



Bike Europe - Taipei Cycle Show Proposition

PRICING DEDICATED SPECIAL COUNTDOWN NEWSLETTERS

Ad positions on these newsletters are:

- Advertorials English version EUR 505,-
 Chinese version EUR 405,-
Both versions EUR 830,-

- Full Banners English version EUR 485,-
 Chinese version EUR 385,-
Both versions EUR 785,-

PUBLICATION DATES DEDICATED SPECIAL COUNTDOWN NEWSLETTERS

- 1) English version 02-25-2010
 Chinese version 03-01-2010
- 2) English version 03-04-2010
 Chinese version 03-08-2010
- 3) English version 03-11-2010
 Chinese version 03-15-2010
- 4) English version 03-16-2010

WEBSITE BIKE-EU.COM

Ad positions on the website of Bike Europe

- Leaderboard EUR 70,- CPM
- Rectangle EUR 95,- CPM
- Skyscraper EUR 55,- CPM

BIKE EUROPE MAGAZINE

In Bike Europe Magazine you can advertise on the regular positions. For the separate ads, the normal prices will be applicable.

CIRCULATION

Website: 100,000 views per month

Magazine: 7,000 copies

Newsletter English version: 8,000 addresses globally
 Newsletter Chinese version: 1,000 addresses Chinese speaking countries

MORE INFORMATION

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Newsletter
 Chinese
 version

Newsletter English version



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COMMUNICATION PACKAGES

Package = Newsletters + Website + Magazine

Package 1:

- Newsletters - English version 4 x Full Banner/Advertorial
- Chinese version 3 x Full banner/Advertorial
- Website - Rectangle 25.000 views (www.bike-eu.com)
- Magazine - 1x 1/1 poster page

Package price EUR 7,950,- (Normal value EUR 13,256,-)

Package 2:

- Newsletters - English version 3 x Full Banner/Advertorial
- Chinese version 2 x Full Banner/Advertorial
- Website - Rectangle 20.000 views (www.bike-eu.com)
- Magazine - 1 x 1/2 poster page

Package price EUR 6,250,- (Normal value EUR 9,631)

Package 3:

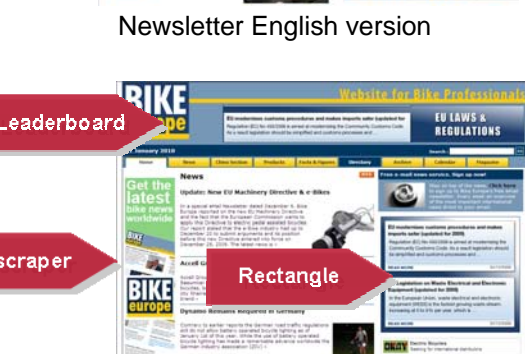
- Newsletters - English version 2 x Full Banner/Advertorial
- Chinese version 2 x Full Banner/Advertorial
- Website - Leaderboard 15.000 views (www.bike-eu.com)
- Magazine - 1 x 1/4 poster page

Package price EUR 4,500,- (Normal value EUR 6.206,-)

Package 4:

- Newsletters - English version 1 x Full Banner/Advertorial
- Chinese version 1 x Full Banner/Advertorial
- Website - Skyscraper 15.000 views
- Magazine - 1 x 1/4 poster page

Package price EUR 4,000,- (Normal value EUR 4,991)



Website www.bike-eu.com (extract)

