

SAZBIKE

DAS MEDIUM FÜR DIE FAHRRADBRANCHE

Media-Information 2026



**EBNER
MEDIA
GROUP**



About us

Everyone is talking about change, and everything is in a state of transition. Consumer and communication behavior is shifting. Everything is becoming faster and more mobile. This is one reason for us to expand the SAZbike marketing mix in order to reach all readers and customers in a modern way. For over 30 years, you have been receiving the latest industry information on specialized trade and industry. Following the acquisition by the Ebner Media Group, we now have access to the latest marketing knowledge and technical capabilities to offer you the ideal advertising strategy for your business and products. Whether print, digital, video, academy, or event – SAZbike is more than just a magazine – it is the medium of the bicycle industry.

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Print

With **17 issues** every three weeks, the SAZbike will continue to be published in 2026 in a printed newspaper format. In addition to the classic editorial work with news, reports, analyses and interviews, the focus will once again be on product topics. The focus topics highlight selected product groups in each issue and explain, above all, which measures and ideas will make them a sales success in the specialized trade.



The **special publications** of the SAZbike focus on a topical and explosive topic. Due to their high information content, they enjoy a great deal of interest among readers as a reference work and high-quality source of information.



Focus topics and schedule 2026

Issue	Date	Focus topics	Ad closing date	Deadline for printing materials
1	01/26/2026	Leasing + Insurance	01/12/2026	01/14/2026
2	02/16/2026	Kids and youth bikes / Trailers	02/02/2026	02/04/2026
3	03/09/2026	E-bike drives + Batteries	02/23/2026	02/25/2026
4	03/30/2026	Care products + Mini tools	03/16/2026	03/18/2026
5	04/13/2026	Cargo bikes + Sports helmets/sunglasses	03/30/2026	04/01/2026
6	04/27/2026	(E-) Gravel/E-MTB + Sports nutrition	04/13/2026	04/15/2026
7	05/11/2026	Urban bikes + Folding bikes + Compact bikes	04/27/2026	04/29/2026
8	05/26/2026	Bikepacking + Locks + GPS tracker	05/11/2026	05/13/2026
9	06/17/2026	Pre show	06/01/2026	06/03/2026
10	06/24/2026	Eurobike 1	06/08/2026	06/10/2026
11	06/25/2026	Eurobike 2	06/08/2026	06/10/2026
12	06/26/2026	Eurobike 3	06/08/2026	06/10/2026
13	07/13/2026	After show	06/29/2026	07/01/2026
14	08/24/2026	Leasing + Ergonomics	08/10/2026	08/12/2026
15	09/14/2026	Lighting + Care products	08/31/2026	09/02/2026
16	11/02/2026	E-bike drives + Cargo bikes	10/19/2026	10/21/2026
17	12/07/2026	ERP systems + Marketplaces	11/23/2026	11/25/2026

Ad sizes and rates

Size	Bleed Width x Height + 3mm trim	Price 4c
2/1 page	490 x 340	€ 6,790.-
1/1 page	245 x 340	€ 3,590.-
3/4 page	173 x 340	€ 2,480.-
Juniorpage	173 x 245	€ 2,130.-
1/2 page landscape	245 x 167	€ 1,900.-
1/2 page high size	117 x 340	€ 1,900.-
1/3 page landscape	245 x 115	€ 1,520.-
1/3 page high size	173 x 175	€ 1,520.-
1/4 page landscape	245 x 90	€ 1,340.-
1/4 page high size	61 x 340	€ 1,340.-
1/4 page corner	117 x 167	€ 1,340.-

Enclosures

up to 25 g: € 340.- / per 1,000
up to 50 g: € 395.- / per 1,000
up to 75 g: € 420.- / per 1,000

Fixed inserts

up to 25 g: € 395.- / per 1,000
up to 50 g: € 510.- / per 1,000
up to 75 g: € 590.- / per 1,000

