



# REACH DECISION MAKERS IN THE BIKE INDUSTRY

**MEDIAKIT**

# ABOUT TWEEWIELER

Tweewieler has been around for more than 100 years and we are proud of that! From 1920, Tweewieler offers professional information for the bicycle industry and Tweewieler has grown into a strong multimedia brand with – in addition to the trade magazine – the website Tweewieler.nl, the weekly newsletters and the Bike Store of the Year election. Tweewieler connects professionals and focuses on four key themes: e-bikes, entrepreneurship, store, and workshop.



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

- Tweewieler.nl
- Tweewielers newsletter
- Tweewieler themed newsletters
- Tweewieler magazine
- Tweewieler online magazine
- Tweewieler on social media
- Tweewieler events
- Bike Store of the Year Election
- Tweewieler digimagazine
- Tweewieler webinars
- Tweewieler podcast
- Tweewieler Café

## BROAD RANGE, HUGE BRAND AWARENESS.

Do you want to reach the entire industry or a specific target group? Tweewieler has a reach of no less than 94% within the target group, being retailers in the Netherlands and Flanders. Thanks to our enormous brand awareness, you can be sure that you position your company/brand within a relevant context.

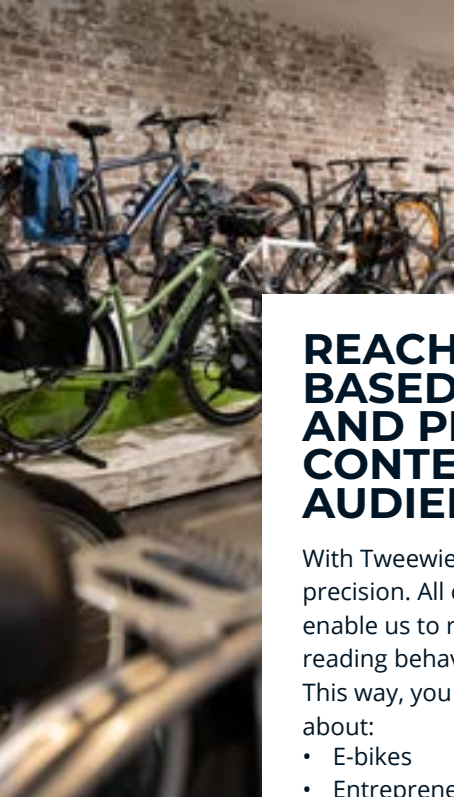
## KNOWLEDGE PARTNER

We have been the leading source of information for the bicycle industry for well over 100 years. Tweewieler has developed in this time as the connecting factor for the specialist trade. We aim to develop the industry together with you.

## FULLY MULTIMEDIAL

Tweewieler is the only fully multimedia source of information for the industry.





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

With Tweewieler 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:

- E-bikes
- Entrepreneurship
- In-store
- Workshop and its interior
- Training and education
- Staff
- Accessories
- And many more

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

Do you only want potential customers in, for example, Amsterdam or to reach the province of Limburg, you can also opt for segmentation by region. Segmentation by company profile is useful if you only want to reach workplaces or to approach stores.

The main target groups are entrepreneurs and owners in the bike industry. A selection of the other target groups we reach:

- Workshop managers and mechanics
- Vendors
- Trainers
- Representatives and product managers

# REACH


## Online

Website [Tweewieler.nl](https://www.tweewieler.nl)

 **56.925**  
USERS PER MONTH

 **122.276**  
PAGEVIEWS PER MONTH

## Print

 **3.250**  
COPIES

8X PER YEAR

## Newsletters

 **9.353**  
SUBSCRIBERS, 3X PER WEEK

Themed updates, are sent based on relevant reading behaviour:


- E-bikes
- In-store
- Workshop
- Entrepreneurship

## Social

 **3.373** FOLLOWERS

 **1.151** FOLLOWERS

 **2.265** FOLLOWERS

 **1.257** FOLLOWERS

# PLANNING

PRINT ISSUE	PUBLICATION DATE	DEADLINE ADVERTISEMENTS
1	08-02-2022	18-01-2022
2	22-03-2022	01-03-2022
3	03-05-2022	08-04-2022
4	14-06-2022	19-05-2022
5	02-08-2022	12-07-2022
6	13-09-2022	23-08-2022
7	25-10-2022	04-10-2022
8	06-12-2022	15-11-2022

DIGI MAGAZINE	THEME	PUBLICATION MONTH
1	E-bikes	March
2	Special	April
3	Entrepreneurship	June
4	Workshop	October
5	Special	November
6	In-store	December

# EVENTS

Interested? Click on the event or contact one of our account managers to find out more about sponsor options and other possibilities.





# 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 aid 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, Vakmedianet offers countless possibilities in this regard. Think, for example, of sponsored content, but also pushing company videos via banner advertising and/or newsletters.