-MAG.AT

GO-TO SITE for trail bikers in Austria
45,000 page views per month // **14,000** unique users per month
INFORMATION through regular news articles // **INSPIRATION** through trail database



ADVERTORIAL

Products & services,
 editorial article
 = 800 Euro

SPECIFICATIONS

Images & text provided



BANNER

Ad space in the news area
 incl. link to advertiser
 = 750 Euro per month

SPECIFICATIONS

800 x 150 px
 jpeg-, gif- or png-files

NEWSLETTER

3,500 Subscribers // **47 %** open rate // **10 %** click rate
MOST ACTIVE READERSHIP of all Austrian bike media
 subscribed by **OPINION LEADERS** due to news exclusivity

DISPATCH DATES

→ Issue #23

Dispatch: 2022-03-23

Data deadline: 2022-03-16

→ Issue #25

Dispatch: 2022-09-14

Data deadline: 2022-09-07

→ Issue #24

Dispatch: 2022-06-29

Data deadline: 2022-06-22

→ Calender

Dispatch: 2022-11-09

Data deadline: 2022-11-03

SPECIFICATIONS

800 x 150 px

jpeg-, gif- or png-files

NEWSLETTER BANNER

Ad space in the newsletter
 incl. link to advertiser
 = 500 Euro/dispatch



SOCIAL MEDIA



53 %
 interaction rate

12,000
 posting reach per month

MOST ACTIVE COMMUNITY
 of all Austrian bike media



11 %
 interaction rate

307,000
 impressions per month

BIGGEST COMMUNITY
 of all Austrian bike media



20,000
 views/month

42,500 MIN
 viewing time/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

Media data is valid for 2022. Prices are subject to change, errors expected.

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