



# MEDIA KIT 2024

FRITSCH & WETZSTEIN VERLAG

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Rate Card no. 19, effective as of 1 January 2024



fwv.de

## Fritsch & Wetzstein Verlag – the cycling media specialist

With the specialist magazines velobiz.de, fahrstil and Veloplan, Fritsch & Wetzstein Verlag addresses three different target groups in the bicycle segment. While velobiz.de is the B2B media for market participants in the bicycle industry, fahrstil, as a cycling culture magazine, is the editorial home for all people who see bicycles as a part of their lifestyle and personality. Veloplan, as a specialist magazine for cycling and micromobility, provides decision-makers in administration and politics with the information base for the development of bicycle infrastructure.

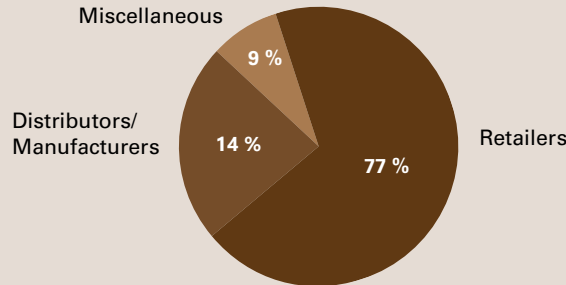




## The bicycle B2B publication

Since its founding in 2007, velobiz.de has developed into a leading B2B publication for the bicycle industry. Bicycle dealers, manufacturers and other market participants are provided with up-to-date industry information by velobiz.de. The daily industry newsletter and the online portal from velobiz.de are valued by market participants as a competent and fast source of information for current industry events. The print medium from velobiz.de supplements the latest news with analyses, reports and interviews.

**Readership velobiz.de**



## In the midst of the market

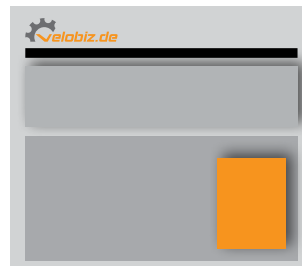
With some 6,400 registered users and up to 70,000 visitors per month, **velobiz.de** is one of the leading trade media for the German-speaking bike industry. The daily newsletter produced by **velobiz.de** supplies up-to-date news on the bike business.

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 German-speaking 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)

## 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 5,300 registered users (figures as of September 2023)

## Content Banner – 650x300 pixels

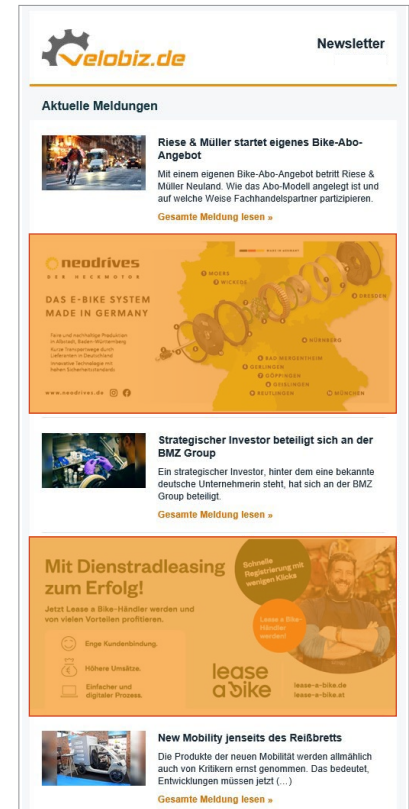
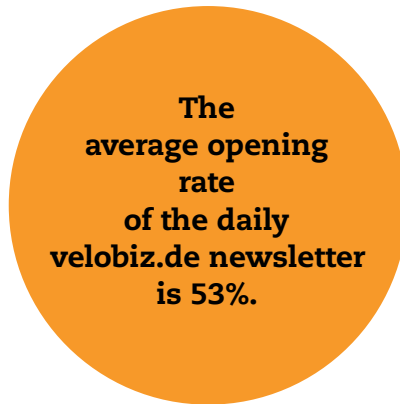


