

Tweewieler



The leading source for the two-wheeler sector

Tweewieler is an independent medium which informs readers about motor scooters, mopeds and bicycles.

VAMN
VAKMEDIANET

Formula

Tweewieler is aimed at managers within the two-wheeled vehicle industry in The Netherlands and Belgium. The target group comprises bicycle and moped retailers as well as wholesalers, importers and manufacturers of parts, accessories and (motorised) bikes.

Tweewieler covers current issues in the bicycle, moped and motor scooter trade and pays considerable attention to professional techniques, products, industry developments and management information.

Tweewieler is the most highly appreciated trade medium in the two-wheeler sector

In 2017 the independent research firm Van Es (www.marktdata.nl) conducted a new study of the media for the two-wheeler trade. This

demonstrated that – just as in 2015 – Tweewieler is the most highly appreciated trade medium in the two-wheeler sector.

The trade magazine achieves an impressive reach of 95%, and the brand holds the number 1 spot among trade websites and e-newsletters.

Portfolio



Magazine
10x per year



Newsletter
2x per week
(monday and tuesday)



Website
24/7



Events
1x

Profile

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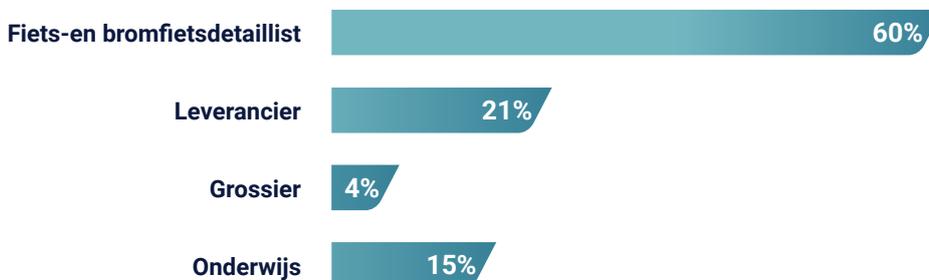
Functions Tweewieler

The fill level of the functions of Tweewieler is 60%. The fill level is taken as the starting point (100%) in the table below.



Branches Tweewieler

The fill level of the Tweewieler branches is 46%. The fill level is taken as the starting point (100%) in the table below.



Editorial Calendar

Tweewieler magazine

Nr.	Publication	Closing Date	Theme
1 / 2	22 February	5 February	
3	22 March	5 March	
4	19 April	2 April	
5	24 May	7 May	
6 / 7	12 July	25 June	
8	23 August	6 August	
9	17 September	29 August	Vélovak
10	25 October	8 October	
11	22 November	5 November	
12	20 December	3 December	Vélofollies

Statistics



TWEEWIELER MAGAZINE

Total circulation: 4.000

Frequency: 10x per year

Publication day: Friday



WEBSITE TWEEWIELER.NL

Monthly averages:

(period from January - October 2018)

Pageviews: 118.279

Users: 70.976

Pageviews per visit: 1,67

Visit duration in minutes: 1:15

Statistics



Newsletter

Frequency: 2x per week

Publication day: Monday and Tuesday

Total circulation: 8.775



SOCIAL MEDIA

Facebook: 2.450 likes

LinkedIn: Tweewieler group 643 members,

Companyaccount 98 followers

Twitter: 2.316 followers

Propositions

Online

Bannering

Online bannering is a powerful instrument for creating awareness. In addition to standard banners, there is also the possibility to opt for even more eye-catching banners that have extra impact thanks to their unusual shape or size. Banners can be placed both on our websites and in our e-newsletters.

