



## PRINT

### Standard rates

#### MOTO73

1/1 page € 3.600,-

#### Promotor

1/1 page € 2.640,-

#### Classic & Retro

1/1 page € 2.040,-

#### Format index

1/2 page	63
2/1 page	187

#### Position index

Preferred position	110
Center spread	110
First page right	110
Cover 2 or 3	120
Opening spread	120
Cover 4	130
Gatefold cover	225



### Formats

#### Bleed in mm (w x h)

2/1 page: 460 x 300 \*

1/1 page: 230 x 300 \*

#### Type area in mm (w x h)

2/1 pagina: 440 x 280

1/1 pagina: 210 x 280

1/2 landscape: 210 x 138

1/2 portrait: 104 x 280

\* Bleed: add 3 mm overfill on every side for finish cut, keep content within type area dimensions. Deliver 2/1 formats in single page



### Formats

#### Bleed in mm (w x h)

2/1 page: 460 x 300 \*

1/1 page: 230 x 300 \*

#### Type area in mm (w x h)

2/1 pagina: 440 x 280

1/1 pagina: 210 x 280

1/2 landscape: 210 x 138

1/2 portrait: 104 x 280



### Formats

#### Bleed in mm (w x h)

2/1 page: 420 x 274 \*

1/1 page: 210 x 274 \*

#### Type area in mm (w x h)

2/1 page: 398 x 251

1/1 page: 185 x 251

1/2 landscape: 185 x 118

1/2 portrait: 83 x 251

# SPECIFICATIONS

## RELEASE DATES 2020

### MOTO73

ISSUE	RELEASE	DEADLINE
2	30/01	20/01
3	13/02	03/02
4	27/02	17/02
5	12/03	02/03
6	26/03	16/03
7	09/04	30/03
8	23/04	10/04
9	12/05	21/04
10	26/05	11/05
11	09/06	25/05
12	18/06	08/06
13	02/07	22/06
14	16/07	06/07
15	13/08	03/08
16	27/08	17/08
17	10/09	31/08
18	24/09	14/09
19	08/10	28/09
20	22/10	12/10
21	05/11	25/10
22	19/11	06/11
23	17/12	07/12

### PROMOTOR

ISSUE	RELEASE	DEADLINE
1	06/02	13/01
2	05/03	10/02
3	16/04	23/03
4	14/05	17/04
5	18/06	22/05
6	23/07	29/06
7	03/09	10/08
8	01/10	07/09
9	12/11	19/10
10	10/12	16/11

### CLASSIC & RETRO

ISSUE	RELEASE	DEADLINE
22	07/02	15/01
23	03/04	11/03
24	29/05	04/05
25	31/07	07/07
26	02/10	09/09
27	27/11	03/11

- Tariffs per placement excl. VAT.
- Tariffs excl. 15% commission.
- Special propositions by request.

## HOW TO DELIVER YOUR MATERIAL

Deliver your advertisement through New Skool Media online. All specifications and information will be supplied to you following reservation.



# SPECIFICATIONS



## ONLINE

On Motor.nl, the biggest online motorcycling platform in the Netherlands, we offer businesspartners multiple possibilities to get their services and products within reach of passionate motorbike enthusiasts. Examples are online advertisements or editorial content by storytelling on Motor.nl.

