



REACH DECISION MAKERS IN THE 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 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.

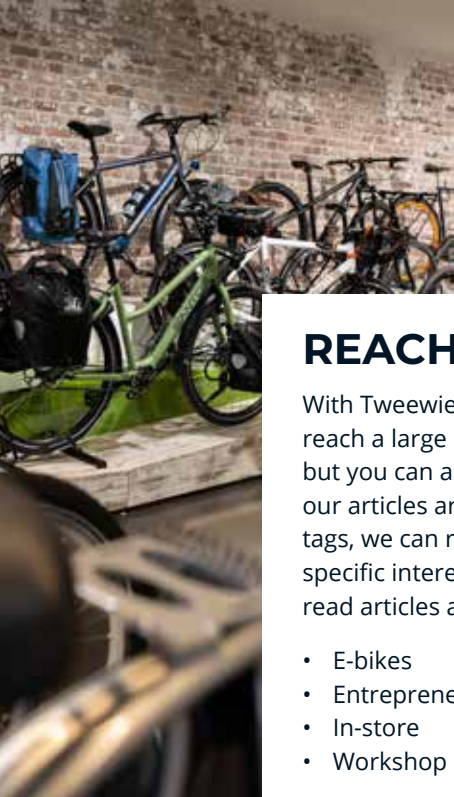
Do you want to reach the entire industry or a specific target group? Tweewieler has a reach of no less than 94% within the target group, being retailers in the Netherlands and Flanders. Thanks to our enormous brand awareness, you can be sure that you position your company/brand within a relevant context.

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 AUDIENCE

With Tweewieler, you can naturally opt for a broad approach to reach a large number of potential customers with your message, but you can also approach your target audience very specifically. All our articles are categorized using so-called tags. Through these tags, we can reach your target audience online based on their specific interests. For example, you can reach our readers who read articles about:

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

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)

 **42.000**
DEVICES PER MONTH

 **72.000**
PAGEVIEWS PER MONTH

Print

 **2.100**
PAYING SUBSCRIBERS,
SUPPLEMENTED WITH BIKE
STORES, COPIES

10 x per year

Newsletters

 **9.500**
SUBSCRIBERS, 3X PER WEEK

PLANNING

PRINT ISSUE	PUBLICATION DATE	DEADLINE ADVERTISEMENTS
1	06 February 2024	16 January 2024
2	12 March 2024	20 February 2024
3	16 April 2024	25 March 2024
4	14 May 2024	23 April 2024
5	18 June 2024	28 May 2024
6	06 August 2024	16 July 2024
7	10 September 2024	20 August 2024
8	15 October 2024	24 September 2024
9	12 November 2024	22 October 2024
10	17 December 2024	26 November 2024

DIGI MAGAZINE	THEME	PUBLICATION DATE
1	E-bikes	28 February 2024
2	Special	22 May 2024
3	Entrepreneurship	26 June 2024
4	Workshop	18 September 2024
5	Special	30 October 2024
6	In-store	04 December 2024

EVENTS

Interested? Click on the event or contact one of our account managers about sponsor options or other possibilities. For contact information see page 7.



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.

CONTACT

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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