IN HET HART VAN HET PELOTON

Procycling

TOUR DE FRANCE PACKAGE 2022

Editie 2021

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.

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TOUR DE FRANCE PACKAGE 2022

The unique TOUR DE FRANCE PACKAGE will be published again.

Within this package you will find the Official Tour de France Guide. This magazine with 164 pages includes all information needed to follow the race

- All teams
- Stage descriptions
- Maps of the route
- Mountain profiles
- Tour stories
- Analysis

The TOUR DE FRANCE PACKAGE is for the true cycling enthusiast. Package contents:

- Official Tour de France Guide 2022
- Poster with all the stages of Tour
- Booklet containing heroic Tour stories
- Vintage pictures
- Mini tear-off calendar

TOUR DE FRANCE Guide
Total sold circulation 2021:
63,750 copies.

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TOUR DE FRANCE PACKAGE 2022

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
Bleed	
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 cut-off

Technical specifications

Bleed: 230 x 300 mm

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

Product information

TOUR DE FRANCE PACKAGE

Circulation	35,500 copies
In stores	May 31st 2022

Participation on request:
Requests before April 10th 2022

TOUR DE FRANCE GUIDE

Circulation	90,000 copies
(35,500 in Tour Package & 54,500 subscribers + individual sales)	
Reservation deadline	May 1st 2022
Closing date for advertisers	May 5th 2022
In stores	May 31st 2022

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Contact

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