

**Reach professionals &
decision makers in the
bike & E-bike 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
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 MISSET HORECA	OR /net.nl <small>ondernemen partnerschap</small>
OVERVAARDE	pw.	SalarisNet.	Service management <small>onderdeel van facto</small>
Tweewieler	Vakblad Warmtepompen	Vastgoedmarkt	vmt

28
brands

16
sectors

25
magazines

83
B2B events

27
websites

1.5 mln
professionals

Independent platform reaching industry professionals in more than 150 countries



It is our mission to be the primary source of industry news, data and analysis for the e-bike and bicycle industry's decision-makers.

Jan-Willem van Schaik | *Editor in chief*

About Bike Europe

Bike Europe is an independent platform reaching professionals in the e-bike and bicycle industry across more than 150 countries. It provides essential insights on navigating global supply chains, financial reporting, and industry regulations, helping decision-makers stay informed about the latest developments.

With in-depth interviews, company reports, and coverage of industry events, Bike Europe serves as a trusted source for those shaping the future of the bicycle industry. It offers timely news and analysis for C-level executives, financial experts, and strategists in the field.

Through both its digital and print channels, Bike Europe ensures professionals have access to the critical information needed for strategic decision-making, providing marketing communication opportunities through various media formats.



The segments and types of companies we reach



Manufacturers & Suppliers

Manufacturers design and build (electric) bicycles, while suppliers provide the necessary components like motors and batteries. Both ensure the production and availability of (e-)bikes.

Job titles: CEO, General manager, Buyer/purchaser, productmanager



Importers & Retail dealers

Importers bring (e-)bikes from manufacturers into the country, while retail dealers sell them directly to consumers and provide support and services.

Job titles; CEO, General manager, Buyer/purchaser, productmanager



Types of companies

- E-bike manufacturers and suppliers
- Bicycles manufacturers and suppliers
- Component manufacturers
- Leading retailers
- Consultancies
- Financial service providers
- Testing laboratories
- Trading companies
- Import/export agencies

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

Print



Magazine
1.200
Print copies
5x per year

Newsletters



Regular (English)
25.000
subscribers, Tuesday, Thursday & Friday

Newsletters

Bike Europe	Weekly	6.500 subscribers
Bike Europe CHIN	Every thursday	2.500 subscribers

Online

Website
bike-eu.com



45.000
devices
per month



80.000
pageviews
per month

Online magazine



Digimagazine
10.000
Digital magazines
6x per year

Social
media



6.700
followers



3.600
followers



1.400
followers



25.000
followers

Schedule 2025

Print issue	Topic	Publication date	Advertisement deadline	Deadline Sponsored Content*
1	Tapei Cycling show	14 March	21 February	18 February
2	China Cycle	25 April	24 March	21 March
3	Eurobike	6 June	14 May	9 May
4		26 September	5 September	2 September
5		28 November	7 November	4 November

	Topic	Publication date	Advertisement deadline
DIGIMAGAZINE	Preview Tapei	March	
DIGIMAGAZINE		May	
DIGIMAGAZINE	Eurobike	June	
DIGIMAGAZINE	TBW	September	
DIGIMAGAZINE		October	
DIGIMAGAZINE		December	

*Deadline for content created by the client (according to specifications). For content creation by VMN media, different deadlines apply in consultation with contentmarketing@vmnmedia.nl.



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.

Can we assist you?

We would love to get in touch with you regarding all the possibilities and help you create the best action plan. Whether it's an online article, newsletter advertorial, or display banners, it's all possible! We understand you're already busy, so we do everything we can to relieve you of as much of the workload as possible.



Eelco Hermans

eelcohermans@vmnmedia.nl

+31 6 10 06 92 30



Marlies Trommelen

marliestrommelen@vmnmedia.nl

+31 6 82 01 99 39

ITALY

Diego Casiraghi

diego@casiraghi-adv.com

+39 031 261 407

CHINA / TAIWAN

Peter Chu

service@trade-eye.com

+886 4 231 321 989

INDIA

Kapil Suri

kapshan@hotmail.com

+91 11 261 447 12

GERMANY

Uwe Weissflog

uweissflog@inmotionmar.com

+49 711 351 640 91