





MEDIA KIT 2023
FRITSCH & WETZSTEIN VERLAG

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Rate Card no. 18, effective as of 1 January 2023



velobiz.de – The industry medium

velobiz.de and velobiz.de Magazin are among the leading trade media for the bicycle industry and retailers in the German-speaking countries. While velobiz.de concentrates on the latest industry news online, the print medium velobiz.de Magazin takes an in-depth look at market issues.



fahrstil – The magazine for cycling culture

The first German cycling culture magazine, founded by dedicated cyclists in 2010, has now published more than 36 issues and secured a number of prestigious awards. Without tests and tables but with depth and passion instead, one of the most ingenious human inventions is examined from exciting and unusual perspectives. Produced by cycling enthusiasts for cycling enthusiasts, fahrstil is aimed at those who see the bike as an important part of their life and an expression of their lifestyle.



VELOPLAN – The trade magazine for bicycle traffic and micromobility

VELOPLAN is a trade medium that addresses the target group of professional and voluntary designers and innovators involved with bicycle transport as well as the providers of infrastructure in the road traffic sector. Among the topics that the specialist magazine for bicycle traffic and micromobility reports on are examples of best practice in the planning of cycling infrastructure, successful campaigns and innovative technical solutions. We portray the people who are designing the green transformation in mobility and present new scientific findings.



In the midst of the market

With some 6,400 registered users and up to 70,000 visitors per month, **velobiz.de** is one of the leading trade media for the German-speaking bike industry. The daily newsletter produced by velobiz.de supplies up-to-date news on the bike business.

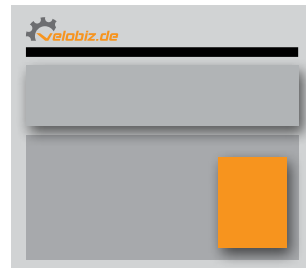
However, **velobiz.de** not only offers up-to-the-minute news but is also the place where retailers and their suppliers exchange opinions and discuss current events on the marketplace. Other widely used services from velobiz.de include the industry database with an A-Z of companies listing more than 3,000 suppliers in the bike sector with their full editorial history. Also available is the job market on velobiz.de which hosts more than 8,000 visitors per month.

With **velobiz.de** your online advertising reaches the decision makers in the Germanic bike market. The fee-based access to our editorial contents guarantees an exceptional audience quality.

velobiz.de Online Advertisements (Display)

Formats & Rates

Rectangle XL – 300x400 pixels



CPM:
EUR 48

Billboard XL – 968x250 pixels



CPM:
EUR 75

CPM: Cost per mille (minimum booking: 10,000 ad impressions)

ADVERTORIAL - OCTANT FASTDECAL
Problemloser für hochwertige Rahmendekore

Zeit ist Geld. Das gilt gegenwärtig vor allem auch in der Fahrradproduktion vor dem Hintergrund einer Nachfrage, die von den Anbietern mengenmäßig kaum befriedigt werden kann. Eine Lösung, mit der Fahrradhersteller bei der Rahmendekoration einige Zeit sparen können, stellt nun der Bielefelder Siebdruck-Spezialist Octant (www.octant.de) mit dem neuen Verfahren FastDecal vor.

FastDecal ist ein geschütztes Druckverfahren für trägerlose Dekore. Ein speziell konstruierter Trockenkanal lässt die gedruckte Farbe äußerst schnell und schonend trocknen. So lassen sich in kürzester Zeit unterschiedliche Farbschichten auf ein Produkt aufbringen und Produktionszeiten wesentlich verkürzen. Die Nutzung europäischer Ressourcen verspricht zudem Produktionssicherheit, schnelle Verfügbarkeit und hohe Flexibilität.

Gefertigt werden bei Octant auf einer modernen Produktionslinie kl. Transferbilder für die reine Nassübertragung als Schiebelbild mit Lack oder als leichter aufzubringender Klebe-Nasstransfer. Als besondere Neuheit bietet Octant zudem ab sofort einen Trockner zum Einbrennen an.

Die einfache Handhabung verspricht laut Hersteller nicht nur schnellen Erfolg bei der Verarbeitung, sondern auch ein ressourcenschonendes wasserloses Verfahren. Wie bei allen von Octant angebotenen Transferprodukten kommen auch hier eigens für diese Verfahren entwickelten Farben zum Einsatz. Hochwertige und hitzestabile Pigmente und Bindemittel sollen den Anwender vor bösen Überraschungen während des thermischen Einbrennprozesses bewahren. Ebenfalls sollen Fehlerbilder, hervorgerufen durch verkappte Lösemittel innerhalb der Farbschichten, dank der schnellen Trocknung der Vergangenheit angehören.

