

AUSTRIAN
MOUNTAINBIKE
MAGAZINE

LINES

EVERYTHING FOR THE COMMUNITY!

MEDIA DATA 2026



Print
01-02



Digital
03-04



Events
05-06

PRINT SOFT FACTS

COFFEE TABLE BOOK NICE SIZE
COLLECTIBLE PRINT ENHANCEMENT
TIMELESS PREMIUM BENCHMARK



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

Look, feel, content, wow.

Thomas Paatz, founder of mtb-news.de

1 kilo

of weight, 112-120 pages thick

3 times

a year - spring, summer, autumn

refined

punchings, flockings, glitter coatings -
every LINES issue is unique thanks to
print refinements

8.500

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

ideal for

image/brand bildung
destination presentation
storytelling

nothing for

waste paper. It will never land there, that is
our aspiration. LINES is received over a long
period of time and proudly presented.

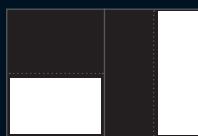
PRINT HARD FACTS



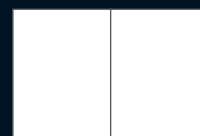
ADVERTISING



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 Euros

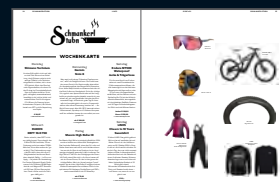
First double page
(„inside cover and first page“)
→ 6.250 Euros

SUPPLEMENTS

Total circulation
→ 3.300 Euros
+ 450 Euros postage

PRODUCT PLACEMENT

Schmankerlstubn double page
Picture & product infos provided
→ 1.100 Euros



RELEASE DATES & PRINT DEADLINES

Issue #35
Release: 2026-3-28
Data deadline: 2026-3-6

Issue #36
Release: 2026-7-9
Data deadline: 2026-6-17

Issue #37
Release: 2026-3-10
Data deadline: 2026-9-11

Media data are valid for 2026. Prices are subject to change, errors expected.
All prices are net, excl. 5% advertising tax and 20% VAT. Subject to change.

CLOSE TO THE COMMUNITY MOUNTAIN BIKE HUB AUSTRIA
ORGANICALLY GROWN RIGHT IN THE MIDDLE OF IT
REAL INFORMATION INSPIRATION



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

LINES reader **Andreas H.**

What's up?

Looking for events
→ lines-mag.at/events

What's new?

Fresh trails, pump tracks & bike parks
→ lines-mag.at/streckenuupdates

What's good?

Product presentations and experiences
→ lines-mag.at

In short

Everything for the community!

Where to go?

In need for holiday inspiration
→ lines-mag.at/trails

What is/was?

The latest news
→ lines-mag.at

How's it looking?

POV track previews
→ LINES on YouTube

ideal for

Events, news
product presentations / articles
banner ads, give aways, raffles

DIGITAL HARD FACTS



WEBSITE

90,000 page views/month

40,000 unique user/month

1:48 min average stay



ADVERTORIAL

editorial article
on products & services
images & text provided
→ **1.100 Euros**



BANNER

ad space in news articles
incl. link to advertiser
800 x 150 px
jpeg-, gif- or png-file
→ **1.000 Euros/month**

INSTAGRAM

506,000 impressions/month

7,200 interactions/month

BIGGEST & MOST ACTIVE COMMUNITY
of all Austrian bike media

YOUTUBE

20,000 impressions/month

52,000 min viewing time/month

TRUSTED SOURCE in the field
of track previews

COOPERATIONS

like raffles, give aways,
track preview videos, ...
→ media@lines-mag.at

NEWSLETTER

3,500 subscribers

51% opening rate

subscribed by **OPINION LEADERS**



BANNER

incl. link to advertiser
800 x 150 px
jpeg-, gif- or png-file
→ **700 Euros/dispatch**

→ Issue #35

Dispatch: week 12

→ Issue #36

Dispatch: week 27

→ Issue #37

Dispatch: week 39

→ Christmas

Dispatch: week 46

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EVENTS SOFT FACTS

BEING AN ACTIVE PART ENLARGING THE COMMUNITY
CREATING EXPERIENCES JOINT RIDE OUTS
FUN ENDURO SNOW RACES DOWNHILL



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

Stevie Schneider, exfluencer

Engine

not only reporting about the community, but being an engine for it - that's what LINES strives for

15+ events

(co-)organizes LINES per year

comes back

engagement for the community comes back in form of trust, reputation and thankfulness towards LINES

Community

support and enlargement
- that's the goal and result of our events

serious to fun

Range from competitive downhill series to quirky snow races

ideal for

advertising right on the target group, in emotionally strong moments, profit from LINES' reputation

EVENTS HARD FACTS



AUSTRIAN GRAVITY SERIES
nationwide downhill series
 140+ riders/event
 600 participants/season
 U15/17 categories most popular
 high social media output thanks to
 free photos for all riders



SCHNEEFRÄSN
only downhill race series on snow
in the world
 300+ participants/season
 brings biking into ski destinations
fun & quirky adventure
spectacular without being too risky



TRAILPARTIE
fun enduro series
 150-200 riders/event
 4 events from March to October
 an unforgettable weekend: riding
 bikes together, having a good time
 & meeting new people



SCHOOL OF PUMP
 nationwide pump track tour
 through schools
 get kids enthusiastic for sports
 800 pupils per year
 13 schools at 6 locations
 with Bike School Pekoll coaches



LINES RIDES
community bike rides
 together with (distribution) partners
 relaxed atmosphere
 experience, which lasts
 time to chat
 very exclusively on the target group

COOPERATIONS
 sponsoring,
 cooperations,
 partnerships,
 product samples, ...
 → christoph@lines-mag.at