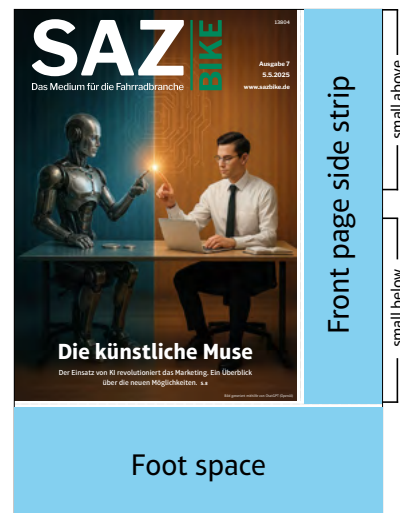
Tip in

Ask for price
Other sizes on demand

Other sizes on demand

Special positions

Position	Bleed Width x Height + 3mm trim	Price 4c
2. cover page	245 x 340	€ 3,950.-
4. cover page	245 x 340	€ 4,280.-
Front page side strip	52 x 260	€ 1,800.-
small above	52 x 127,5	€ 1,310.-
small below	52 x 127,5	€ 1,310.-
Front page Foot space	245 x 75	€ 1,800.-
Special positions in exhibition issues		
Front page	245 x 340	€ 5,400.-
2. cover page	245 x 340	€ 3,950.-
3. cover page	245 x 340	€ 3,690.-
Back page	245 x 340	€ 4,280.-
Head space on editorial cover	151 x 40	€ 1,290.-
Foot space on editorial cover	151 x 95	€ 1,690.-
Foot space on editorial cover page 2	151 x 95	€ 1,390.-
Foot space on editorial cover page 3	151 x 95	€ 1,060.-
Foot space on editorial cover page 4	151 x 95	€ 1,510.-
Head space on editorial cover page 4	151 x 60	€ 1,180.-



Head space	Head space
Front page editorial cover	Back page editorial cover
Foot space	Foot space



Special publications

Some topics deserve even more attention because they help retailers to better adapt to changing market conditions.

SAZbike provides the appropriate framework for this by publishing five special publications.



Topics & Dates in 2026

Date	Main topic	Distribution	Ad closing date	Deadline for printing materials
02/26/2026	Supplier Ranking / Facts and Figures	SAZbike Prolog + Subscribers	02/09/2026	02/11/2026
03/20/2026	Fine Bikes and Cool Accessories	Cyclingworld Europe	03/02/2026	03/04/2026
06/24/2026	Novelities 2027	Eurobike + Subscribers	06/01/2026	06/03/2026
09/04/2026	Bikes for everyone	Bike&Co Order Festival + Subscribers	08/17/2026	08/19/2026
10/05/2026	Modern Workshop	Subscribers	09/14/2026	09/16/2026

Ad formats & Prices

Size	Bleed Width x height in mm +3 mm bleed on all sides	Price 4c
1/1 page	225 x 290	€ 3,590.-
1/2 page landscape	225 x 142	€ 1,900.-
1/2 page high size	110 x 290	€ 1,900.-
1/3 page landscape	225 x 93	€ 1,520.-
1/4 page high size	225 x 69	€ 1,340.-

Showroom

Clear design and variable presentation solutions
So you can present yourself:

Print

Our editorial team produces the product pages for you, and your products are perfectly showcased by our graphic design team. This guarantees maximum attention for your contribution.



1/1 page:

€ 1,790.-

Video

With the medium of video, you have the opportunity to showcase your products even better. Videos offer you the advantages of moving images and targeted explanations. This allows you to achieve even greater reach and attention.

With professionally produced videos, SAZbike offers the opportunity to showcase new products flexibly in terms of time. In a personal address, advantages and selling points can be clearly highlighted and explained.



Contents of the videos:

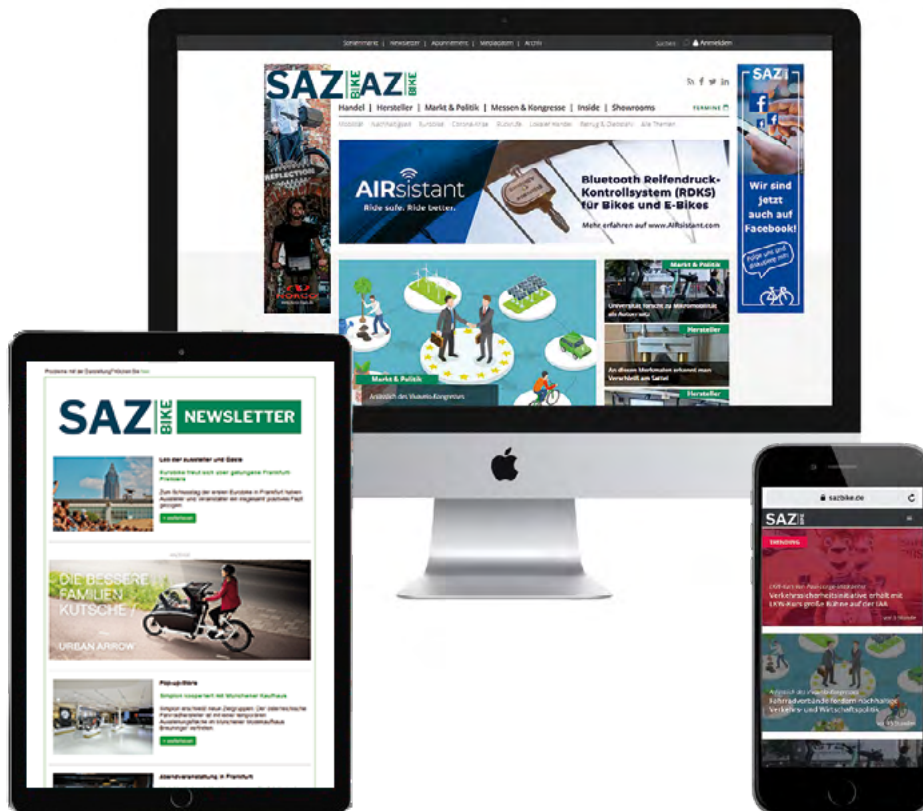
- Introduction: Greeting and presentation
- Interview & Discussion: Product highlights, technical details, and benefits are thoroughly explained
- Practical Demonstration: A short, visual demonstration in use, e.g., during a test ride or in the workshop
- Call to Action: Information on availability, testing opportunities, and further details on the website
- Publication: The video will be added to the SAZbike homepage (Showroom) and also published through the SAZbike newsletter and optionally on LinkedIn.