## Content Banner:

EUR 1,390 per week\*

EUR 3,690 per month\*

\*Placement from Monday to Friday in the respective period

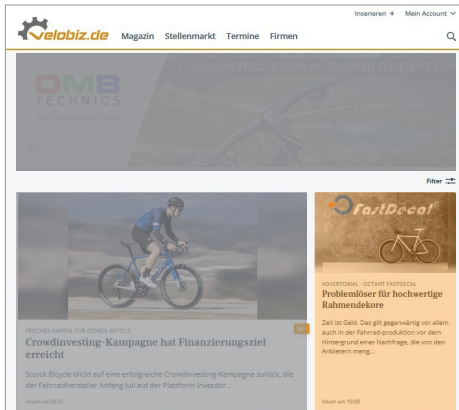


## Online Advertorial

# A perfect stage for your PR content

With the online advertorial we prepare the big digital stage for your content with an advertising character on velobiz.de and in the velobiz.de newsletter. In contrast to the journalistic, independent editorial content of velobiz.de, you are largely free to determine the form and content of the advertorial.

- 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
- Identified as advertising content („Werbung“)
- Optional: Integration of a questionnaire or contact form
- Optional: Drafting of text by the velobiz.de editorial team



## Online-Advertorial: EUR 1,495

Further info: [velobiz.de/advertorial](https://velobiz.de/advertorial)

ADVERTORIAL - OCTANT FASTDECAL

### Problemlöser 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](https://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 klassische Transferbilder für die reine Nassübertragung als Schiebbild mit Peel-Off-Lack oder als leichter aufzubringender Klebe-Nasstransfer.

Als besondere Neuheit bietet Octant zudem ab sofort einen Trockentransfer zum Einbrennen an.

Die einfache Handhabung verspricht laut Hersteller nicht nur schnellen Erfolg bei der Verarbeitung, sondern auch ein ressourcenschonendes, weil wasserloses Verfahren. Wie bei allen von Octant angebotenen Transfer-Produkten 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 verpackte Lösemittel innerhalb der Farbschichten, dank der schnellen Trocknung der Vergangenheit angehören.

8. April 2021 von Advertorial

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VERKNÜPFTE FIRMEN ABONNIEREN

OCTANT Siebdruck GmbH

☐ News
 ☐ Kommentare
 ☐ Stellenmarkt

## Job Market

# Top Positions for Your Job Offer

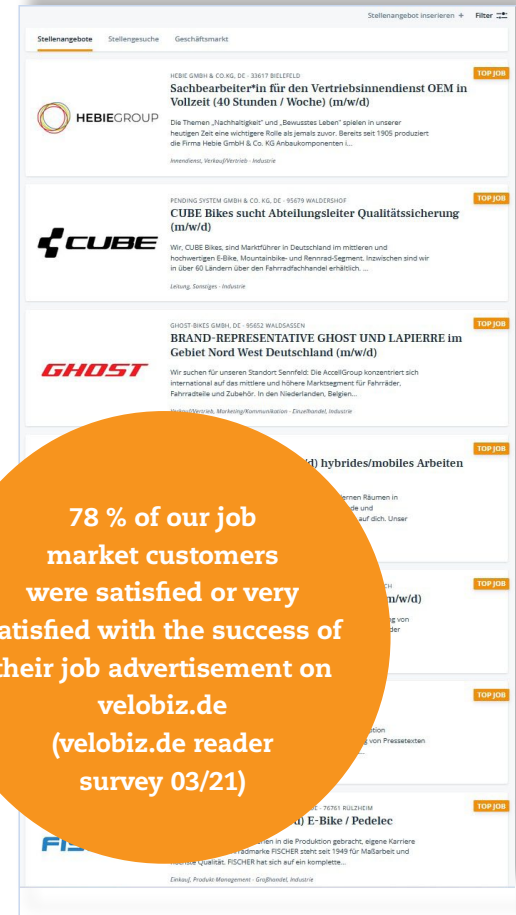
**TopJobs** is the new job market for the German and European bike industry. **TopJobs** offers additional benefits:

- 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](https://bikejobs.de)
- [eurobike.com](https://eurobike.com)
- [fahrrad-berufe.de](https://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:**

- 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:**

- Subscription and free circulation
- Distribution at trade fairs

# Dates / Highlights 2024

## 1/2-2024 Digital & Smart Products

*Product topics included: ERP, Platforms, Cockpit components*

**Publication date:** 8. February 2024  
**Deadline for ads:** 15. January 2024  
**Deadline for artwork:** 22. January 2024

## 3-2024 Ergonomics & Customizing

*Product topics included: Fitting, Gear, Nutrition, Handlebars, Saddles*

**Publication date:** 7. March 2024  
**Deadline for ads:** 12. February 2024  
**Deadline for artwork:** 19. February 2024

## 4-2024 Mobility & Cargo

*Product topics included: Urban bikes, Cargo bikes, Trailers*

**Publication date:** 4. April 2024  
**Deadline for ads:** 11. March 2024  
**Deadline for artwork:** 18. March 2024

## 5-2024 Road bike, Gravel & MTB

*Product topics included: Performance-oriented bikes, Accessories*

**Publication date:** 2. May 2024  
**Deadline for ads:** 8. April 2024  
**Deadline for artwork:** 15. April 2024

## 6-2024 Trends 2025 & Cycle tourism

*Product topics included: New products, Bike luggage, Outdoor*

**Publication date:** 6. June 2024  
**Deadline for ads:** 13. May 2024  
**Deadline for artwork:** 21. May 2024

## 7-2024 Eurobike (increased circulation)

**Publication date:** 1. July 2024  
**Deadline for ads:** 3. June 2024  
**Deadline for artwork:** 10. June 2024

## 8-2024 Electronics

*Product topics included: Motors, Services, Batteries, E-scooters*

**Publication date:** 8. August 2024  
**Deadline for ads:** 15. July 2024  
**Deadline for artwork:** 22. July 2024

## 9-2024 Trade & Workshop

*Product topics included: Retail software, POS, Tools, Bike care*

**Publication date:** 5. September 2024  
**Deadline for ads:** 12. August 2024  
**Deadline for artwork:** 19. August 2024

## 10-2024 Visibility & Safety

*Product topics included: Helmets, Lighting, Locks, Protectors*

**Publication date:** 10. October 2024  
**Deadline for ads:** 16. September 2024  
**Deadline for artwork:** 23. September 2024

## 11/12-2024 Future

*Product topics included: Education, Training, Consulting*

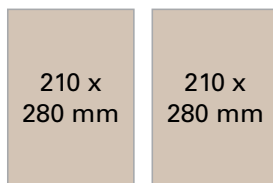
**Publication date:** 5. December 2024  
**Deadline for ads:** 11. November 2024  
**Deadline for artwork:** 18. November 2024

# Ad Formats & Rates

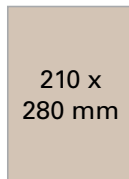
**U2 with Gate Folder**  
**EUR 8,950**



**2/1 Page**  
**EUR 5,980**



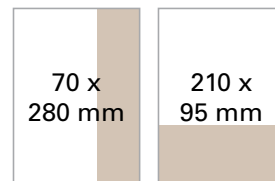
**1/1 Page**  
**EUR 2,990**  
**1/1 Page U2/U4**  
**EUR 3,190**



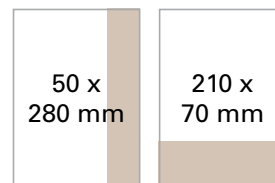
**1/2 Page**  
**EUR 1,495**



**1/3 Page**  
**EUR 995**

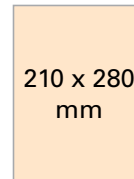


**1/4 Page**  
**EUR 745**



**Product Advertorial 1/1 Page**  
**EUR 1,195**  
**Company Presentation 1/1 Page**  
**EUR 1,595**

additionally includes digital publication on velobiz.de



## 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 %

**10%  
early bird  
discount for all  
ad bookings  
before December  
15, 2023**

## B2B Package of

### B2B-package 1: **velobiz.de Print XL**

7 x 1/1 Page Ad and 4 x Product Advertorial

EUR 18,800 (regular rate EUR 25,710)

