



Media kit 2027

Print · Digital · Events

New: Prolog & Festival

22

Print issues

1M+

Impressions on the website

6,100

Newsletter recipients

7,100

Followers on LinkedIn



PROFILE

SAZbike at a glance

SAZbike combines trade publications and live events as a cycling medium, giving brands and products media reach and direct contact with retailers in one integrated solution. We reach the decision-makers who shape the DACH bike market: retailers, buyers, brand managers and industry leaders. Our live events bring retailers and brands together in person. For more than 30 years, SAZbike has kept retailers and industry informed about the market, products and sector: in print, online, in the newsletter, on LinkedIn and at the major trade shows.

Ø 5,696**Copies per issue**

18 issues per year

6,100**Newsletter recipients**

Open rate above 50%

90,000+**Visits per month**

1. Million+ page impressions per year

7,100**LinkedIn followers**

1. Million+ impressions per year

8**Trade show issues**Cyclingworld Europe, Eurobike, Bike&Co.Orderfestival,
towards tomorrow - European Bike Show**2****Events**

SAZbike Prolog + SAZbike Testival

SAZbike Media kit 2027

Print

18 issues in newspaper format, 4 special publications, ad formats and special placements

PRINT

Topics & dates 2027

No.	Publication	Focus topic	Ad deadline	Print materials
1	01.02.2027	Leasing + insurance	18.01.2027	20.01.2027
2	01.03.2027	Children's/youth bikes + trailers	15.02.2027	17.02.2027
3	30.03.2027	E-drives + bike bags	15.03.2027	17.03.2027
4	19.04.2027	Bike care + bike security	05.04.2027	07.04.2027
5	03.05.2027	Performance bikes ((e-)gravel, e-MTB, road bike) + tires + wheels	19.04.2027	21.04.2027
6	18.05.2027	Cargo bikes + sports helmets/eyewear	03.05.2027	05.05.2027
7	31.05.2027	Urban bikes/folding bikes/compact bikes	18.05.2027	20.05.2027
8	14.06.2027	Bikepacking + mini tools + sports nutrition	31.05.2027	02.06.2027
9	30.06.2027	Eurobike	16.06.2027	18.06.2027
10	12.07.2027	Leasing + ergonomics	28.06.2027	30.06.2027
11	04.08.2027	Pre-show	21.07.2027	23.07.2027
12	06.09.2027	towards tomorrow - European Bike Show 1	23.08.2027	25.08.2027
13	06.09.2027	towards tomorrow - European Bike Show (English)	23.08.2027	25.08.2027
14	07.09.2027	towards tomorrow - European Bike Show 2	23.08.2027	25.08.2027
15	08.09.2027	towards tomorrow - European Bike Show 3	23.08.2027	25.08.2027
16	20.09.2027	Post-show + lighting + care products	06.09.2027	08.09.2027
17	08.11.2027	Motors + workshop	25.10.2027	27.10.2027
18	06.12.2027	Used bike market + inventory management	22.11.2027	24.11.2027

18 issues in newspaper format. Each regular issue presents focus topics: product groups with sales arguments and ideas for specialist retailers. Six issues appear for Eurobike and towards tomorrow - European Bike Show. Ad formats and prices on page 6.

Trade show issues for Eurobike and towards tomorrow - European Bike Show: special placements on page 7

PRINT

Special publications

Four magazines on topics retailers refer to all year round. Three of them are also distributed at industry events. Formats W × H in mm, prices in euros plus VAT.

18.02.27	Supplier ranking / facts & figures	Distribution SAZbike Prolog + subscriber mailing
12.03.27	Cyclingworld Europe	Distribution Cyclingworld Europe
13.08.27	Bike&Co Orderfestival	Distribution Bike&Co Orderfestival + subscriber mailing
11.10.27	Focus on leasing	Distribution Subscriber mailing

Ad formats & prices (only for special publications)

Format	W × H in mm	Price
Front page	225 × 290	€ 5,890
Inside front cover	225 × 290	€ 4,290
Inside back cover	225 × 290	€ 3,990
Back page	225 × 290	€ 4,690
1/1 page	225 × 290	€ 3,890
1/2 page landscape	225 × 142	€ 2,090
1/2 page portrait	110 × 290	€ 2,090
1/3 page landscape	225 × 93	€ 1,690
1/4 page landscape	225 × 69	€ 1,490

Magazine format

225 × 290 mm

Ad deadline

14 days before publication

PRINT

Ad formats & prices

Bleed formats plus 3 mm trim. Prices in euros, 4c, plus VAT.