Price: per minute €1,190.-

Digital Advertising

SAZbike's **website** and **newsletter** are frequently visited sources of information for the bicycle industry.

The online presence that is constantly updated provides information on both current market events as well as relevant news that have an impact on our industry. Use these platforms to present your concepts and products. In addition to conventional banner advertising, we also offer our Online Showrooms as a combination of print and digital.

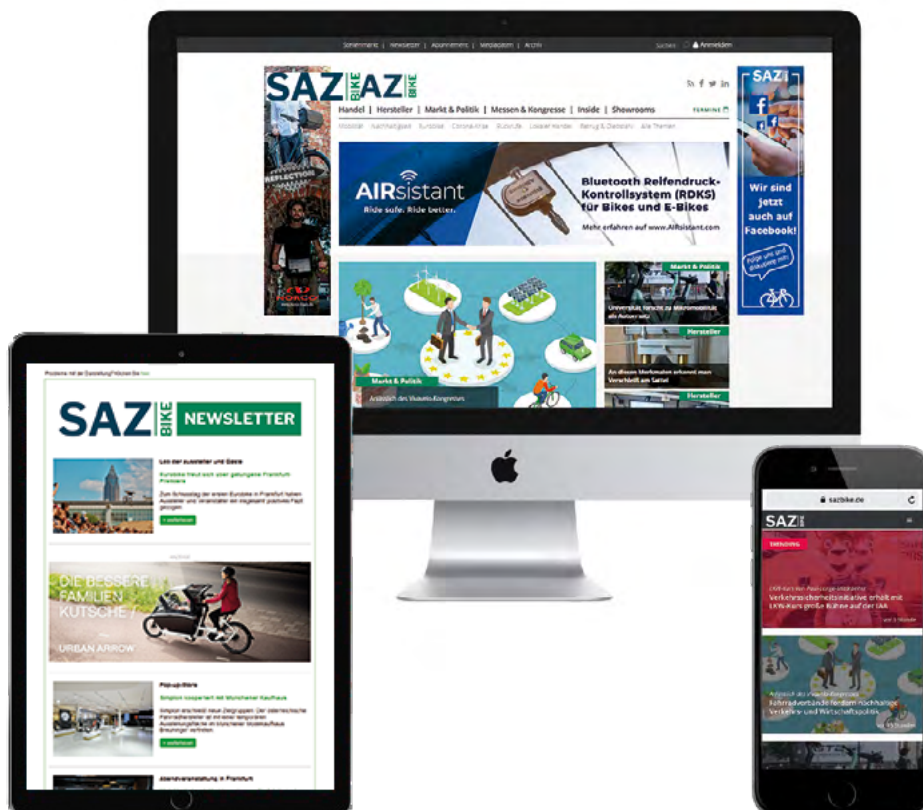


Sponsored Post

Similar to an advertorial in print or through a newsletter, a sponsored post offers the opportunity to present topics, solutions, and background information that require explanation. The integration connects your brand with the credibility of SAZbike. With an editorially designed article on sazbike.de, you can effectively communicate your message to your target audience:

- Content Basis: Your content (max. 4,000 – 5,000 characters of text, 4 images, 2 links, 1 video)
- 7 days home page presence on sazbike.de: 3 days within the top 3 news, 4 days in the second news block
- Permanent Online Article: The article remains online permanently, providing long-term SEO effects
- Optional Content Creation by the Editorial Team: Additional costs based on effort
- One-time Newsletter Integration
- Posting on LinkedIn: With a link to sazbike.de

Price: € 2,490 per post



Digital Advertising: Newsletter

sazbike.de offers a mobile-optimized newsletter and thus ensures proper delivery of the various advertising formats.

