

**Bike** Team Scandinavia

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## THE LEADING MOTORCYCLE MEDIA IN SCANDINAVIA

– Strongest on print as well as Internet!

After several years of acquisitions and organic growth, Bike has become the leading motorcycle media in Scandinavia and the natural partner for the motorcycle industry.

With an unmatched business model, we combine local content with the worlds best and most thorough tests of motorcycles, tires, parts and clothes.

Bike in Scandinavia can provide you with the best business cooperation with a minimum effort and class leading results.

One contact – one Scandinavia!

*Sincerely*

*Harri Silvenon*

Harri gives  
you an offer  
for all nordic  
countries.



**Harri Silvenon**  
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whole Scandinavia

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## Strongest motorcycle magazines in Scandinavia

**51 issues** per year in four languages, 373 000 readers

**6 websites** in four languages, 10 million views



Finland



Sweden



Norway



Denmark



Sweden



Established reader base  
throughout the Nordic region

### Sweden

110 000  
+ 99 000  
(MCM Classic)

### Norway

49 500

### Finland

86 000

### Denmark

49 500

In total  
**274 500**  
readers

**373 000**  
inkl. MCM  
Classic



# Advertisement, sizes and rates

|                             |                              |                |
|-----------------------------|------------------------------|----------------|
| <b>2/1-page, spread</b>     | 450 x 298 mm (+3 mm)         | <b>3 590 €</b> |
| <b>1/1 page, back cover</b> | 225 x 298 mm (+3 mm)         | <b>2 990 €</b> |
| <b>1/1-page</b>             | 225 x 298 mm (+3 mm)         | <b>2 790 €</b> |
| <b>1/2-page vertical</b>    | 97 x 274 mm (printing area)  | <b>1 590 €</b> |
| <b>1/2-page horizontal</b>  | 198 x 135 mm (printing area) | <b>1 590 €</b> |

Please note! Margins: Add 3 mm margins to all advertisements on the border of a page.  
More smaller sizes available. **If you need help in making or translate your advertisement, don't hesitate to contact Harri.**

All Bike/Motorrad are available in digital form , as example for iPad.



Harri gives you an offer for all nordic countries.

## Publication dates

| Issue                               | Material      | Bike Sweden   | Bike Norway/Finland |
|-------------------------------------|---------------|---------------|---------------------|
| <b>Bike/MCM Classic 10-2022</b>     | 24 Oct 2022   | 10 Nov 2022   | 17 Nov 2022         |
| <b>Bike/MCM Classic 1-2023</b>      | 21 Nov 2022   | 8 Dec 2022    | 15 Dec 2022         |
| <b>Catalogue 2023 special issue</b> | 16 Dec/31 Jan | 12 Jan 2023   | 16 Feb 2023         |
| <b>Bike/MCM Classic 2-2023</b>      | 11 Jan 2023   | 26 Jan 2023   | 2 Feb/26 Jan        |
| <b>Bike Denmark 1-2023</b>          | 16 Jan 2023   | –             | –                   |
| <b>Bike/MCM Classic 3-2023</b>      | 14 Feb 2023   | 2 March 2023  | 9 March 2023        |
| <b>Offroad 2023 special issue</b>   | 8 March 2023  | 23 March 2023 | –                   |
| <b>Bike/MCM Classic 4-2023</b>      | 14 March 2023 | 30 March 2023 | 6 April 2023        |
| <b>Bike Denmark 2-2023</b>          | 17 March 2023 |               |                     |
| <b>Bike/MCM Classic 5-2023</b>      | 11 April 2023 | 27 April 2023 | 4 May 2023          |
| <b>Touring 2023 special issue</b>   | 3 May 2023    | 17 May 2023   | –                   |
| <b>Bike/MCM Classic 6-2023</b>      | 9 May 2023    | 25 May 2023   | 1 June 2023         |
| <b>Bike Denmark 3-2023</b>          | 12 May 2023   |               |                     |
| <b>Bike/MCM Classic 7-2023</b>      | 6 June 2023   | 22 June 2023  | 29 June 2023        |
| <b>Bike/MCM Classic 8-2023</b>      | 4 July 2023   | 20 July 2023  | 27 July 2023        |
| <b>Bike Denmark 4-2023</b>          | 14 July 2023  |               |                     |
| <b>Bike/MCM Classic 9-2023</b>      | 12 Sept 2023  | 28 Sept 2023  | 5 Oct 2023          |
| <b>Bike Denmark 5-2023</b>          | 15 Sept 2023  |               |                     |
| <b>Bike/MCM Classic 10-2023</b>     | 31 Oct 2023   | 16 Nov 2023   | 23 Nov 2023         |
| <b>Bike Denmark 6-2023</b>          | 10 Nov 2023   |               |                     |
| <b>Bike/MCM Classic 1-2024</b>      | 28 Nov 2023   | 14 Dec 2023   | 21 Dec 2023         |

More than 8 million views per year, and more than 60.000 mc-interested members. 1,8 million users visited 2021, of them 48,8 % new visitors.

Bike.fi/se/no and bikepbm.dk has hundreds of thousands of visitor per year. Interesting to see that of these 49,3 % are new visitors.

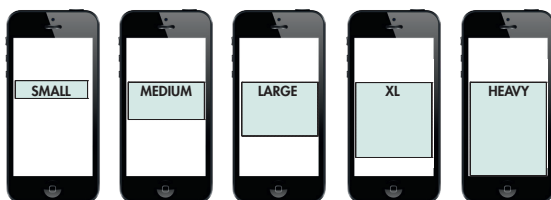
In addition mcmclassic.se is the leading website for custom built and lifestyle bikes, along with choppers, retro and classic bikes.

On all websites we offer banner places, everything from wallpapers, banners to video banners. We also offer mobile banners in five different sizes, as well as newsletters to members on the websites, where you can of course join, with your message.

Self-produced, sponsored articles are also popular.

## Mobile banners sizes

|               | Format  | Max. kB | Price  |
|---------------|---------|---------|--------|
| <b>SMALL</b>  | 320x80  | 70kB    | CPM 7  |
| <b>MEDIUM</b> | 320x160 | 70kB    | CPM 10 |
| <b>LARGE</b>  | 320x230 | 70kB    | CPM 13 |
| <b>XL</b>     | 320x320 | 70kB    | CPM 16 |
| <b>HEAVY</b>  | 320x400 | 70kB    | CPM 20 |



### MCM Classic

### Bike Denmark

24 Nov 2022

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22 Dec 2022

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9 Feb 2023

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2 Feb 2023

9 March 2023

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6 April 2023

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6 April 2023

4 May 2023

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1 June 2023

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1 June 2023

29 June 2023

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27 July 2023

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3 Aug 2023

5 Oct 2023

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5 Oct 2023

23 Nov 2023

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30 Nov 2023

21 Dec 2023

–

## Desktop banners

### 1. Wallpaper

1911x905 picture only outside the homepage  
1 week

1 500 €

### 2. Panorama

Top wide 1200 x 240 pixels

CPM 10 €

### 3. Mid banner

795 x 300 pixels

CPM 8 €

### 3. Video banner

795 x 300 pixels

CPM 10 €

### 4. Right column

300 x 300 pixels

CPM 5 €

### 5. Right column

300 x 600 pixels

CPM 8 €

www.bike.fi, www.bike.se, www.bike.no  
www.bikepbm.dk, www.mcmclassic.se  
www.sportthoj.com