Early bird rate: **EUR 16,950**

**7 x**

1/1  
Ad

+

**4 x**

Product  
Adver-  
torial

### B2B-package 2: **velobiz.de Print and Online XL**

7 x 1/1 Page Ad and 4 x Product Advertorial

100,000 Ad Impressions Billboard Ad (divisible)

4 x 1 week Content Banner in the Newsletter

EUR 29,900 (regular rate EUR 38,370)

Early bird rate: **EUR 26,900**

**7 x**

1/1  
Ad

+

**4 x**

Product  
Adver-  
torial

+

100,000 Ad Impressions  
Billboard Ad (divisible)  
4 x 1 week Content  
Banner in the Newsletter

### B2B-package 3: **velobiz.de B2B Print Mid Size**

7 x 1/2 Page Ad and 2 x Product Advertorial

EUR 9,500 (regular rate EUR 12,855)

Early bird rate: **EUR 8,450**

**7 x**

1/2  
Ad

+

**2 x**

Product  
Adver-  
torial

### B2B-package 4: **velobiz.de B2B Print and Online Mid Size**

7 x 1/2 Page Ad and 2 x Product Advertorial

100,000 Ad Impressions Billboard Ad (divisible)

2 x 1 week Content Banner in the Newsletter

EUR 15,900 (regular rate EUR 20,235)

Early bird rate: **EUR 14,450**

**7 x**

1/2  
Ad

+

**2 x**

Product  
Adver-  
torial

+

100,000 Ad Impressions  
Billboard Ad (divisible)  
2 x 1 week Content  
Banner in the Newsletter



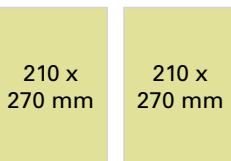
## The magazine for cycling culture

The first German cycling culture magazine, founded by dedicated cyclists in 2010, has now published more than 40 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.



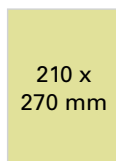
<b>Reader target group:</b>	Cycling enthusiasts
<b>Print run:</b>	approx. 7,000 copies
<b>Format:</b>	210 x 270 mm
<b>Frequency of publication:</b>	2 issues p.a.
<b>Distribution:</b>	<ul style="list-style-type: none"> <li>• Subscription</li> <li>• Rail station and airport bookstores</li> <li>• Bike shops, cafés</li> <li>• Book shops</li> <li>• Web shop <a href="http://fahrstil.cc">fahrstil.cc</a></li> </ul>

**2/1 Page EUR 2,620**

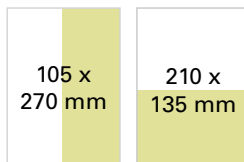


**1/1 Page EUR 1,780**

**1/1 Page U2/U4 EUR 2,300**



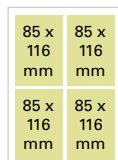
**1/2 Page EUR 890**



**Fanta Vier**

**4 x 1/4 Page\***

**package offer: EUR 1,000**



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

## Dates 2024

### fahrstil #42

**Publication date:**

Deadline for ads:

Deadline for artwork:

**18. March 2024**

12. February 2024

19. February 2024

### fahrstil #43

**Publication date:**

Deadline for ads:

Deadline for artwork:

**16. September 2024**

12. August 2024

19. August 2024

### Sliding scale for fahrstil

2 adverts 4 %

### Inserts

upon request

# 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.



- Target reader groups:**
- Municipal (cycle) traffic planners
  - Political decision-makers
  - Cycling representatives
  - 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
- Rail station and airport bookstores

