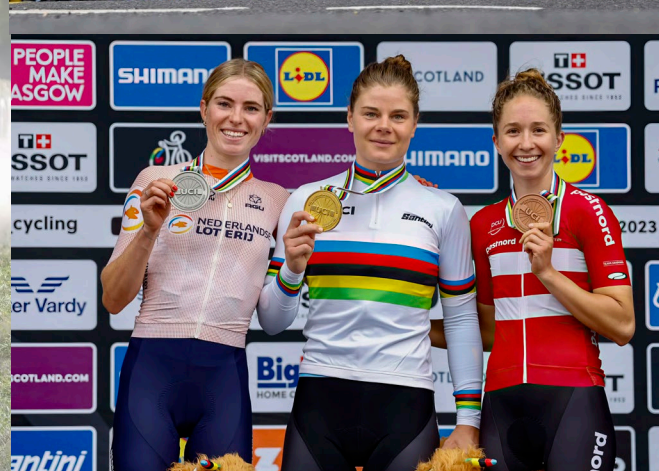


**FIETS** 24/7  
RACE  
GRAVEL  
MTB

IN HET HART VAN HET PELOTON  
**Pro**cycling







For over 40 years, Fiets Magazine is the undisputed authority on sport cycling and the whole experience of cycling. Published monthly, Fiets Magazine informs on how to get the most out of your hobby. With every issue focusing on material, technique, training, nutrition, cycling and backgrounds.

Fiets Magazine is the largest magazine for active cyclists in the Netherlands and Belgium.





# FIETS

## Pillars

**Tests:** Products are tested independently by our editors. Professional cyclist turned photographer Leon van Bon also tests a bicycle every month.

**Technology:** The latest developments in bicycles, gear and accessories.

**Ride a bike:** Catching reports of bicycle tours to ride at home and abroad.

**Training:** A lot of attention is paid to the right training for a certain goal (becoming faster uphill, preparation for multi-day cyclo's etc.). With the annual special Training & Nutrition Guide.

**Nutrition:** Nutrition that benefits your training schedules or bicycle tour.

**Section SHORT-SHORT:** Parts, accessoires, clothing and other important side items are highlighted by the editors.

**Columns:** *Fiets Magazine* has a number of regular columnists, including: Peter Winnen, Ellen van Dijk and Thomas Braun.

*Fiets Magazine* is published monthly and is the largest magazine for active cyclists in the Netherlands and Belgium. It also regularly publishes special issues such as the *Fiets Gravelspecial*, *Fiets Training & Nutrition Guide* and the *Grand Départ* supplement. The magazine focuses on racers, gravelers and mountain bikers.