Ads

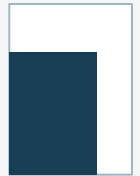
Format	W × H in mm	Price
2/1 page	490 × 340	€ 6,790
1/1 page	245 × 340	€ 3,590
3/4 page	173 × 340	€ 2,480
Junior page	173 × 245	€ 2,130
1/2 page landscape	245 × 167	€ 1,900
1/2 page portrait	117 × 340	€ 1,900
1/3 page landscape	245 × 115	€ 1,520
1/3 page portrait	173 × 175	€ 1,520
1/4 page landscape	245 × 90	€ 1,340
1/4 page portrait	61 × 340	€ 1,340
1/4 page corner	117 × 167	€ 1,340

Inserts & bound-in inserts

Weight	per 1,000 copies
Inserts	
up to 25 g	€ 340
up to 50 g	€ 400
up to 75 g	€ 460
Bound-in inserts	
up to 25 g	€ 395
up to 50 g	€ 510
up to 75 g	€ 590
Glued-on inserts, special formats	
Price	on request



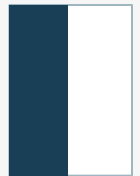
1/1 page



Junior page



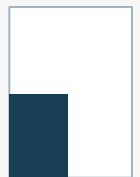
1/2 landscape



1/2 portrait



1/3 landscape



1/4 corner

PRINT

Special placements

The most visible positions: front page, cover pages and the editorial flap of the trade show issues. Formats W × H in mm, prices in euros plus VAT.

Regular issues

Placement	Format	Price
Page 3	245 × 340	€ 3,950
Back page	245 × 340	€ 4,280
Front page strip	52 × 260	€ 1,800
Small front strip, top	52 × 127.5	€ 1,310
Small front strip, bottom	52 × 127.5	€ 1,310
Front page footer	245 × 75	€ 1,800

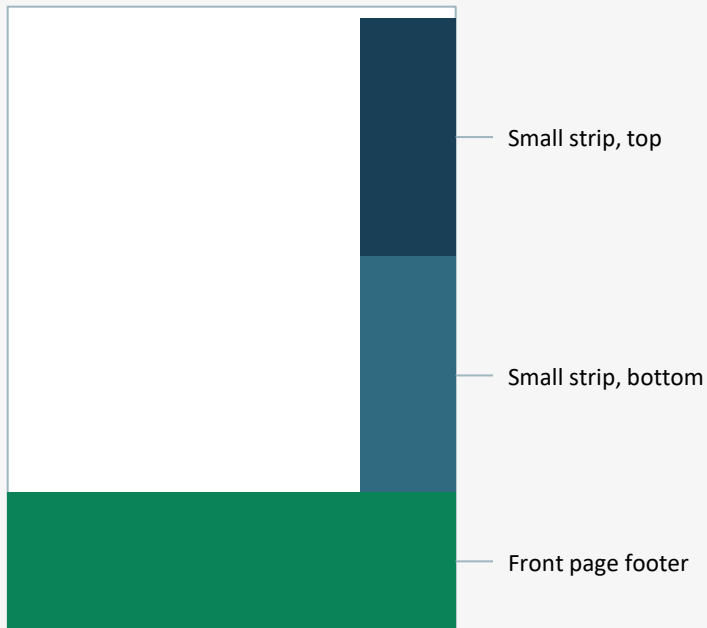
Trade show issues

Placement	Format	Price
Front page	245 × 340	€ 5,890
Inside front cover	245 × 340	€ 4,290
Inside back cover	245 × 340	€ 3,990
Back page	245 × 340	€ 4,690
Editorial flap:		
Flap header	151 × 40	€ 1,490
Flap footer	151 × 95	€ 1,890
Footer IFC	151 × 95	€ 1,490
Footer IBC	151 × 95	€ 1,190
Back header	151 × 60	€ 1,290
Back footer	151 × 95	€ 1,690