8. April 2021 vom Advertorial

VERKNÜPFT FIRMEN ABONNIEREN

OCTANT Siebdruck GmbH

☐ News ☐ Kommentare ☐ Stellenmarkt

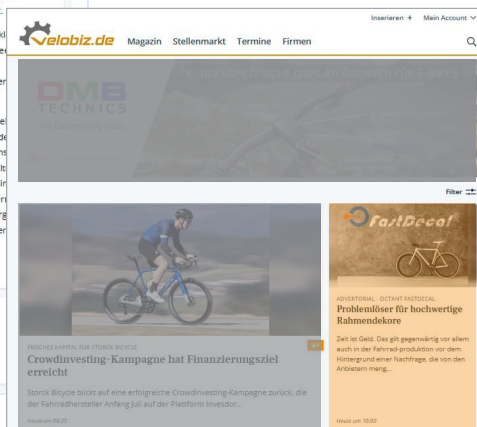
Online Advertorial

Big stage for your PR content

- Freely accessible publication with no time limit on velobiz.de
- Teaser in the newsletter on the day of publication
- At least two days in top position on the homepage of velobiz.de
- No limits on text length or number of pictures
- Marked as „Advertorial“
- Optional: Integration of a questionnaire or contact form
- Optional: Drafting of text by the velobiz.de editorial team

Online-Advertorial: EUR 1,395

Further info: velobiz.de/advertorial



Newsletter

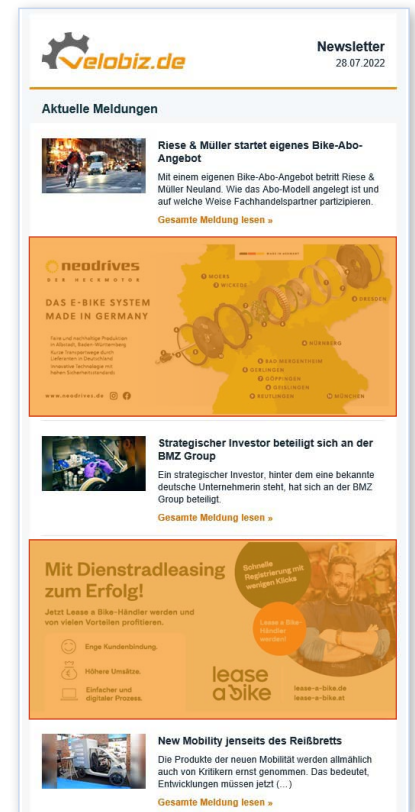
Daily News Updates

The daily **newsletter** produced by velobiz.de is the pulsating heart of the bicycle industry: from Monday to Friday at approximately 4 pm, registered users of velobiz.de can look forward to a copy of the latest industry news delivered directly to their inbox. Apart from the daily news, it also contains an overview of current job offers and upcoming industry events. The velobiz.de newsletter goes out to around 5,250 registered users (figures as of August 2022)

Content Banner – 650x300 pixels



Content Banner: EUR 1,290 per week*
EUR 3,390 per month*
*placement in all newsletters during that period



Job Market

Top Positions for Your Job Offer

TopJobs is the new job market for the German and European bike industry. **TopJobs** offers additional benefits:

- Displayed before standard job offers
- Displayed on the velobiz.de homepage
- Displayed in the daily velobiz.de newsletter
- PDF and logo integration
- 50 days' runtime (standard offer: 20 days)

If you book the Premium format, your TopJobs advert will appear on the following partner portals (Subject to change without notice):

- bikejobs.de
- eurobike.com
- fahrrad-berufe.de

TopJob velobiz.de: EUR 295 per offer
TopJob Premium: EUR 595 per offer
Standard offer: EUR 145

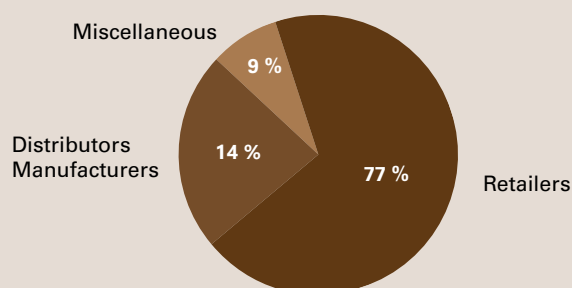


For further information and booking go to
<https://www.velobiz.de/stellenmarkt>



| | |
|----------------------------------|--|
| Reader target groups: | <ul style="list-style-type: none"> • Bicycle retailers • Bicycle wholesalers and manufacturers • Associations and trade fair companies • Leasing and insurance companies • Cycle tourism providers • Other market participants |
| Print run: | approx. 5,500 copies Higher print run for Eurobike: 8,500 copies |
| Format: | 210 x 280 mm |
| Frequency of publication: | 10 issues p.a. |
| Distribution: | <ul style="list-style-type: none"> • Subscription and free circulation • Distribution at trade fairs |