Audience extension

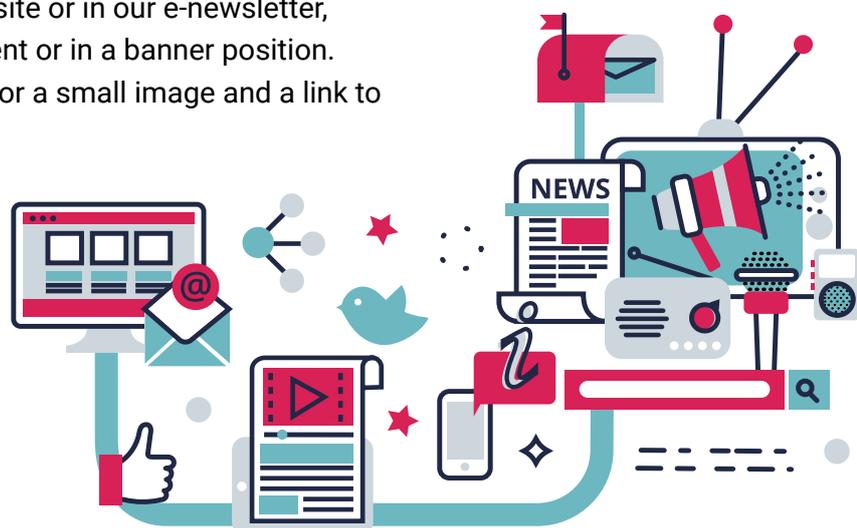
Expose your target group to your message more often. Audience extension makes it possible to reach people who have previously read items about specific topics on our websites, by placing display advertisements outside of the Vakmedianet network.

Online retargeting

Do you want to reach your online visitors again beyond your own platform(s)? Retargeting offers the solution. It is a way of displaying image-based or text-based advertisements both within and outside of the Vakmedianet network to people who have previously visited certain pages on your website.

Advertorials

An advertorial is placed on our website or in our e-newsletter, either in between our editorial content or in a banner position. Besides a brief text, there is space for a small image and a link to your own landing page.





Propositions

Content marketing

Sponsored content print & online

Sponsored content is the ideal choice if you want complete freedom. It allows you to demonstrate your expertise on a specific topic, highlight a successful project or inform readers about your products and services. Our editorial team leaves it entirely up to you to decide on your message, although we always sub-edit the text for you. You can freely mention company names and product names in your article. You can either submit your own content or we can write it for you. Your content is placed in between our editorial content, labelled as 'sponsored content'. You are clearly identifiable as the source of the content and we can also include a link to your website.

Native content print & online

You take the spotlight under the auspices of the editorial team. The editorial team treats native content just like its own editorial content. This means that the editorial team must be satisfied with the quality and content of the articles, and that the use of company names and product names is avoided. This increases the focus on the content and fosters respect for the source of the knowledge, i.e. you. At the bottom of each article, we always include the following text: 'This article has been produced in collaboration with (company name)'.



Propositions

Content marketing

Video

We can develop videos for you or promote existing videos – e.g. a short company presentation or an interview about a topic of your choice. Video is an ideal instrument to position you in the eyes of your target group as an innovative organisation or thought leader.

Webinar

Share your knowledge and position your company as a thought leader by organising a webinar. Simply choose the topic and time/date and we will generate an audience for you. Engage in live interaction with your target group. Afterwards, you receive the details of all viewers who have given their permission for us to share them.





Propositions

Content marketing

Digimagazines

You can publish your advertisement or content in our digital magazines ('digimagazines'). We can set up a direct link from your advertisement/content to your website or landing page. If you wish, we can also develop a customised digimazine especially for your organisation.

White papers

A white paper is an extensive document that describes how a technology, product or service solves a specific problem. It is used to provide information to potential customers and increase their awareness of your solutions. You can submit an existing white paper to us for sub-editing, or we can write a white paper for you.

Partner dossiers

Becoming a partner of our websites entitles you to submit sponsored content on a monthly basis. We sub-edit and upload your content for you. All of your content is grouped together and published on a specially created page called a 'partner dossier'. Additionally, you may submit three white papers per year for a maximum of 75 downloads each.

