

Advertising Rates Bike Europe 2007/ 2008

(rates quoted in euros, as from Sep. 1st 2007)

Black & White	1x	3x	6x	8x	11x
2/1 Jumbo Poster	8,773	8,089	7,824	7,407	6,809
Spread Magazine	5,649	5,206	5,040	4,773	4,382
1/1 Poster page	4,972	4,542	4,389	4,163	3,786
1/2 Poster page	2,758	2,546	2,453	2,329	2,128
1/4 Poster Page	1,517	1,400	1,349	1,279	1,171
1/1 Magazine	3,050	2,811	2,712	2,573	2,367
1/2 Magazine	1,711	1,572	1,532	1,432	1,319
1/4 Magazine	962	874	864	809	737
1/8 Magazine	567	549	518	486	455

2 Color	1x	3x	6x	8x	11x
2/1 Jumbo Poster	10,204	9,416	9,104	8,619	7,924
Spread Magazine	7,087	6,531	6,333	5,987	5,496
1/1 Poster page	5,849	5,391	5,218	4,940	4,536
1/2 Poster page	3,673	3,395	3,290	3,103	2,851
1/4 Poster Page	2,019	1,866	1,808	1,706	1,568
1/1 Magazine	3,965	3,660	3,547	3,354	3,091
1/2 Magazine	2,632	2,421	2,354	2,228	2,042
1/4 Magazine	1,876	1,723	1,685	1,586	1,472
1/8 Magazine	1,105	1,077	1,017	957	898

4 Color	1x	3x	6x	8x	11x
2/1 Jumbo Poster	13,215	12,181	11,789	11,153	10,265
Spread Magazine	10,093	9,315	9,018	8,521	7,838
1/1 Poster page	7,491	6,889	6,623	6,333	5,821
1/2 Poster page	5,298	4,901	4,747	4,496	4,105
1/4 Poster Page	2,914	2,695	2,611	2,472	2,256
1/1 Magazine	5,611	5,166	5,013	4,734	4,356
1/2 Magazine	4,277	3,939	3,813	3,607	3,310
1/4 Magazine	3,521	3,243	3,142	2,976	2,726
1/8 Magazine	2,077	2,016	1,861	1,779	1,665

Special position surcharges

Outside Back Cover	20%
Inside Front Cover	15%
Inside Back Cover	15%
First Right Hand Page	15%

IM (Front Cover)

1 column x 50 mm	1,178
2 column x 50 mm	2,319
1 column x 100 mm	2,936
2 column x 100 mm	4,627
IM other pages	965