Readership velobiz.de



Dates / Highlights 2023

1/2-2023 Cargo, Transport & Logistics

Product topics included: Cargo bikes, trailers, bags

| | |
|------------------------------|------------------------|
| Publication date: | 9 February 2023 |
| Deadline for ads: | 16 January 2023 |
| Deadline for artwork: | 23 January 2023 |

3-2023 Style & Fashion

Product topics included: Bikewear, backpacks, helmets

| | |
|------------------------------|---------------------|
| Publication date: | 2 March 2023 |
| Deadline for ads: | 6 February 2023 |
| Deadline for artwork: | 13 February 2023 |

4-2023 Bike Sport

Product topics included: (E-)Mountain bikes, road bikes, gravel bikes

| | |
|------------------------------|---------------------|
| Publication date: | 6 April 2023 |
| Deadline for ads: | 13 March 2023 |
| Deadline for artwork: | 20 March 2023 |

5-2023 E-Bikes

Product topics included: Drive systems, e-bike accessories

| | |
|------------------------------|-------------------|
| Publication date: | 4 May 2023 |
| Deadline for ads: | 6 April 2023 |
| Deadline for artwork: | 17 April 2023 |

6-2023 Eurobike (ext. circulation: 8,500 copies)

| | |
|--------------------------|---------------------|
| Publication date: | 15 June 2023 |
| Ads close: | 22 May 2023 |
| Ads due: | 26 May 2023 |

7-2023 Families & Children

Product topics included: Children's bikes and transport, safety

| | |
|------------------------------|---------------------|
| Publication date: | 13 July 2023 |
| Deadline for ads: | 19 June 2023 |
| Deadline for artwork: | 26 June 2023 |

8-2023 Trends 2024

Product topics included: Components, digital tools

| | |
|------------------------------|----------------------|
| Publication date: | 3 August 2023 |
| Deadline for ads: | 10 July 2023 |
| Deadline for artwork: | 17 July 2023 |

9-2023 Corporate & HR Management

Product topics included: ERP systems, workshops

| | |
|------------------------------|-------------------------|
| Publication date: | 7 September 2023 |
| Deadline for ads: | 14 August 2023 |
| Deadline for artwork: | 21 August 2023 |

10-2023 Autumn & Winter

Product topics included: Lights, bicycle care, cycling in winter

| | |
|------------------------------|-----------------------|
| Publication date: | 5 October 2023 |
| Deadline for ads: | 11 September 2023 |
| Deadline for artwork: | 18 September 2023 |

11/12-2023 Marketing & Communication

| | |
|--------------------------|------------------------|
| Publication date: | 7 December 2023 |
| Ads close: | 13 November 2023 |
| Ads due: | 20 November 2023 |

Ad Formats & Rates

U2 with Gate Folder EUR 8,950

205 x
280 mm

205 x
280 mm

210 x
280 mm

2/1 Page EUR 5,980

210 x
280 mm

210 x
280 mm

1/1 Page EUR 2,990
1/1 Page U2/U4 EUR 3,190

210 x
280 mm

1/2 Page EUR 1,495

105 x
280 mm

210 x
140 mm

1/3 Page EUR 995

70 x
280 mm

210 x
95 mm

1/4 Page EUR 745

50 x
280 mm

210 x
70 mm

Product Advertorial 1/1 Page EUR 1,195

additionally includes digital publication on velobiz.de

210 x
280 mm

Inserts up to 25 g **EUR 295**
up to 50 g **EUR 345**
up to 75 g **EUR 395**
Cost per 1,000 copies

**Sliding scale for
velobiz.de Magazin**

| | |
|------------|------|
| 2 adverts | 4 % |
| 4 adverts | 6 % |
| 6 adverts | 8 % |
| 8 adverts | 10 % |
| 10 adverts | 12 % |



Dates 2023

fahrstil #38

Publication date: 6 March 2023
Deadline for ads: 30 January 2023
Deadline for artwork: 8 February 2023

fahrstil #39

Publication date: 5 June 2023
Deadline for ads: 2 May 2023
Deadline for artwork: 10 May 2023

fahrstil #40

Publication date: 4 September 2023
Deadline for ads: 31 July 2023
Deadline for artwork: 9 August 2023

fahrstil #41

Publication date: 4 December 2023
Deadline for ads: 30 October 2023
Deadline for artwork: 8 November 2023

Reader target group: Bike enthusiasts
Print run: approx. 7,000 copies
Format: 210 x 270 mm
Frequency of publication: 4 issues p.a.

