



MOTORRAD

BIKE

The leading motorcycle magazine in Finland is improved further with international collaboration.

BIKE POWERED BY MOTORRAD is the leading Finnish motorcycle magazine, and a part of the Motorrad magazine family published throughout Europe. This connection gives us the resources and expertise to stay at the forefront of motorcycle news, tests, and rider-focused content.

In Finland, Bike has since 1984 been the obvious choice for Finnish riders whose lifestyle revolves around motorcycles, and Motorrad has been a respected authority across Europe for more than a century.

Despite our close cooperation with Motorrad, our mission is to create a magazine tailored to Finnish readers by combining international insight with strong local content. Around half of our articles are produced in Finland and other Nordic countries by skilled motorcyclists and motoring journalists. We also actively invest in inspiring the next generation of riders, both young men and women, through engaging, accessible content.

Our magazine stands out for its premium presentation. Bike is perfect-bound, printed on high-grade paper, and finished with a UV-coated cover to reflect the quality of its contents.

FOR READERS

As a part of the global Motorrad network Bike benefits from access to exclusive, resource-intensive motorcycle and product tests. Bike's test riders often join Motorrad's international teams evaluating motorcycles, accessories, and riding gear, and we regularly send Finnish journalists to international press launches of new models.

Bike readers are knowledgeable, passionate motorcyclists who often serve as trusted ambassadors in their communities sharing their expertise and enthusiasm whenever the conversation turns to motorcycles.

MEDIA GUIDE PRINT 2026

- 78,000 readers
- Younger than the average motorcyclist
- Well-off
- Read a magazine for an average of one hour and usually 3–5 times
- Most also read older issues
- Most 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 2026

ISSUE	THEME	MATERIAL	PUBLISHED
01-26	Alpenmasters	Wed 26.11.2025	Fri 12.12.2025
02-26	MODELS FOR 2026	Wed 7.1.2026	Fri 23.01.2026
MP EXHIBITION 30.1.-1.2.2026			
03-26	Test rides, equipment tests	Wed 18.02.2026	Fri 06.03.2026
04-26	Test rides, equipment tests	Tue 17.03.2026	Thu 02.04.2026
05-26	Test rides, equipment tests	Tue 14.04.2026	Thu 30.04.2026
06-26	Test rides, equipment tests	Wed 13.05.2026	Fri 29.05.2026
07-26		Wed 17.06.2026	Fri 03.07.2026
08-26	Alpenmasters	Wed 15.07.2026	Fri 31.07.2026
09-26	Alpenmasters	Wed 16.09.2026	Fri 02.10.2026
10-26	Alpenmasters	Wed 14.10.2026	Fri 30.10.2026
01-27	New models	Wed 18.11.2026	Fri 04.12.2026

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

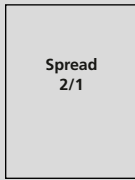

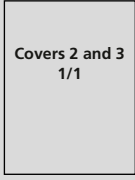

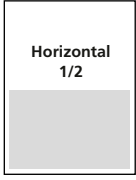
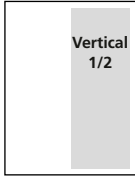
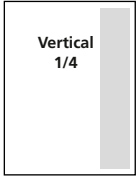
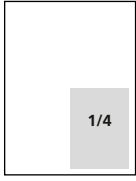
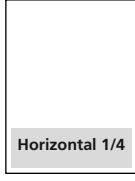
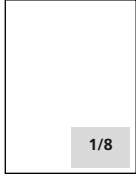
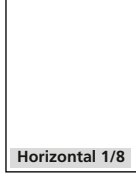
Your ads will also appear in the digital version of our magazine. Digitally, Bike powered by Motorrad is published through the Lehtiluukku service and our own apps. Our apps work on both smartphones and tablets. A significant portion of our digital magazine readers use e-readers, which are excellent 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

		
(2x) 225 x 298 mm +3 mm 3 590 €	225 x 298 mm +3 mm 2 990 €	
		
225 x 298 mm +3 mm 2 890 €	225 x 298 mm +3 mm 2 790 €	198 x 135 mm 1 590 €
		
97 x 274 mm 1 590 €	46 x 274 mm 890 €	97 x 135 mm 890 €
		
198 x 65 mm 890 €	97 x 65 mm 590 €	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 2026



Bike.fi is the go-to website for Finnish motorcyclists who value motorcycle related quality content. When they discover the products they want, they don't hesitate to take action, and our goal is to help them make informed decisions.

THE PERFECT MOTORCYCLE PLATFORM

With more than 277,500 visitors and one million page views annually, Bike.fi is Finland's most popular motorcycle magazine website. Updated regularly with fresh articles, videos, and images, it also houses a vast digital archive of motorcycle-related content. Thanks to strong Google visibility, nearly half of all visitors are new users discovering the site for the first time.

Bike.fi covers everything from news and tests to lifestyle and gear, offering multiple formats to engage readers. Its large, loyal audience ensures high visibility for your brand message. The site supports all modern digital advertising formats, and campaigns can be regionally targeted for maximum efficiency without overlapping with other marketing areas.

SPONSORED ARTICLES

One of our fastest-growing digital formats is sponsored content. We can feature your article or review directly on Bike.fi, complete with a banner and a prominent link to your website – a proven way to increase visibility and strengthen your Google ranking.

BIKE BLOGGERS

Bike.fi also showcases selected bloggers who share authentic riding experiences with our readers. Their stories are amplified through social media channels (either by Bike or the influencers themselves) ensuring your message reaches an engaged, enthusiastic motorcycle community.

VISITORS

- 277,500 visitors per year
- One million page views per year
- 79% mobile, 21% 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.

We offer a wide range of banner advertising options on Bike.fi, giving you the flexibility to promote campaigns, events, and offers exactly when and where they matter most. The top motorcycle website in Finland, Bike.fi, continues to grow delivering even greater visibility and impact for your brand.

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

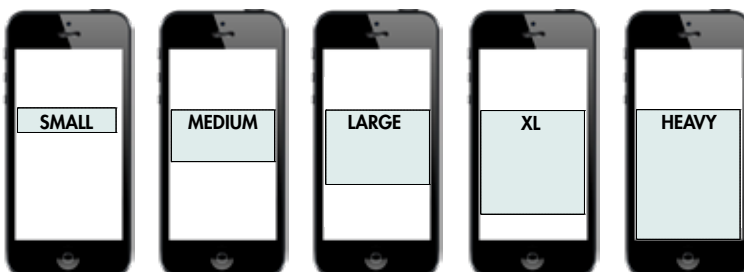
300 x 600 pixels

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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