

Fiets

IN HET HART VAN HET PELOTON
Procycling



TESTEN » TECHNIEK » TRAINING » VOEDING » REPORTAGES » REIZEN » GADGETS EN TRENDS



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For 40 years, *Fiets* has been the leading monthly in the field of Race and MTB sports cycling and the lifestyle that goes with it. Every issue informs readers on how to get the most out of their hobby, by discussing bicycle gear, materials, technology, training, food, touring and other complementary subjects.

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



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.

Seen & tested section: Parts, accessoires, clothing and other important side items are highlighted by the editors.

Contributors: Among our guest editors are professional sportsmen and -women as well as bicycle enthusiasts, such as Peter Winnen, Ellen van Dijk and Thomas Braun.

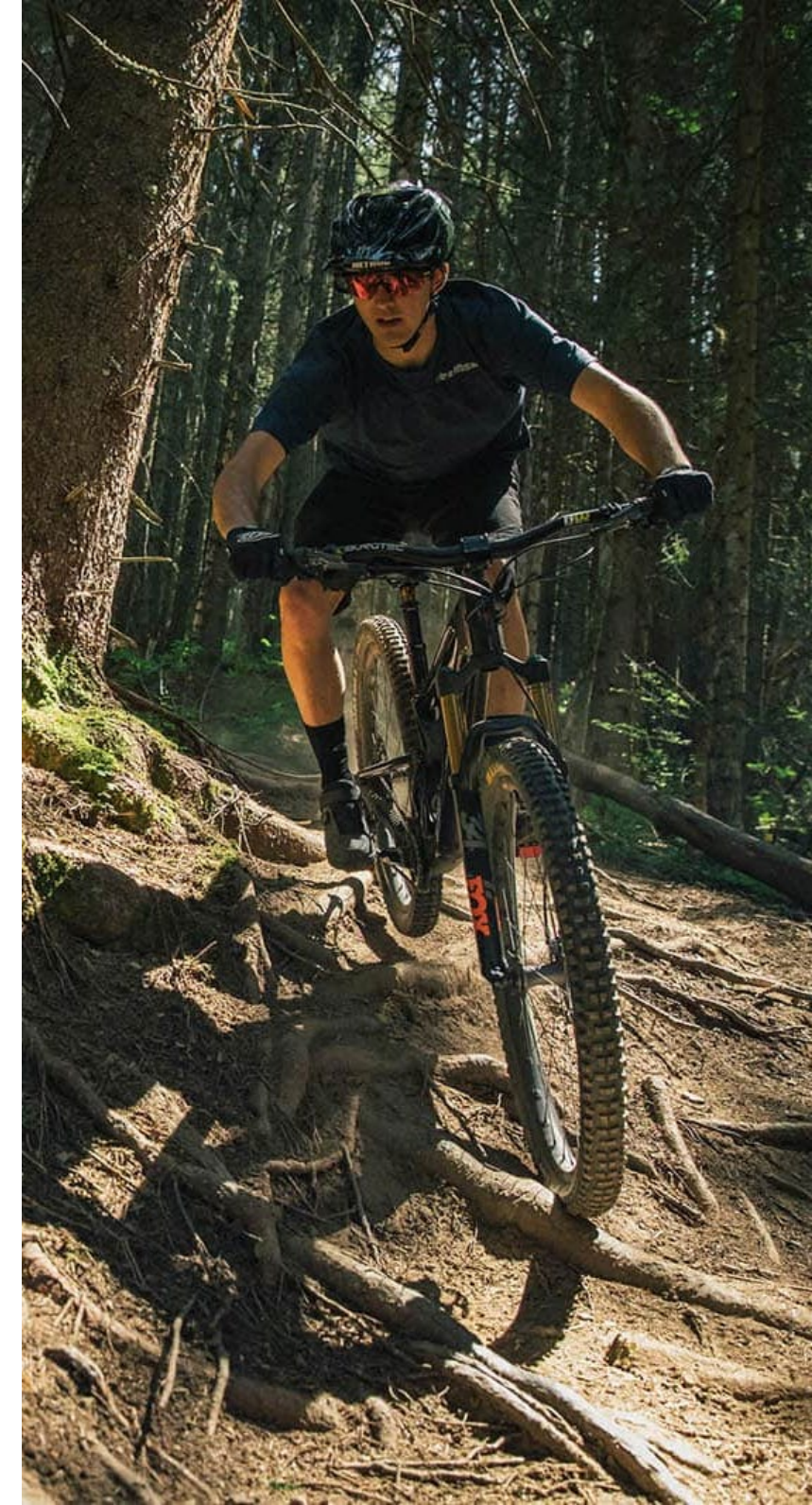
Fiets is the largest monthly for active cyclists in the Netherlands and Belgium. Its main audience are both racing cyclists and MTBers. The magazine is host to in-depth specials such as the Bicycle Style Guide, Gravelspecial, Training Guide and Grand Départ Tour de France.