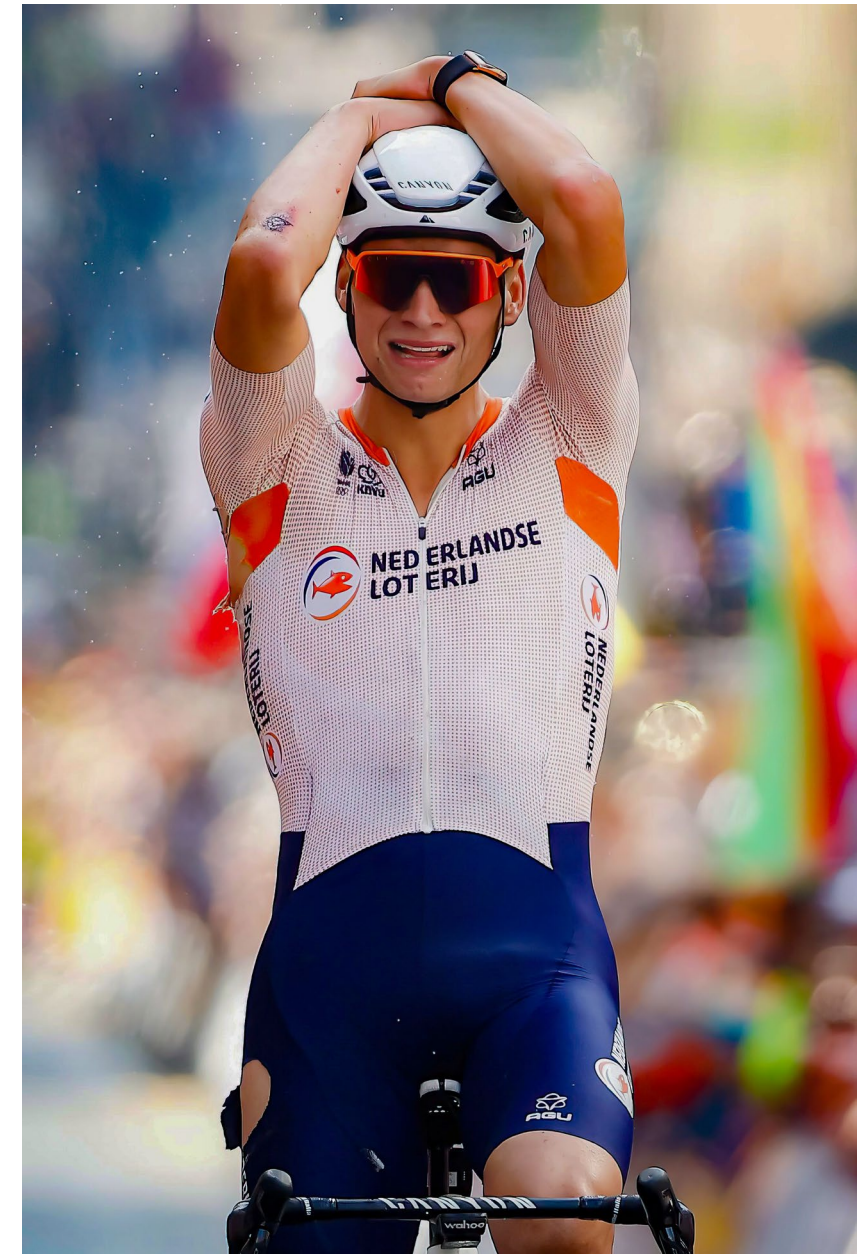
The independent product tests and information, written by the editors of *Fiets Magazine*, are highly valued by readers. We give our readers inspiration for their own cycling experiences, tours and trips, making readers feel very connected to the magazine.



# FIETS

## Target Audience

- Mainly male readers; 25 to 60 years old
- Highly interested in all things cycling
- Cycling enthusiast, constantly seeking challenges and surpassing set goals
- High education level, above average income
- 49% of readers intend to spend more than € 2,000 on a new bicycle
- Loyal community: 81% has been a subscriber for more than 5 years







# FIETS

## Facts & figures

### Fiets Magazine readers

Mainly male reader who cycles himself, an enthusiastic cyclist who rides many miles or a trimmer who takes pride in his tours.

### Fiets Magazine

Frequency; 12x a year

Print reach: 93,000 (NPM-DGM 2023-I)



### Fiets Podcast

An average of 4,000 listeners



### Fiets.nl

300,000 pageviews monthly

Source: Google Analytics



### Fiets newsletter

43,000 newsletter subscribers

CTO: 22%, CTR: 12%, Open Rate 55%

Frequency: weekly on Friday



### Fiets Facebook

27,000+ followers



### Fiets Instagram

12,000+ followers



X

8,000+ followers



# Rates and formats 2024

**Base rate**  
in euro's excl. VAT

**1/1 page** € 3,775

## Format index

1/2 page 63  
2/1 page 187

## Position index

Preferred position 110  
Spread in center 110  
1<sup>st</sup> page right 110  
Cover 2 or 3 120  
Opening spread 120  
Cover 4 130  
Fold out cover\* 280

\*excl. production cost –  
upon request

## Formats and measurements (mm)

Format width x height

### Trim size

1/2 landscape 210 x 136  
1/1 210 x 285  
2/1 210 x 285 – 210 x 285

*+ 5 mm bleed on all sides*

## Technical specifications

**Trim size:** 210 x 285 mm

### Advertisement material:

Please submit your digital ad files as  
Certified PDF

### Online Audience Targeting

Online audience targeting is  
possible. We offer visibility among  
various interesting target groups.

