

On the one hand you united the Austrian bike scene, on the other hand you helped progress it a lot.

Stevie Schneider



### AUSTRIAN GRAVITY SERIES

Austrian downhill cup  
Ø 166 participants per race  
[lines-mag.at/austrian-gravity-series](https://lines-mag.at/austrian-gravity-series)



### SCHNEEFRÄSN

only downhill race series on snow worldwide  
[lines-mag.at/schneefraesn](https://lines-mag.at/schneefraesn)



### COMMUNITY PROJEKTE

everything that helps the Austrian bike community, i.e. movies like **BITWYLI 2**, engagement for **trail advocacy**, etc.

100

bike shops in Austria, Germany & Northern Italy are LINES distribution partners

## LINES



### SCHOOL OF PUMP

pump track school tour throughout Austria, more than 600 pupils per year  
[lines-mag.at/school-of-pump](https://lines-mag.at/school-of-pump)



### LINES RIDES

community rides in cooperation with (distribution) partners  
[lines-mag.at/lines-rides](https://lines-mag.at/lines-rides)



### TRAILPARTIE

fun enduro event series, every event fully booked since #1  
[lines-mag.at/trailpartie](https://lines-mag.at/trailpartie)

#### LINES REPORTS ABOUT THE AUSTRIAN BIKE COMMUNITY AND SHAPES IT AT THE SAME TIME

If you'd like to take part and support the community with us as well, i.e. at one of the events above, please don't hesitate to get in touch with us: [media@lines-mag.at](mailto:media@lines-mag.at)



The magazine is ultra high-quality, I didn't know that it was produced on such a level.

Look, feel, content, wow.

Thomas Paatz, Gründer [mtb-news.de](http://mtb-news.de)

Finally a sick MTB mag, that is worth every Euro. Thanks!

LINES Leser @trailonaut



subscribed by **industry opinion leaders** adored by the **Austrian bike community**

## coffee table book

112-120 pages, cover flap, each issue includes a different print gimmick, true collectible

## 3x a year

spring, summer and fall

## 8,500 circulation

distributed via **subscriptions, magazine distribution** (Austria) and appr. **100 bike shops** in Austria, Germany & Northern Italy

# MEDIADATA PRINT 2025

## ADVERTISING



### 1/1 page (bleed-off)

240 x 320 mm  
Bleed: 3mm all sides  
= 3,300 Euros



### 1/2 page (white framing)

111,5 x 312 mm (vertical) or  
232 x 154 mm (landscape)  
= 2,200 Euros



### 2/1 page (bleed-off)

480 x 320 mm  
Bleed: 3mm all sides  
= 5,750 Euros

## PREMIUM POSITIONS

### Full page U2

(„inside cover“  
= 3,500 Euros

### Full page U4

(„backside cover“  
= 4,000 Euro

### First double page

(„inside cover and first page“  
= 6,250 Euros

## SUPPLEMENTS

### Total circulation

= 3,300 Euros  
+ 450 Euros postage

## RELEASE DATES & PRINT DEADLINES

### Issue #32

Release: 2025-03-29  
Print deadline: 2025-03-07

### Issue #33

Release: 2025-07-10  
Print deadline: 2025-06-18

### Issue #34

Release: 2025-10-18  
Print deadline: 2025-09-26

Media data are valid for 2025. Prices are subject to change, errors expected. All prices are net, excl. 5% advertising tax and 20% VAT. Subject to change.

**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 NO.**  
ATU72018112



I think your overview pages on bike parks and the updates regarding newly built bike tracks in Austria are simply genius.

LINES reader **Andreas H.**

Compliment to your work – really liking it since years!

LINES reader **Florian E.**

### Hub

for trail bikers in Austria

### Information

articles on events, tracks & material

### Inspiration

trail database, videos & contests

# MEDIADATA DIGITAL 2025

## LINES-MAG.AT

**67,000** page views per month // **30,000** unique user per month // **1:53** min average stay



**ADVERTORIAL**  
editorial article  
products & services  
= 1,100 Euros

Images & text provided



### BANNER

Ad space in news articles  
inkl. link to advertiser  
= 1,000 Euros per month

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

## NEWSLETTER

**3,500** subscribers // **51%** open rate // **10%** click rate  
**MOST ACTIVE READERSHIP** of all Austrian bike media  
subscribed by **OPINION LEADERS** due to news exclusivity

### DISPATCH DATES

→ **Issue #32**  
Dispatch: 2025-02-28  
Data deadline: 2025-03-21

→ **Issue #34**  
Dispatch: 2025-09-26  
Data deadline: 2025-09-19

→ **Issue #33**  
Dispatch: 2025-07-08  
Data deadline: 2025-07-01

→ **Calender**  
Dispatch: 2025-11-10  
Data deadline: 2025-11-03

### SPECIFICATIONS

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

### NEWSLETTER BANNER

Ad space in the newsletter  
inkl. link to advertiser  
= 700 Euros per dispatch



## SOCIAL MEDIA



**7,100** interactions per month // **263,000** impressions per month // **BIGGES & MOST ACTIVE COMMUNITY** of all Austrian bike media



**20,000** impressions per month // **42,500** min. viewing time per month // **TRUSTED SOURCE** in the field of track previews

### PLACEMENTS

like Social Media  
give aways, videos of  
new tracks, etc...  
= please inquire

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