Our independent product tests and need-to-know reports are highly appreciated. Through its inspirational and engaging contributions, *Fiets* has become an opinion leader in the active bicycle community.



Target Audience

- Mainly male readers; 25 to 50 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





Facts & figures

Fiets readers

Readers of *Fiets* are bicycle enthusiasts, either professional or on an amateur level, constantly seeking challenges and surpassing set goals.

Fiets magazine

Frequency; 12x a year
Print reach: 137,900 (NPM 2021-II)



Fiets.nl

1,223,228 pageviews p/m
Google Analytics 2021 Q2 up to 2022 Q1



Fiets newsletter

47,482 newsletter subscribers; CTO: 23%, CTR: 12%, Open Rate 50%
Frequency: weekly on Friday



Fiets Facebook

27,900+ followers



Fiets Instagram

11,000+ followers



Twitter

8,000+ followers



Rates and formats 2022

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
1st 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

Type area

1/2 portrait 95 x 263
1/2 landscape 180 x 110
1/1 195 x 265

Trim size

1/2 portrait 105 x 285
1/2 landscape 215 x 130
1/1 215 x 285
2/1 215 x 285 – 215 x 285

+ 3 mm bleed on all sides

Technical specifications

Type area: 195 x 265 mm

Trim size: 215 x 285 mm

Advertisement material:

Please submit your digital ad files as
Certified PDF

Digital

Product Rate

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

Production cost*¹

Newsletter Article € 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



IN HET HART VAN HET PELOTON ProCycling

ProCycling is Europe's number one professional cycling magazine. We bring the colour, excitement, grit, speed and glory of professional road cycling to our readers. Insightful articles and authoritative writing from the most respected journalists in cycling, combined with breathtaking photography which showcases why cycling is more than just a sport for many, but part of our sporting culture. As well as conducting interviews with the top riders and figureheads in the sport, *ProCycling's* reporters are on the ground throughout the racing season, to bring a unique perspective on what makes cycling unlike any other sport.

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. The predominantly male readers are continuously practicing bike sports, riding tours and contests, striving to be better by improving personal goals. Readers are 18 to 45 years old, in good condition and pursuing a healthy lifestyle.

ProCycling magazine

Frequency: 6 issues a year

Print reach regular edition: 80,000 m/w

Print reach Tour Edition: 700,000 m/w

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

1st 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

Type area

1/2 portrait 104 x 265

1/2 landscape 210 x 131

1/1 210 x 265

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

+ 3 mm bleed on all sides

Technical specifications

Type area: 210 x 265 mm

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
1st 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 300
1/2 landscape 230 x 148
1/1 230 x 300
2/1 230 x 300 – 230 x 300

+ 3 mm bleed on all sides

Technical specifications

Trim size: 230 x 300 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: 90,000 copies
(35,500 in Tour Package and 54,500 subscribers + individual sales)

Fiets

IN HET HART VAN HET PELOTON
Procycling

Contact



For more information:

Bob Stultiëns

06 – 1037 2926

bob.stultiens@newskoolmedia.nl