Distribution:

- Subscription
- Rail station and airport bookstores
- Press wholesalers
- Bike shops, cafés
- Web shop fahrstil.cc

2/1 Page EUR 2,620

210 x
270 mm

210 x
270 mm

1/1 Page EUR 1,780

210 x
270 mm

1/1 Page U2/U4 EUR 2,300

1/2 Page EUR 890

105 x
270 mm

210 x
135 mm

Fanta 4
4 x 1/4 Page*
package offer: EUR 1,000

85 x
116
mm

85 x
116
mm

85 x
116
mm

85 x
116
mm

* booking of four issues in a row, no further discounts

Inserts

up to 25 g **EUR 295**
 up to 50 g **EUR 345**
 up to 75 g **EUR 395**
 Cost per 1,000 copies

Sliding scale for fahrstil

2 adverts **4 %**
 3 adverts **6 %**
 4 adverts **8 %**



Target reader groups:

- Municipal (cycle) traffic planners
- Political decision-makers
- Cycling representatives in companies and housing associations
- Suppliers of infrastructure solutions
- Service providers for urban logistics
- Providers of sharing systems
- NGOs and NPOs for bicycle traffic and sustainability
- Transport services
- Agencies, consultants, architects
- Engineering and planning offices
- Research assistants

Print run: approx. 3,500 copies

Format: 210 x 280 mm

Frequency of publication: 4 issues p.a.

Distribution: Subscription and free mail-out

VELOPLAN

Dates 2023

1-2023

Publication date: 16 March 2023
Deadline for ads: 13 February 2023
Deadline for artwork: 27 February 2023

2-2023

Publication date: 15 June 2023
Deadline for ads: 15 May 2023
Deadline for artwork: 30 May 2023

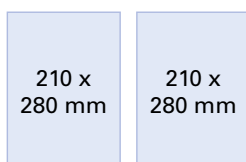
3-2023

Publication date: 14 September 2023
Deadline for ads: 14 August 2023
Deadline for artwork: 28 August 2023

4-2023

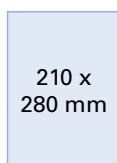
Publication date: 14 December 2023
Deadline for ads: 13 November 2023
Deadline for artwork: 27 November 2023

2/1 Page EUR 2,990

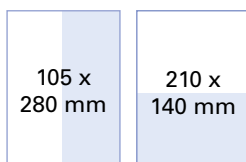


1/1 Page EUR 1,990

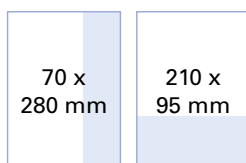
1/1 Page U2/U4 EUR 2,490



1/2 Page EUR 990



1/3 Page EUR 690



Inserts

up to 25 g **EUR 295**
up to 50 g **EUR 345**
up to 75 g **EUR 395**
Cost per 1,000 copies

Sliding scale for VELOPLAN

2 adverts **4 %**
3 adverts **6 %**
4 adverts **8 %**



VELOPLAN

fahrstil
DAS RADKULTURMAGAZIN

Payment terms

The invoice is issued on the launch of your online advertising campaign or on publication of your print advertisement with net payment being due within 14 days.

Bank account

Stadtsparkasse München
IBAN: DE96 7015 0000 0115 1166 83
BIC: SSKMDEMM

Early-bird discount

We grant a 10% early-bird discount on every ad booking placed for 2023 by 16 December 2022.

Agency commission

velobiz.de grants agencies a commission of 15% after deduction of all discounts. Excluded from this are job offers and Fanta-4 ads in fahrstil.

Bleed zone print ads

Please add a 3 mm bleed zone to all format advertisements (except for Fanta 4 format in fahrstil).

Value added tax / VAT ID

All rates quoted in this media kit do not include VAT, which is obligatory only for customers inside Germany. Customers inside the EU should give us their European VAT ID number when placing a booking.
Our value added tax identification number is: DE 814862647

Contact

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