## Digital

Product Rate

NBI – Newsletter Item € 1,750  
FBB – Facebook post € 800  
BI – Branded Item € 1,750  
Instagram Story € 800  
BI + FBB € 2,550  
BI + NBI € 3,500  
BI + NBI + FBB € 4,300  
Native-in-Article (Cost p. Quality View – QV) € 1.25

### Production cost\*<sup>1</sup>

Newsletter Item € 175  
Facebook post € 225  
Branded Item on website € 225  
Instagram Story € 250

### Banners

Billboard (970\*250) € 36 cpm  
Halfpage (300\*600) € 36 cpm  
Rectangle (300\*250) € 25 cpm  
Leaderboard (728\*90) € 15 cpm  
Large Leaderboard (970\*90/70) € 36 cpm  
Wide Skyscraper (160\*600) € 18 cpm

### Mobile banners

Banner (320\*100) € 15 cpm  
Interscroller (320\*480) € 36 cpm

\*<sup>1</sup> Based on 2 correction rounds (no discount available)





# IN HET HART VAN HET PELOTON **Procycling**

*Procycling* is internationally the leading magazine on cycling and is close to the big players in the sport. We bring cycling into the picture with interviews, reports, previews and background stories. The magazine is published prior to the major events in cycling. Because of the exclusive photography and beautiful surroundings give it a glossy look and feel.

Known since 2006 for the Official Tour de France Guide and from 2010 we have a unique and unparalleled Tour Package.

## Procycling readers

Readers of *Procycling* are extremely involved with cycling. Sporty and always up for a challenge are the main characteristics of the target group. The predominantly male readers are between the ages of 18 and 60, active and a healthy lifestyle is a priority.

## Procycling magazine

Frequency: 6 issues a year

Print reach regular edition: 65,000 m/w

Print reach Tour Edition: 625,000 m/w



Procycling Facebook  
4.400+ fans



Instagram  
4.100+ volgers



**Base rate**  
in euro's excl. VAT

1/1 page € 2,304

**Format index**

1/2 page 63  
2/1 page 187

**Position index**

Preferred position 110  
Spread in center 110  
1<sup>st</sup> page right 110  
Cover 2 or 3 120  
Opening spread 120  
Cover 4 130  
Fold out cover\* 280

\*excl. production cost –  
upon request

**Formats and measurements (mm)**  
Format width x height

**Trim size**  
1/2 portrait 114 x 285  
1/2 landscape 230 x 141  
1/1 230 x 285  
2/1 230 x 285 – 230 x 285

+ 5 mm bleed on all sides

**Technical specifications**

**Trim size:** 230 x 285 mm

**Advertisement material:**  
Please submit your digital ad files as  
Certified PDF





**Base rate**  
in euro's excl. VAT

1/1 page € 3,456

**Format index**

1/2 page	63
2/1 page	187

**Position index**

Preferred position	110
Spread in center	110
1 <sup>st</sup> page right	110
Cover 2 or 3	120
Opening spread	120
Cover 4	130
Fold out cover*	280

\*excl. production cost –  
upon request

**Formats and measurements (mm)**  
Format width x height

**Trim size**  
1/2 portrait 114 x 285  
1/2 landscape 230 x 141  
1/1 230 x 285  
2/1 230 x 285 – 230 x 285

+ 5 mm bleed on all sides

**Technical specifications**

**Trim size:** 230 x 285 mm

**Advertisement material:**  
Please submit your digital ad files as  
Certified PDF



Known since 2006 for the Official Tour de France.

Tour de France Package 35,500 copies  
Tour de France Magazine: 85,000 copies  
(35,500 in Tour Package and 49,500 subscribers  
+ individual sales)





**For more information:**

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