



*Europe's largest motorcycle magazine with international collaboration
- tailored to Finnish taste!*

BIKE POWERED BY MOTORRAD is the leading Finnish motorcycle magazine, which is part of the Motorrad magazine family published throughout Europe. This means significant resources to be at the forefront of both news and consumer-interest information.

In Finland, Bike has been around since 1984, and in Europe, Motorrad has been the obvious choice for over 100 years for anyone for whom motorcycles are the primary interest and lifestyle.

Despite the close cooperation between Bike and Europe's largest motorcycle magazine, Motorrad, our goal is to create a motorcycle magazine that is of interest to Finnish readers, utilizing high-quality international test material at the same time. This means that approximately half of the articles are produced in Finland and other Nordic countries by skilled motorcyclists. We invest heavily in recruiting the new generation of motorcyclists, both boys and girls, to younger target audiences.

The content is presented in high quality. We use significant resources to make the magazine's appearance and content as high quality as possible. The perfect-bound magazine is printed on high-quality paper with a UV-coated cover.

FOR READERS

As part of Motorrad's global network of high-quality motorcycle magazines, we leverage its strength to conduct unique and resource-intensive motorcycle and related product tests. Our readers appreciate that Finnish test drivers are often part of the international test team that evaluates motorcycles, accessories, and personal gear. We also send Finnish riders to press test rides of new models whenever possible.

Bike's readers have a wealth of knowledge about motorcycles, and they are genuinely interested in them. They often serve as ambassadors among friends and family when asked about motorcycle-related matters.

MEDIA GUIDE PRINT 2025

- 78,000 readers
- Younger than the average motorcyclist
- Well-off
- Read the magazine for an average of one hour and usually 3–5 times
- Most also read old magazines
- Most of them plan to buy a motorcycle and/or equipment in the coming year.
- The majority travel by motorcycle domestically, about half abroad



EDITION AND DISTRIBUTION

78,000 READERS / ISSUE
10 ISSUES / YEAR

DATES & THEMES 2025

ISSUE	THEME	MATERIAL	PUBLISHED
01-25	Digital campaign	Wed 27.11.2024	Thu 12.12.2024
02-25	MODELS FOR 2025	Wed 15.01.2025	Fri 31.01.2025
MOTORCYCLE FAIR 2025 31.1.-2.2.2025			
03-25		Tue 25.02.2025	Fri 14.03.2025
04-25	Tire Test	Wed 26.03.2025	Fri 11.04.2025
05-25	Tire Test	Wed 23.04.2025	Fri 09.05.2025
06-25		Wed 21.05.2025	Thu 05.06.2025
07-25		Wed 25.06.2025	Fri 11.07.2025
08-25		Wed 23.07.2025	Fri 08.08.2025
09-25	Alpenmasters	Wed 24.09.2025	Fri 10.10.2025
10-25	Alpenmasters	Wed 29.10.2025	Fri 14.11.2025
01-26	Alpenmasters	Wed 26.11.2025	Fri 12.12.2025

Themes are preliminary, the editorial team reserves the right to make changes.

LEADING DEALERS

In our industry directory, your company's contact information is targeted regionally, and our readers can easily find a local dealer – you!

You can choose your visibility from four different options."

SIZE	MEASURES	RATES
LISTING		100* €
MODUL 1	36,5 x 47 mm	300* €
MODUL 2	75,5 x 47 mm	600* €
MODUL 3	113,5 x 47 mm	1000* €

*Location / Full Year



**Contact our
advertising sales team
and reserve your
own spot!**

DIGITAL MAGAZINE

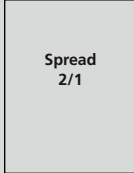
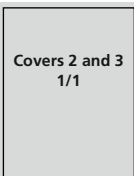
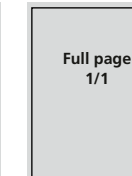
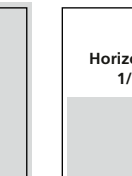
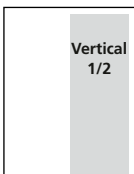
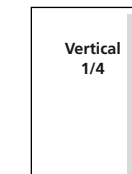
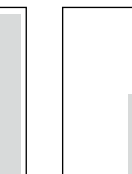
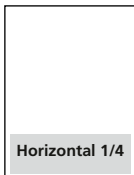
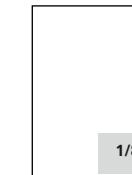
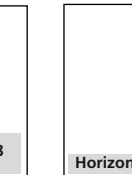
Your ads will also appear in the digital version of our magazine. Digitally, Bike powered by Motorrad is published through the Lehtiluukku service and our own apps. Our apps work on both smartphones and tablets. A significant portion of our digital magazine readers use e-readers, which are excellent for reading magazines. Many of our readers particularly appreciate the opportunity to gather all the magazines on the same device. Thanks to the search function, an old issue can be easily revisited.



