

Twewieler

Reach professionals

And decision makers

In the bicycle industry

Mediakit

About VMN Media

VMN informs, inspires, and connects with reliable and essential knowledge. Together, we drive entrepreneurial professionals and industries forward.

Combination of news, knowledge, and data.

Independent Quality for readers and subscribers.

Own journalism Featured in national media

Many nr. 1 titles Leading in sectors

Reach 25% of the working population in NL 1.500.000 business decision makers

Digital subscribers A lot of data on our reach (1st party, no cookies, GDPR-compliant).

am:	AMT	arbo »	BAKKERS <small>advies</small>
BIKE europe	BOUWMACHINES	bouw wetten <small>powered by Gebouw</small>	cm:
Cobouw	de Architect	Deal!	D Distrifood
facto	flexmarkt <small>Excellent ondernemen in flex</small>	Gawalo	Installatie Journaal
logistiek »	MANAGEMENT SUPPORT <small>ZET JOUW ROL CENTRAAL</small>	MH <small>MISSET HORECA</small>	OR <small>/net.nl</small>
OVERVAARDE	pw.	SalarisNet.	Service <small>management</small> facto
Tweewieler	Vakblad Warmtepompen	Vastgoedmarkt	vmt

28 brands

16 sectors

25 magazines

83 B2B events

27 websites

1.5 mln professionals

Supporting and assisting companies in the bicycle industry



"Tweewieler is the independent platform that knows what is happening in the bicycle industry and has been supporting entrepreneurs with knowledge and choices for over 100 years."

Hedwig Berendsen | *Editor in Chief*

About Tweewieler

Tweewieler has been the leading platform for the bicycle industry for over 100 years. It provides professional information on four main topics: electric bikes, entrepreneurship, shop and workshop, focusing on trends that impact daily practice.

The platform offers blogs, knowledge articles, market insights, and interviews with relevant players. Tweewieler connects professionals and entrepreneurs and is the go-to source of expertise in the sector.

With a broad reach, Tweewieler connects manufacturers, business owners, industry organizations, and mechanics, offering targeted marketing opportunities via online tags.



The segments and types of companies we reach



Bicycle Retail & Repair

Sales and maintenance of bicycles. This includes offering new and used bicycles, accessories, and parts, as well as performing repairs and maintenance work.

Roles: store managers & bicycle mechanics



Bicycle Manufacturers

Focused on designing, producing, and distributing bicycles.

Roles: Supply Chain Manager, Production Engineer & Product Manager



Suppliers

Supply parts and materials such as frames, wheels, and accessories.

Roles: purchasing managers



Bicycle mechanic

Owner & entrepreneur

"I want to give my customers the best service, but sometimes it feels like I'm constantly lagging behind."

A bicycle mechanic and entrepreneur focuses mainly on repairing and maintaining bicycles, sales, and store management. They face challenges from increasing competition, finding good staff, and efficiently managing inventory. Their goals are to increase revenue and automate work processes for more efficiency in the workshop.

Type of organisations

- Bicycle stores
- Manufacturers
- (Motor)bike repair companies
- Insurers for two-wheelers
- Rental companies
- Training providers for courses

Reach your target audience(s) with our cross-media platform.



Print



2.000
Print copies
7x per year

Newsletters



10.000
subscribers
3x per week

Online



35.000
devices
per month

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



45.000
pageviews
per month

**Social
media**



3.500
followers



2.200
followers



1.500
followers



3.100
followers

Schedule 2025

Print

Print issue	Topic	Publication date	Advertisement deadline	Deadline Sponsored Content
1		13 February	22 January	10 January
2		20 March	26 February	14 February
3		8 May	15 April	3 April
SPECIAL	Eurobike	12 June	19 May	7 May
5		18 September	27 August	15 August
6		23 October	1 October	19 September
7		27 November	5 November	24 October



Our Solutions

Want to know more or receive personalized advice tailored to your company? One of our account managers will be happy to assist you!



Branding & awareness

Increase your brand and product awareness with our cross-media approach. Through display banners, online and print advertisements, event sponsorship, and email newsletters, we reach business decision-makers effectively. Our quality reach ensures that your brand stands out and remains top of mind.

Traffic, activation & conversion

With our deep knowledge of our target audiences and marketing, we understand better than anyone what drives entrepreneurs and professionals. Whether it's generating traffic to your website, encouraging whitepaper downloads, or increasing event registrations, we deliver results.

Contentmarketing

Strengthen your thought leadership with substantive content. Highlight your case studies, trends, and developments, and enhance your online recognition and visibility. Content ensures a strong connection with your audience and emphasizes your company's expertise. Explore various ways to position your brand as a knowledge partner, such as news articles, background and expert articles, blogs, partner dossiers, or whitepapers.

Employer branding

Build a strong preferred position with targeted media. Use sponsored content, corporate videos, and job ads to enhance your employer brand and attract top talent. This will not only increase your brand awareness but also your attractiveness as an employer.