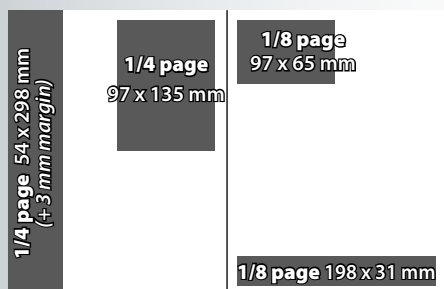
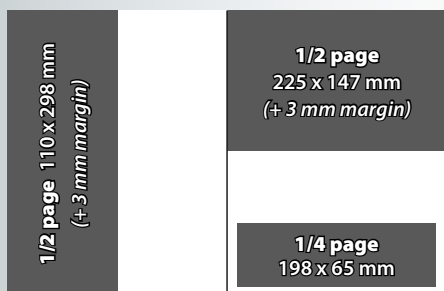


ADVERTISE YOUR PRODUCTS IN THE LEADING MOTORCYCLE MEDIA IN FINLAND

MEDIA KIT 2020



TECHNICAL SPECIFICATIONS



Printing ready material
High resolution (300 dpi),
or TIFF, EPS or JPEG.



Margins
Add 3 mm margins to all advertisements
on the border of a page.



Resolution
Resolution of all photographs must/should
be 300 dpi.



Colors
All photographs CMYK, no other channels.



Open material
InDesign, and all photographs (CMYK,
300 dpi) and fonts (Post Script) enclosed.



Send your ready to print material to
aineistot@saarsalo.fi

ADVERTISEMENT SIZES AND RATES

1/1 page , back cover	225 x 298 mm (+3 mm)	2 990 €
2/1 page, spread	450 x 298 mm (+3 mm)	3 500 €
1/1 page, inside cover	225 x 298 mm (+3 mm)	2 890 €
1/1 page	225 x 298 mm (+3 mm)	2 790 €
1/2 page vertical	97 x 274 mm (printing area)	1 550 €
1/2 page horizontal	198 x 135 mm (printing area)	1 550 €
1/4 page	97 x 135 mm (printing area)	890 €
1/4 page horizontal	198 x 65 mm (printing area)	890 €
1/4 page vertical	46 x 274 mm (printing area)	890 €
1/8 page	97 x 65 mm (printing area)	550 €
1/8 page horizontal	198 x 31 mm (printing area)	550 €

Please note! Margins: Add 3 mm margins to all advertisements on the border of a page.
If you need help in making your advertisement, don't hesitate to contact Taina.

PUBLICATION DATES AND MATERIAL DEADLINES

Issue	Material	Published
BIKE #1	2nd of December 2019	19th of December 2019
BIKE #2	09th of January 2020	23th of January 2020
BIKE #3	19th of February 2020	19th of March 2020
BIKE #4	16th of March 2020	16th of April 2020
BIKE #5	14th of April 2020	14th of May 2020
BIKE #6	12th of May 2020	11th of June 2020
BIKE #7	09th of June 2020	09th of July 2020
BIKE #8	08th of July 2020	06th of August 2020
BIKE #9	02nd of September 2020	01st of October 2020
BIKE #10	21st of October 2020	19th of November 2020
BIKE #1-21	18th of November 2020	17th of December 2020



AD SALES AND MARKETING:

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PUBLISHER: Motorrad Nordic AB



BIKE POWERED BY MOTORRAD ONLINE

www.bike.fi website offers several possibilities and different size banners to advertise your products, services, events and campaigns.

Our popular website **Bike.fi** is visited monthly by over 50 000 visitors.

www.bike.fi desktop and mobile

1. Wallpaper

1911x905 pixels,
picture behind
the site

1 week 250 €

2. Panorama

Top wide 980x240 pixels
CPM 20

3. Banner after first news

600 x 300 pixels

CPM 15

3. Video banner

600 x 300 pixels

CPM 20

4. Right column

250x360 pixels

CPM 15

5. Right column

250 x 250 pixels

CPM 10

6. Left column

200 x 300 pixels

CPM 10

7. Left column

200 x 200 pixels

CPM 7

Mobile

300x200 pixels included



Bike powered by Motorrad can also be found in digital form and it can be read by computers, tablets and smartphones.
www.lehtiluukku.fi

CONTACT US
AND LET US PLAN
YOUR NEXT CAMPAIGN!
Mikko Salmensuu
mikko.salmensuu@saarsalo.fi
+358 44 777 5112



LARGEST MOTORCYCLE MEDIA IN EUROPE

- we are also number one in tyre, gear and equipment testing.

Bike powered by Motorrad is a high quality motorcycle magazine in Finland. Magazine is published ten times per year. Our magazine is printed on high quality paper with glossy cover. In our magazine your advertisement will be noticed. Motorrad-tests are already legendary and much more than just 1000 point comparisons and 50 000 kilometer long test. Versatile product testing – tyres, helmets, gears and equipments are well appreciated among our readers and entrepreneurs. These tests are done with high quality and techniques by the largest motorcycle media in Europe, Motorrad. Every issue is naturally complemented by motorsports and articles about people and phenomenoms behind the world of motorcycling.

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