



# REACH DECISION MAKERS IN THE BIKE AND E-BIKE INDUSTRY



MEDIAKIT

# ABOUT BIKE EUROPE

The bikes and e-bikes business is growing, but it can be challenging to understand the increasingly complex dynamics. Even experienced professionals need an authoritative source to help them navigate the maze of trade barriers in today's global supply chains, obtain clear answers about rules and regulations, and understand all the complexities of this cross-cultural, multilingual industry. For up-to-date information about the markets, companies and people moving the cycling industry forward, they turn to Bike Europe. We offer up-to-the-minute breaking news, in-depth reports, the latest product information, and complete coverage of major industry events, both online and in our print edition. Bike Europe covers the news as it happens and provides the information needed to understand the industry.



## THE MULTIMEDIA PLATFORM FOR THE BICYCLE INDUSTRY COMPRISES OF:

- Bike-eu.com
- Bike Europe newsletter
- Products & innovations market reports
- Bike Europe online magazine
- Bike Europe magazine
- Bike Europe webinars
- Taipei Cycle show
- Eurobike
- Bike Europe directory
- Bike Europe on social media
- Bike Europe e-bike updates
- Bike Europe digital

## STRONG BRAND WITH A BROAD REACH

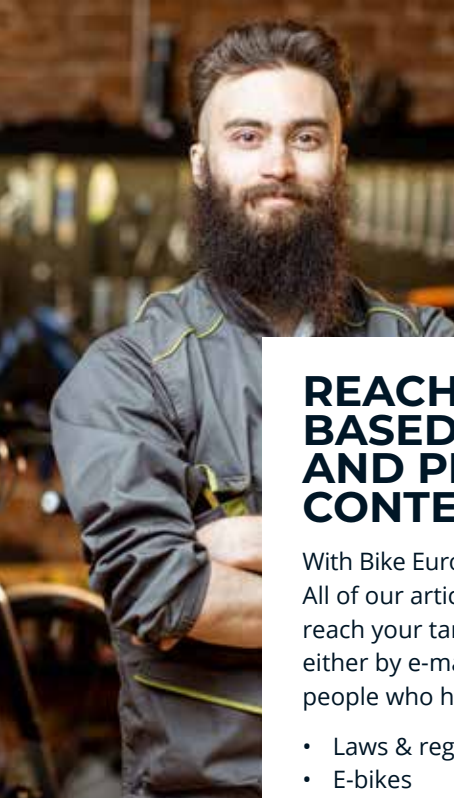
Only worldwide platform for the Bike Industry with a reach in 211 countries throughout the world.

## SPEAK DIRECTLY TO YOUR AUDIENCE

We maintain very close contact with our target audience on a daily basis. They inspire us to write about specific topics, from C-level professionals to buyers/purchasers, from export managers to consultants and managers.

## WORLDWIDE INFORMATION

Border crossing source of information for the complete industry. With the market reports we inform the industry about trends and developments in and outside the industry.



## REACH YOUR TARGET GROUP BASED ON THEIR INTERESTS AND PLACE YOUR MESSAGE IN CONTEXT WITHIN YOUR AUDIENCE

With Bike Europe you can reach your target audience with great precision. All of our articles are classified using defined tags which enable us to reach your target audience based on their specific reading behaviour, either by e-mail or via a retargeting campaign. This way, you can reach people who have recently read information about:

- Laws & regulations
- E-bikes
- Products & innovations
- Parts & accessories
- Machinery
- Market reports
- Anti-dumping
- And many more

## REACH YOUR AUDIENCE BY SPECIFIC REGIONS OR CORPORATE IDENTITIES.

If you only want to reach potential customers in a particular area, such as South East Asia, North America or Europe, you can opt for regional segmentation. Alternatively, if you want to target a particular type of organization such as dealers or factories, it can be useful to segment our readers based on company profile. The main target groups are the managing board of international bike manufacturers and professionals in de bike industry. A selection of the target groups we reach:

- Manufacturers and suppliers
- Importers and retail dealers
- Testing laboratories
- Trading companies

### Online

Website [Bike-eu.com](http://Bike-eu.com)