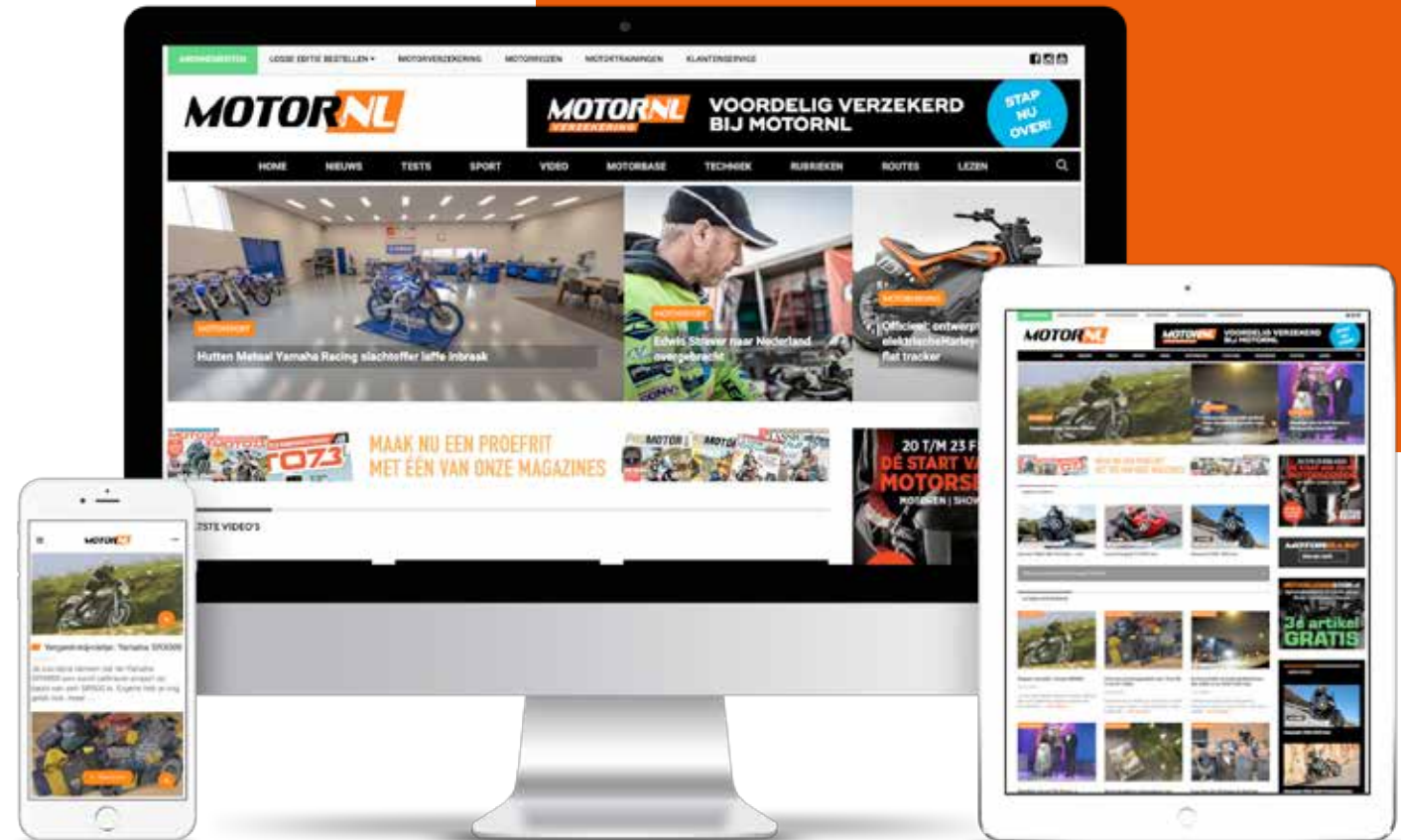
### Website Motor.nl - Banners

- Rectangle (300x250) € 25 cpm
  - Leaderboard (728x90) € 15 cpm
- Format: GIF, JPG or PNG  
Run of network Motor.nl  
Shared position  
Deliver with single URL

### Newsletter (40.000 subscribers)

- Leaderboard € 1.500
- Format: GIF, JPG or PNG  
Size: 728 x 90 pixels  
Deliver with single URL

- Tariffs per placement excl. VAT.
- Tariffs excl. 15% commission.



### Website Motor.nl - Content

- Advertorial Motor.nl € 1.750  
**Including rerun in newsletter**  
Title: 40 C+S max  
Body: 700 words max  
1 image of 1200 x 800 pixels no text  
1 image of 360 x 185 pixels for newsletter
- Branded content storytelling € 2.500  
**Including rerun in newsletter**  
Text and lay-out by editorial team of Motor.nl  
Body: 700 words max  
2 images of 1200 x 800 pixels no text  
1 image 360 x 185 pixels for newsletter

# GARAGE29

Our team welcomes motorcycle enthusiasts in the Garage29 workshop, which also features a bar, a lounge with a library and an editorial office. Within this sociable setting, our readers are invited to meet with us, exchange their views on models and engines, participate in tests and reader surveys, follow a course or attend promos and product presentations. Garage29 is the live meeting place of Motor.nl.



**'WE RIDE,  
WE TEST, WE TRAVEL  
AND WE CONNECT.  
THE MOTOR.NL PLATFORM  
MAKES US THE LEADING  
MOTORCYCLE RELATED  
MEDIA COMPANY IN  
THE NETHERLANDS'**

# MOTOR.NL

**For more information and reservations:**

## Advertising

**Kaj Dijkhuizen**  
M: +31-(0)6 46 69 76 66  
E: kaj@motor.nl

**Nick Glättli**  
M: +31-(0)6 20 04 20 66  
E: nick@motor.nl

## Delivering material

### Print ads

Deliver online via the dedicated advertising portal of New Skool Media.

### Online publications

**Maikel Sneek**  
E: maikel@motor.nl

### Video productions

**Bart Verhoeven**  
E: bart@motor.nl

Motor.nl is the official trade name of



PiTE Media B.V.  
Korte Noorderweg 29  
1221 NA Hilversum

**MOTOR.NL**  
VERZEKERING

**MOTOR.NL**  
VERZEKERING

**MOTOR.NL**  
MOTORREIZEN