AD SALES AND MARKETING:

MIKKO SALMENSUO
SAARSALO OY
Tel. +358 44 777 5112
mikko.salmensuu@saarsalo.fi

SIZES & RATES

 Spread 2/1 (2x) 225 x 298 mm +3 mm 3 590 €	 Back Cover 1/1 225 x 298 mm +3 mm 2 990 €	
 Covers 2 and 3 1/1 225 x 298 mm +3 mm 2 890 €	 Full page 1/1 225 x 298 mm +3 mm 2 790 €	 Horizontal 1/2 198 x 135 mm 1 590 €
 Vertical 1/2 97 x 274 mm 1 590 €	 Vertical 1/4 46 x 274 mm 890 €	 1/4 97 x 135 mm 890 €
 Horizontal 1/4 198 x 65 mm 890 €	 1/8 97 x 65 mm 590 €	 Horizontal 1/8 198 x 31 mm 590 €

MATERIAL REQUIREMENTS

PRINT-READY MATERIAL

Preferably high-resolution PDF.

IMAGES

Resolution should be at least 300 dpi.

COLORS

All images/colors should be in CMYK format. Spot colors are converted to CMYK.

BLEEDS

Materials should include 3 mm bleeds. Spreads as two separate files, left and right page format.

BINDING

Our magazine is perfect-bound. Please take this into account and do not place important information too close to the spine/advertisement edge.

NOTE! We do not accept open files.

MATERIALS:

Send print-ready materials to the address
aineistot@bike.fi.

MEDIA GUIDE DIGITAL 2025



Bike.fi is the perfect motorcycle website for quality-conscious, information-hungry, and shopping-savvy Finnish motorcyclists who don't hesitate to seal the deal when they find information about the products they desire.



THE PERFECT MOTORCYCLE WEBSITE

Bike.fi is Finland's most popular motorcycle magazine website with over 277,500 visitors and a million page views per year. The site is regularly updated with fresh content, complementing its vast digital database. Thanks to high Google rankings, almost half of the visitors are new.

The site offers information on various motorcycle-related topics in text, image, and video formats. Its large visitor base often ensures high visibility for your message. The latest technology allows for all kinds of digital marketing on the bike.fi site.

If desired, we can also target your message regionally to increase screening efficiency without disturbing colleagues operating elsewhere in Finland.

SPONSORED ARTICLES

Increasingly popular among our digital offerings are sponsored articles. This means we republish an article, such as a review, on our website. The article includes a banner and a strong link to the advertiser's website. The latter is crucial for boosting Google rankings.

BIKE BLOGGERS

Bike.fi also features selected bloggers who share their experiences with motorcycles. The message is spread through popular social channels, either directly from the bike.fi site or through the influencer.

VISITORS

- 277,500 visitors per year
- One million page views per year
- 56 % mobile, 44 % desktop



More than
277 000
visitors
per year.



OUR WEBSITE DESIGN HAS BEEN REFRESHED!

The look of Bike.fi website has been refreshed and now serves our readers even better.

At Bike.fi, we offer various opportunities for banner advertising so that you can quickly and flexibly market campaigns, events, and offers. Traditionally very popular, bike.fi is now even stronger.

Thanks to its active reporting, bike.fi reaches over 270,000 visitors annually.

BANNER SIZES AND RATES

1. Wallpaper

1911 x 905 pixels,
image only outside the
website

1 week 1 300 €

2. Top Banner

Top wide 1200 x 240
pixels

1 week 600 €

3. Mid Banner

795 x 300 pixels

1 week 300 €

3. Video Banner

795 x 300 pixels

1 week 400 €

4. Box

300 x 300 pixels

1 week 200 €

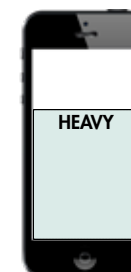
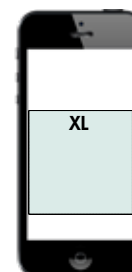
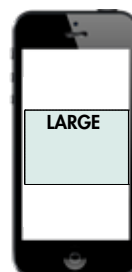
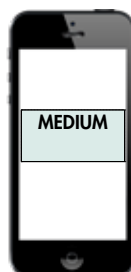
5. Giant Banner

300 x 600 pixels

1 week 300 €

WWW.BIKE.FI – MOBILE

	Size	Max. size	Rate/week
SMALL	320x80	70kB	100 €
MEDIUM	320x160	70kB	200 €
LARGE	320x230	70kB	300 €
XL	320x320	70kB	400 €
HEAVY	320x400	70kB	500 €



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