**42.845**

USERS PER MONTH



**42.845 - 112.667**

PAGEVIEWS PER MONTH

### Print



**13.500**

CIRCULATION  
COPIES

6x per year

### Newsletters



BIKE EUROPE (ENGLISH)

**17.987**

SUBSCRIBERS, 3X PER WEEK

BIKE EUROPE (CHINESE)

**2.523**

SUBSCRIBERS, 1X PER WEEK

Themed updates, are sent based on relevant reading behaviour:

- Products & innovations
- E-bikes
- Market reports

### Social



**5.973** FOLLOWERS



**711** FOLLOWERS



**3.388** FOLLOWERS



**10.042** FOLLOWERS



**770** FOLLOWERS

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# MAGAZINE PLANNER

PRINT ISSUE	THEME	PUBLICATION DATE
1	Taipei Cycle Show / online market place	February
2	E-bikes & E-bike components	April
3	Eurobike	June
4	Supply chain / cargo bikes	August
5	Products & innovations	September
6	Sustainability	December

DIGI MAGAZINE	THEME	PUBLICATION DATE
1	E-bikes	March
2	Laws & Regulations	April
3	Market Reports	June
4	Eurobike	July
5	Production (locations)	September
6	E-bikes	October

# EVENTS

Interested? Contact one of our account managers to hear more about sponsor options and other possibilities.

**MARCH 9-12-2022**

**TAIPEI CYCLING SHOW**



**JULY 13-17 2022**

**EUROBIKE**



# SOLUTIONS



## BRANDING

Branding means brand awareness. Your brand is more than the products or services behind the corporate name. To increase the awareness of your brand, you could choose a variety of solutions on offer: a dedicated banner campaign, custom written content or a newsletter wave – all designed within your brand's style and guidelines.

## CONTENT MARKETING

The right content within the right context of your target audience will enhance your relevance to your customers and prospects and offers a solution to many of your marketing activities and goals. You can build up your thought leadership position, demonstrate your knowledge of market trends and broadcast your message to the market via custom written articles, blogs, opinion articles, newsletters or whitepapers.

## AWARENESS

Keep top of mind with your target audience by enticing them with new information and the latest developments. The quickest way to establish your added value to your customers' businesses is through informative whitepapers, targeted banner campaigns and open discussions at events or via web seminars. You can even showcase some of your successes to potential new customers through case studies and themed newsletters.

## CONVERSION AND ACTIVATION

We can aide you with reaching the right audience at the right time with the right message to heighten interest in your products, services and solutions. Our cross-media platform offers a number of possibilities and solutions to have your target group navigate to your own corporate website and stimulate buying behaviour.

If you are interested in any of the aforementioned solutions, or if you require further advice or options that suit your business goals, please contact your account manager or sales representative.



# SOLUTIONS

## LEAD GENERATION

One of the most important goals of b2b marketing is generating demand for your products and services. Sales is the key performance indicator of over half of the Dutch marketing professionals. Through demand generation programs we will connect your company with qualified members of our audiences and visitors through our First Party Database. We actively seek out budget holders with a defined interest in your offered solutions and qualify these based on pre-set specifications.

## EMPLOYER BRANDING

How do you ensure that qualified candidates choose your company as opposed to that of your competitors, and, how do you ensure that these new employees remain on board? It all starts with a strong employer brand and the right use of media. With the highest quality reach, VMN media offers countless possibilities in this regard. Think, for example, of sponsored content, but also pushing company videos via banner advertising and/or newsletters.

# CONTACT

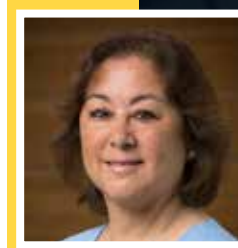
## INTERESTED IN HOW BIKE EUROPE CAN ASSIST YOU IN REACHING YOUR MARKETING AND COMMUNICATION GOALS?

We welcome you to discuss the best approach for you and your business, and make use of our strongly build expertise and knowledge of today's developments in the market. From placing a general advert or banner through to a dedicated e-mail flow, demand generation, content solutions or audience extension solutions. And because you are busy on a daily basis, VMN will do most of the work for you.

Interested to see how we can make a difference for you and your business? Call us now to discuss potential solutions or possible campaigns.

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