

8 Aug-sept 2025 | Sverige 109 kr
Norge 119 NOK, Danmark 109 DKK, Finland 10,90 €

TOURING: VALCAMONICA, EN DOLDIS I ITALIEN

BIKE

MOTORRAD NR 81 2025

PROVKÖRDA
Ducatis nya V2-or

Reportage
Äntligen släpper KTM
sina första 2025-nyheter!

Jämförelsetest
Harley-Davidson
Street Glide
Indian Challenger Dark
Horse 112 PowerPlus

**Rikard gives
you an offer
for all nordic
countries.**

**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.

Two years ago, Motorrad Nordic AB also acquired two popular titles with broad content: Allt om MC* in Sweden and MC-avisa* in Norway, which makes us the dominant publisher in Scandinavia.

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

One contact – one Scandinavia!

Sincerely

Rikard Ploj



Rikard Ploj
Sales contact person for
whole Scandinavia

+46 708 555 662
rikard@bike.se

*The titles means "Everything about motorcycles", and "Motorcycle magazine".

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MEDIA KIT 2026

BIKE

Allt om MC

Strongest motorcycle magazines in Scandinavia

48 issues per year in four languages, 410 000 readers

6 websites in four languages, 15 million views



Sweden



Norway



Finland



Denmark



Sweden



Established reader base
throughout the Nordic region

Sweden

110 000
+ 110 000
(Allt om MC)

Norway

70 000

Finland

70 000

Denmark

50 000

**In total
300 000
readers**

**410 000
incl.
Allt om MC**



Advertisement, sizes and rates

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

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 Rikard.**

All publications are available in digital form, as example for iPad.



Rikard gives you an offer for all nordic countries.

SPORTHOJ.COM

More than 10 million views per year, and more than 80.000 mc-interested members.
2 million users visited 2025, of them 52,2 % new visitors.

BIKE

Bike.se/no/fi and bikebm.dk has from 500.000 to 1 miljon visitors per year. Interesting to see that of these 50 % are new visitors.

Allt om MC

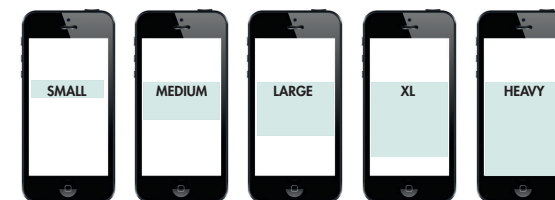
In addition alltommc.se is a leading website for streetbikes, custom built and lifestyle bikes, along with choppers, retro and classic.bikes.

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
SMALL	320x80	70kB	CPM 7
MEDIUM	320x160	70kB	CPM 10
LARGE	320x230	70kB	CPM 13
XL	320x320	70kB	CPM 16
HEAVY	320x400	70kB	CPM 20



Publication dates

Issue	Material	Bike Sweden	Bike Norway/Finland	Allt om MC	Bike Denmark
Bike/Allt om MC 1-2026	17 Nov 2025	3 Dec 2025	12 Dec 2025	17 Dec 2025	–
Catalogue 2026 special issue	15 Dec/7 Jan	14 Jan 2026	4 Feb/23 Jan 2026	–	–
Bike/Allt om MC 2-2026	7 Jan 2026	28 Jan 2026	–	11 Feb 2026	–
Bike Denmark 1- Catalogue 2026	28 Jan 2026	–	–	–	19 Feb 2026
Bike/Allt om MC 3-2026	4 Feb 2026	25 Feb 2026	4 March 2026	11 March 2026	–
Bike/Allt om MC 4-2026	4 March 2026	25 March 2026	1 April 2026	9 April 2026	–
Bike Denmark 2-2026	25 March 2026	–	–	–	16 April 2026
Bike/Allt om MC 5-2026	1 April 2026	22 April 2026	29 April 2026	6 May 2026	–
Bike/Allt om MC 6-2026	29 April 2026	20 May 2026	27 May 2026	3 June 2026	–
Bike Denmark 3-2026	20 May 2026	–	–	–	6 June 2026
Bike/Allt om MC 7-2026	3 June 2026	24 June 2026	1 July 2026	8 July 2026	–
Bike/Allt om MC 8-2026	1 July 2026	22 July 2026	29 July 2026	5 Aug 2026	–
Bike Denmark 4-2026	22 July 2026	–	–	–	13 Aug 2026
Bike/Allt om MC 9-2026	2 Sept 2026	23 Sept 2026	30 Sept 2026	7 Oct 2026	–
Bike Denmark 5-2026	23 Sept 2026	–	–	–	15 Oct 2026
Bike/Allt om MC 10-2026	30 Sept 2026	21 Okt 2026	28 Okt 2026	4 Nov 2025	–
Bike/Allt om MC 1-2027	4 Nov 2026	25 Nov 2026	2 Dec 2026	9 Dec 2026	–
Bike Denmark 6-2026	25 Nov 2026	–	–	–	17 Dec 2026

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.se, www.bike.no, www.bike.fi
www.bikebm.dk, www.alltommc.se
www.sporthoj.com