Business Newsletter

The **SAZbike Business Newsletter** provides more than 6,100 recipients from the trade and industry with the most important news and industry updates every week. We guarantee you above-average click and open rates.

SAZbike Business-Newsletter	Price per Newsletter
Position 1	€ 350
Position 2	€ 300



Example of the Business Newsletter

Banner format	Format	File size
Newsletter banner	650 x 250 Pixel	max. 50 kB

Advertorial Newsletter

- Customized Newsletter sent to the SAZbike distribution list
- Content can be designed as you like
- Dates can be discussed

Price: € 1,950.-



Example of the Advertorial Newsletter

Digital Advertising: Website

Target potential customers anytime and anywhere by addressing them in the correct way. The SAZbike team will provide you with various advertising possibilities for accessing mobile devices.

Rates / Technical details

Banner	Banner format	File size	CPM (cost per mille)
Leaderboard	728 x 90 or 940 x 90 pixel	max. 50 kB	€ 65,-
Skyscraper	120 x 600 or 160 x 600 pixel	max. 50 kB	€ 55,-
Content Ad	580 x 200 to 250 pixel	max. 50 kB	€ 55,-
Banderole Ad	770 x 250 pixel	max. 50 kB	€ 79,-
Floor Ad	940 x 50 pixel	max. 50 kB	€ 49,-
Billboard	940 x 250 pixel	max. 50 kB	€ 79,-
Weitere Formate auf Anfrage			

Overview of Website Advertising Options



Leaderboard – 728 x 90 / 940 x 90 pixel



Content Ad – 580 x 200 bis 250 pixel



Billboard – 940 x 250 pixel



Skyscraper – 120 x 600 / 160 x 600 pixel



Floor Ad – 940 x 50 pixel



Banderole Ad – 770 x 250 pixel



The digital knowledge portal for the cycling industry

BETTER...

...SELL

...SCREW

...ORGANIZE

Under this motto, SAZbike offers the staff of bicycle dealers the unique opportunity to acquire comprehensive knowledge on relevant topics in a series of webinars. And they can do so conveniently, from wherever they want.

Each webinar is designed to provide participants with practical tools, insider tips and actionable insights that they can immediately implement in their daily business. With the knowledge and skills gained, participants will be more successful in their day-to-day work and more motivated and confident in their approach to their tasks approach. Use this platform to train your staff. Present yourself to your target group as an expert and convince them of your products.

SALE

Be confident and sell more successfully

PRODUCTS

Background-information and news

WORKSHOP

Time-saving, effective and safe work

BUSINESS MANAGEMENT

Purchases and work processes that optimize the daily business

You have the **expertise**, we have the participants. For more than 30 years SAZbike has been one of the leading information media in the bicycle industry. With SAZbike Academy, we would like to create a new kind of digital interface between the bicycle trade and the bicycle industry. SAZbike webinars offer you the opportunity to present yourself to an interested audience as experts on relevant topics.

DATES 2026

Feel free to reach out to us with your topic and scheduling suggestions, and together we will develop a suitable concept.

Become a Premium or Content Partner

Your contact person:
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+49 (731) 88005-8619

BECOME A PARTNER!

Premium-Partner

- Exclusive content integration in the webinar
- Logo integration in all communication before/ during/after the webinar (website, mailings, all advertising material etc.)
- Leads of all participants

from € 4,990.-

Content-Partner

- Content integration in the webinar
- Logo integration in all communication before/ during/after the webinar (website, mailings, all advertising material etc.)

from € 1,990.- je Sponsor

We take care of

- Registration of participants
- Provision of the technical platform LOX
- Technical support during the webinar in our own studio
- A moderator from the SAZbike editorial team welcomes and accompanies the webinar.
- Participants can ask questions and and interact via chat.

Technical Specifications

Format:	245 mm wide x 340 mm high
Printable space:	221 mm wide x 294 mm high
Printing method:	Sheet Offset
Colours:	Europe Scale
Printable submissions:	per email
Data formats:	The following data types can be processed by us: • PDF/X-3 (1.5) (printable) • InDesign, Illustrator, Photoshop up to Version CC19.45 • EPS, JPEG and TIFF
• All fonts must be supplied. • Pantone colours always as CMYK, never RGB. • TIF data (CMYK or grey scale) always size 1:1 at 300 dpi • EPS data (pixel) → see TIF • EPS data (vector) → convert type fonts into paths/include in file • Apple: compressed data: Stuffit or ZIP • PC: compressed data: ZIP	

Digital Data Transfer

Resolution:	300 pixel/inch; 118 pixel/cm
email:	clientsuccess@ebnermedia.de
Additional Costs:	Changes to materials/data supplied will be charged at cost price.

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