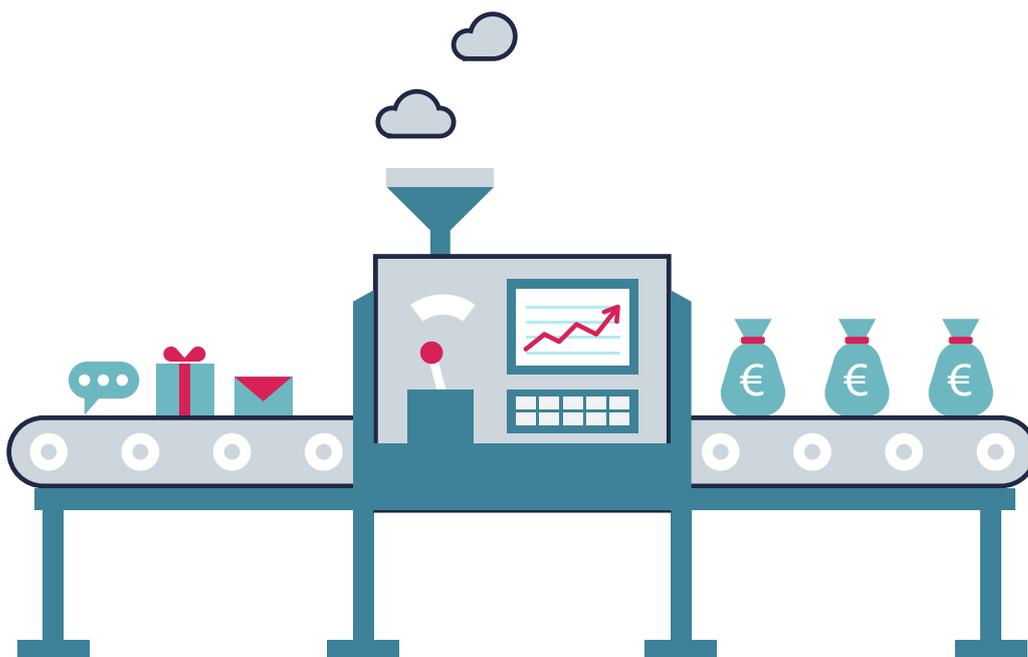
Themed online dossier

A themed online dossier enables you to position yourself as a thought leader on that particular topic for a whole year. You submit content to us and we sub-edit it before publishing it on the dossier page (max. one article per month). You receive a banner position at the top of the page plus exposure in two themed e-newsletters, your own page containing company information and a video position.

Propositions

Leadgeneration

Are you keen to know who is reading your content? And would you like to then contact those potential customers? If so, lead generation is the right solution for you. A lead generation campaign is based on a white paper or webinar. A white paper is a document that describes how a technology, product or service solves a specific problem. It is used to provide information to potential customers and increase their awareness of your organisation's solutions. You can submit an existing white paper to us for sub-editing, or we can write a white paper for you. When website visitors read editorial content that is related to your message, we send them targeted mailings to promote your white paper to them. In line with the pre-agreed criteria, you then receive the contact details of the people who download your white paper (e.g. job function, company size, sector).





Propositions

Advertisements, mailings & e-newsletters

Advertisements

A print advertisement offers plenty of scope for visibility and branding. There are various advertising formats to choose from.

Native themed e-newsletter

An editorial or 'native' themed e-newsletter addresses a pre-agreed topic that is related to your business. The first item in the e-newsletter is provided by you, and our editorial team will help you to write it. The rest of the e-newsletter is filled with content provided by our editorial team. You can use the advertorial position in the e-newsletter to reinforce your message, and this can also include a link to your own website. You can decide whether you want the e-newsletter to be sent to part of our newsletter database or to part of our commercial database based on specific reading behaviour.

Sponsored themed e-newsletter

A sponsored themed e-newsletter is a newsletter about a pre-agreed topic. Your logo is included prominently in the e-newsletter. You can fill four advertorial positions in the e-newsletter with a link to your own website. If you have published sponsored content with us, you can also highlight that. The rest of the e-newsletter is filled with content provided by our editorial team. You can decide whether you want the e-newsletter to be sent to part of our newsletter database or to part of our commercial database based on specific reading behaviour.

Targeted mail

A targeted mail is an e-mail designed in your company's own house style. We send it as a mailing to your desired target group. We can select the target group based on criteria such as job function, sector and company size. A targeted mail is sent to everyone who has given permission to be contacted by third parties. After the mailing, we provide you with a detailed report of the statistics.

Propositions

Surveys

Do you have specific questions for your target group or would you like to measure awareness of your brand? We can develop a tailor-made survey for you. You work with our editorial team to put together a questionnaire. We then send the survey to your target group. After the survey, you receive a detailed report of the findings.



Events 2019

ELECTION TWO-WHEELER STORE OF THE YEAR



March 2019

The Tweewieler Store of the Year election is a ranking that is created annually through mystery visits and an independent expert jury. Participating in the election means a great opportunity for shops to determine where their store stands within the local market and beyond. After three intensive jury rounds, consisting of mystery guests, a professional jury and a check of online performances, the regional winners will be announced during the final event and from this the best Two-wheeler shop in the Netherlands will be chosen.

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