



REACH DECISION MAKERS IN THE BIKE AND E-BIKE INDUSTRY



MEDIAKIT

ABOUT VMN MEDIA

Knowledge is our profession

1. INDEPENDENT JOURNALISM

Our dedicated editorial teams specialize in translating in-depth knowledge into articles tailored to specific target groups. This ensures that developments, news, and knowledge are immediately accessible and valuable to our readers.

2. PAYING READERS

Our professional content is exclusively available to paying readers. This not only demonstrates the high value placed on expert knowledge but also benefits our advertisers, as it indicates that our readers are willing to invest in and thoroughly engage with quality content. Additionally, our extensive reach across various professional sectors provides valuable data about our readers.

3. UNIQUE REACH

With our broad reach, we have the capability to identify and create highly specific target audiences based on reading behavior and other data. This enables us to design and execute unique, targeted campaigns for our advertisers, maximizing the effectiveness of their messages.



30

brands

16

industries

30

trade
magazines

83

B2B events

32

websites

1.500.000

professionals



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 on social media
- Bike Europe e-bike updates
- Bike Europe digital

STRONG BRAND WITH A BROAD REACH

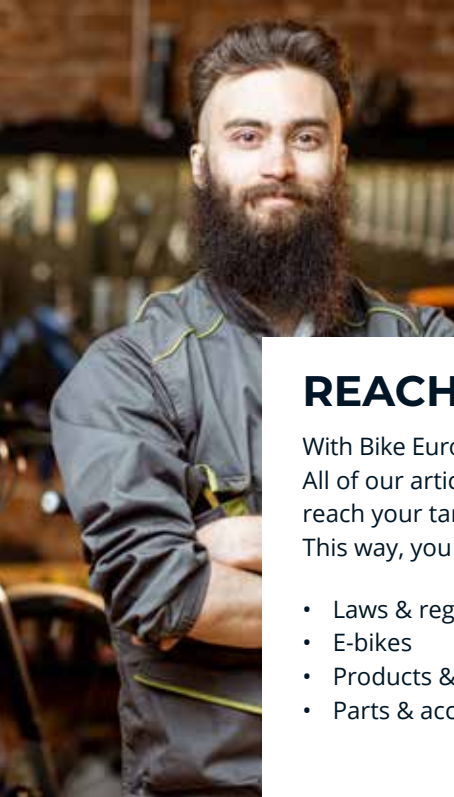
Only worldwide platform for the Bike Industry with a reach in 211 countries throughout the world.

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 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. This way, you can target people who are reading information about:

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

The main target groups are the managing board of international bike manufacturers and professionals in the bike industry. A selection of the target groups we reach:

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

Articles with the most engagement are about:
Market insights, product-innovations, production and business

Online

Website Bike-eu.com



37.500

DEVICES PER MONTH



96.000

PAGEVIEWS PER MONTH

Print



3.500

PRINT COPIES

4x per year



10.000

DIGITAL ISSUES

5x per year

Newsletters



BIKE EUROPE ENG REGULAR

22.000

SUBSCRIBERS, THUESDAY,
THURSDAY AND FRIDAY



BIKE EUROPE ENG WEEKLY

2.500

SUBSCRIBERS, SATURDAY



BIKE EUROPE (CHINESE)

2.200

SUBSCRIBERS, THURSDAY

Social



6.500 FOLLOWERS



1.250 FOLLOWERS



3.500 FOLLOWERS



21.500 FOLLOWERS



1.500 FOLLOWERS

MAGAZINE PLANNER

PRINT ISSUE	TOPIC / SHOW	PUBLICATION DATE	ADVERTISEMENT DEADLINES
1	Taipei Cycle Show	16-02-2024	26-01-2024
2	Eurobike	14-06-2024	24-05-2024
3		27-09-2024	06-09-2024
4		29-11-2024	08-11-2024

ONLINE MAGAZINE	TOPIC / SHOW	PUBLICATION DATE
1	Taipei Cycle Show	February
2		March
3		May
4	Eurobike	June
5		July
6		September
7		October

EVENTS

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

MARCH 6-9 2024

TAIPEI CYCLING SHOW



JULY 03-07 2024

EUROBIKE



SOLUTIONS



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.

BRANDING & AWARENESS

Utilize a cross-media approach involving display banners, magazine advertorials, event sponsoring, and online newsletters to expand brand awareness. Reach decision-makers and shareholders, ensuring your brand remains top of mind.

CONTENT MARKETING

Leverage strong content to establish thought leadership. VMN Media's brands and target audiences provide a relevant context for showcasing success stories, discussing industry trends, and connecting with your audience. Enhance online visibility through various content formats such as news, articles, videos, and whitepapers.

TRAFFIC, ACTIVATION AND CONVERSION

VMN media is specialized in activating decision-makers with a data-driven approach. Leverage in-depth knowledge of the target audience and the market to drive traffic to your website, increase whitepaper downloads, and boost event registrations. Employ retargeting strategies to ensure campaigns achieve desired conversions.

JOB MARKET COMMUNICATION

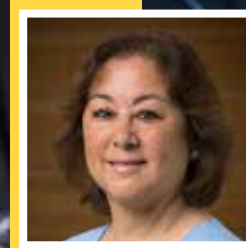
In a competitive job market, focus on building a strong employer brand. Utilize media targeting your intended audience, incorporating sponsored content, videos, and relevant job posts. Simplify the process for professionals to connect with your company, creating an ideal position for attracting new employees.

ELEVATE YOUR MARKETING STRATEGIES WITH OUR TAILORED SOLUTIONS

Are you looking to enhance your brand visibility and reach your business goals efficiently? We're here to help! Our range of services includes impactful display campaigns, compelling sponsored content and strategic banner features in our newsletters. Ready to take your marketing to the next level? Let's discuss the best plan of action for you. Whether you prefer a one-on-one consultation or a quick chat over email, we're here to make the process seamless.

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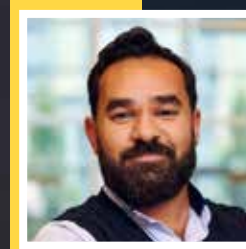
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