

MOTORRAD **BIKE**

The leading motorcycle magazine in Finland – further improved by international collaboration.

INTERNATIONAL EXPERTISE WITH A FINNISH PERSPECTIVE.

Bike powered by Motorrad has served Finnish motorcyclists since 1984. We combine Finnish and Nordic journalism with the testing expertise of the international Motorrad magazine family, bringing readers in-depth comparisons, engaging road tests and practical advice regarding motorcycles, riding gear and life on two wheels.

A Finnish perspective is at the heart of everything we do. Around half of our articles are produced in Finland and other Nordic countries, and Finnish journalists also take part in international group tests and new model launches. Our coverage reflects the needs of our readers and the conditions they ride in.

We offer experienced riders deeper insights and help newcomers get started. Inspiring travel stories, interesting people and the sheer enjoyment of riding complement our tests and technical coverage.

Quality content deserves quality presentation. Perfect binding, high-grade paper and a UV-coated cover enhance the reading experience and provide an attractive setting for advertising.

READERS WHO LIVE AND BREATHE MOTORCYCLING

For Bike readers, motorcycling is a passion, and for many, a way of life. They want to understand technologies, learn about new models and find the motorcycles and equipment that suit their needs. Thorough testing and practical experience help them compare options and make informed purchasing decisions.

Their knowledge is also valued by friends and family. They are the people others turn to for advice on motorcycles, riding gear and getting into the sport, extending the influence of our content beyond its immediate readership.

For advertisers, Bike offers an engaged audience in an environment where motorcycles, equipment and rider services are already at the centre of attention.

MEDIA GUIDE PRINT 2027

- 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.
- Majority travel by motorcycle domestically, about half abroad



EDITION AND DISTRIBUTION
78,000 READERS / ISSUE
10 ISSUES / YEAR

DATES & THEMES 2027

ISSUE	THEME	MATERIAL	PUBLISHED
01-27	New models	Wed 18.11.2026	Fri 4.12. 2026
02-27	**MODELS FOR 2027**	**Tue 5.1.2027**	**Fri 22.1.2027**
MP EXHIBITION 2027 5.–7.2.2027			
03-27	Test rides	Wed 17.2.2027	Fri 5.3.2027
04-27	Test rides	Wed 17.3.2027	Fri 2.4.2027
05-27	Equipment tests	Wed 14.4.2027	Fri 30.4.2027
06-27	Equipment tests	Wed 12.5.2027	Fri 28.5.2027
07-27	Equipment tests	Tue 15.6.2027	Fri 2.7.2027
08-27	Touring	Wed 14.7.2027	Fri 30.7.2027
09-27	Alpenmasters	Wed 15.9.2027	Fri 1.10.2027
10-27	Alpenmasters	Wed 13.10.2027	Fri 29.10.2027
01-28	Alpenmasters	Wed 17.11.2027	Fri 3.12.2027

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 Yeari



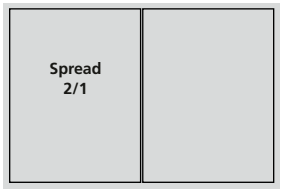
Contact our advertising sales team and reserve your own spot!

DIGITAL MAGAZINE

Your ads will also appear in the digital version of our magazine. Digitally, Bike powered by Motorrad is published on our own app. The app works on both smartphones and tablets, and there is even a browser based version for desktop use. A significant portion of our digital customers use tablets, which are excellent for reading magazines. Many readers especially appreciate the possibility to gather all the magazines on the same device. Thanks to the search function it's easy to revisit older issues.



SIZES & RATES



(2x) 225 x 298 mm
+3 mm
3 590 €



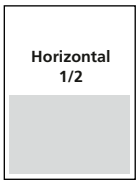
225 x 298 mm
+3 mm
2 990 €



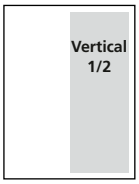
225 x 298 mm
+3 mm
2 890 €



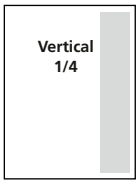
225 x 298 mm
+3 mm
2 790 €



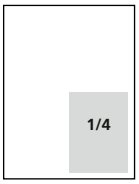
198 x 135 mm
1 590 €



97 x 274 mm
1 590 €



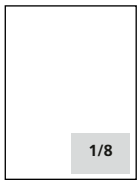
46 x 274 mm
890 €



97 x 135 mm
890 €



198 x 65 mm
890 €



97 x 65 mm
590 €



198 x 31 mm
590 €

MATERIAL REQUIREMENTS

MATERIAL: High-resolution PDF..
IMAGES: Resolution 300 dpi.
VÄRIT: CMYK, no SPOT-colors
BLEEDS: 3 mm bleeds.
Spreads as two separate files,
left and right page format.
BINDING: Perfect-bound. do not place important information too close to the spine/ad edge.
NOTE! We do not accept open files.

AD CANCELLATIONS

Cancellations must be made in writing by the final booking deadline for ads. For any cancellations made after this date, the full ad price will be charged. For online campaigns, cancellations must be made at least 10 working days before the start of the campaign. For any cancellations made later, the full ad price will be charged.



AD SALES AND MARKETING:

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

MATERIALS:

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

MEDIA GUIDE DIGITAL 2027



MOTORRAD BIKE

Bike.fi serves motorcyclists who follow new developments, seek reliable information and plan their next purchase. For advertisers, it offers an opportunity to reach riders as they explore motorcycles, equipment and services.

FRESH CONTENT, LASTING VALUE

Bike.fi combines motorcycle news, road tests and gear reviews with an extensive archive. Articles help readers discover new options and deepen their knowledge. Search engines also bring new readers to older content, extending its reach over time.

With more than 277,500 users and around one million page views annually, Bike.fi offers advertising opportunities to build brand awareness, introduce new products and drive traffic to your website. Campaigns can also be targeted geographically to reach riders in your service area.

YOUR BRAND ALONGSIDE RELEVANT CONTENT

An existing test or article can be brought back into the spotlight on Bike.fi, accompanied by your banner and a link directing readers to a product, service or offer on your website.

This places your advertising alongside content that already interests potential customers.

BIKE BLOGGERS

Selected Bike.fi bloggers share their personal experiences of motorcycling, bringing everyday riding, memorable adventures and different perspectives to our readers.

Partnerships can also include exposure through the participating blogger's social media channels, extending the campaign beyond the website.

BIKE.FI IN NUMBERS

- 277,500 visitors per year
- One million page views per year
- 86% mobile, 14% desktop



MOTORRAD BIKE.fi

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 €

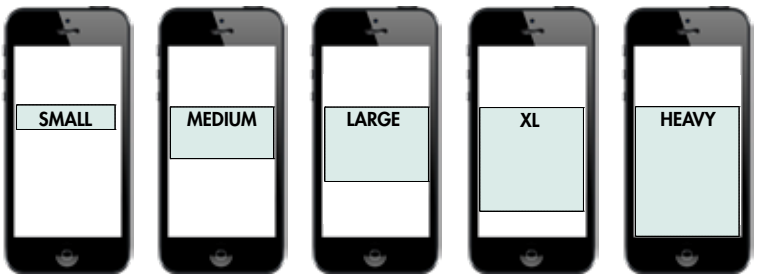
3. Video Banner
795 x 300 pixels
1 week 400 €

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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