**2/1 Page EUR 2,990**

210 x  
280 mm

210 x  
280 mm

**1/1 Page EUR 1,990**

**1/1 Page U2/U4 EUR 2,490**

210 x  
280 mm

**1/2 Page EUR 990**

105 x  
280 mm

210 x  
140 mm

**1/3 Page EUR 690**

70 x  
280 mm

210 x  
95 mm

## Sliding scale for VELOPLAN

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

## Inserts

upon request

# Dates 2024

## 1-2024

**Publication date:**

Deadline for ads:

Deadline for artwork:

**14. March 2024**

12. February 2024

26. February 2024

## 2-2024

**Publication date:**

Deadline for ads:

Deadline for artwork:

**13. June 2024**

13. May 2024

27. May 2024

## 3-2024

**Publication date:**

Deadline for ads:

Deadline for artwork:

**12. September 2024**

12. August 2024

26. August 2024

## 4-2024

**Publication date:**

Deadline for ads:

Deadline for artwork:

**12. December 2024**

11. November 2024

25. November 2024

# Cross-Channel Packages 2024



B2B velobiz.de

B2C fahrstil



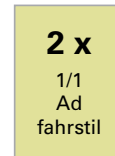
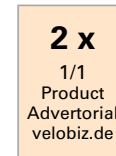
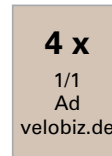
## B2B & B2C package 1: **Print XL**

velobiz.de: 4 x 1/1 Page Ad and 2 x Product Advertorial

fahrstil: 2 x 1/1 Page Ad

EUR 13,900 (regular rate EUR 17,910)

Early bird rate: **EUR 12,570\***



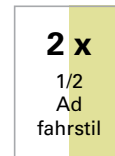
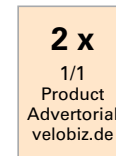
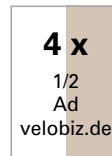
## B2B & B2C package 2: **Print Mid Size**

velobiz.de: 4 x 1/2 Page Ad and 2 x Product Advertorial

fahrstil: 2 x 1/2 Page Ad

EUR 8,170 (regular rate EUR 10,150)

Early bird rate: **EUR 7,360\***



# Cross-Channel Packages 2024



**B2B velobiz.de**

**B2G VELOPLAN**

10%  
early bird  
discount for all  
ad bookings  
before December  
15, 2023

## B2B & B2G package 1: **Print XL**

velobiz.de: 4 x 1/1 Page Ad and 2 x Product Advertorial

Veloplan: 2 x 1/1 Page Ad

EUR 14,350 (regular rate EUR 18,330)

Early bird rate: **EUR 12,900\***



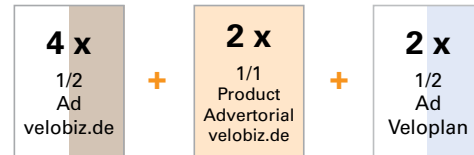
## B2B & B2G package 2: **Print Mid Size**

velobiz.de: 4 x 1/2 Page Ad and 2 x Product Advertorial

Veloplan: 2 x 1/2 Page Ad

EUR 8,360 (regular rate EUR 10,350)

Early bird rate: **EUR 7,520\***





**VELOPLAN**

*fahrstil*  
DAS RADKULTURMAGAZIN

### File formats online advertisements

You will find information and specifications for digital advertising media here: [velobiz.de/uploads/merkblatt-banner.pdf](https://www.velobiz.de/uploads/merkblatt-banner.pdf)

### 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 2024 by 15 December 2023.

### 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.

### T&Cs

All ad bookings are subject to our General Terms and Conditions of Business (T&Cs), which you will find here as a PDF file: [www.velobiz.de/agb.pdf](https://www.velobiz.de/agb.pdf)

### Bleed zone print ads

Please add a 3 mm bleed zone to all format advertisements (except for Fanta vier 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

Your contact person for advertising is:  
**Rainer Schmitten**  
Tel.: +49 (0)89 189082 775, E-Mail: [rs@fwv.de](mailto:rs@fwv.de)  
**Address:**  
Fritsch und Wetzstein Verlag GmbH & Co. KG  
Zwergerstr. 2, D-85579 Neubiberg