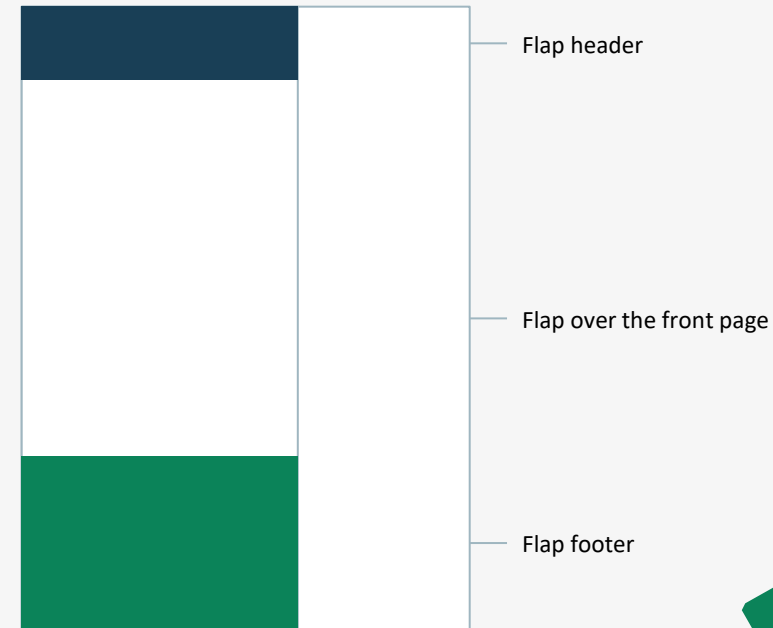
PRINT

Position of special placements

Front page, regular issue



Trade show issue with editorial flap



The top and bottom strips together form the front page strip. The back of the flap follows the same pattern: back header, back footer and footers on IFC and IBC.

SAZbike Media kit 2027

Digital & video

Showroom, advertising on [sazbike.de](https://www.sazbike.de), business newsletter and sponsored post

SHOWROOM

Products presented editorially

In the Showroom, the SAZbike editorial team presents your products: as a designed print page, as a digital product presentation or as a video. You supply the product and information; we handle copy, design and production.

PRINT

Showroom print

- Product page in the editorial Showroom look
- Copy and design by the SAZbike editorial team
- QR code linking directly to the manufacturer's website

€ 1,790

per 1/1 page, plus VAT

DIGITAL

Showroom digital

- Extends the product pages into the digital world
- Room to present brand and products in depth
- Showroom stays permanently on the website
- One-time placement in the newsletter

€ 2,490

Up to 4 products, plus VAT

VIDEO

Showroom video

- Professionally produced, flexible timing
- Benefits and sales arguments explained in conversation
- Shown in the Showroom on sazbike.de and in the newsletter
- Optional on LinkedIn

€ 1,190

per minute of video, plus VAT

Combo: Showroom print + digital for the same products for only **€ 3,490** instead of € 4,280

DIGITAL

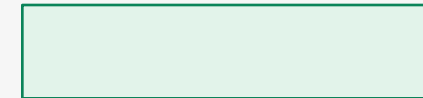
Advertising on sazbike.de

Daily news for retail and industry, on desktop and smartphone. Billed by cost per mille (CPM), prices in euros plus VAT.

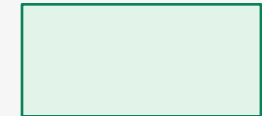
Ad format	Desktop (pixels)	CPM
Billboard Multiscreen	1120 × 250 AND 640 × 300	€ 79
Floor Ad Multiscreen	1120 × 250 AND 640 × 300	€ 79
Skyscraper left	300 × 600 OR 300 × 800	€ 65
Skyscraper right	300 × 600 OR 300 × 800	€ 65

Banner formats compared by size

Billboard & Floor Ad

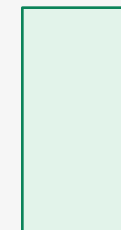


1120 × 250 px

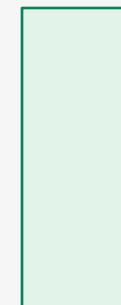


640 × 300 px

Skyscraper left & right



300 × 600 px



300 × 800 px

Delivery: .gif, .jpg, .png, HTML5 or as iframe or JavaScript redirect, max. 800 kB to clientsuccess@ebnermedia.de. Further formats on request.

DIGITAL

Sponsored post on sazbike.de

WEBSITE

Sponsored Post

per post

€ 2,490

- Your article on sazbike.de: 4,000–5,000 characters, 4 images, 2 links, 1 video
- Permanently online for long-term SEO effects
- One-time newsletter integration
- Post on LinkedIn with a link to sazbike.de
- Optional copywriting by the editorial team (extra cost based on effort)

The screenshot shows the sazbike.de website with a dark navigation bar. The main content area displays three sponsored posts in a grid. Each post includes an image, a headline, a short text description, and a 'Jetzt mehr erfahren!' link.

SAZBIKE News & Wissen ▾ Events ▾ Digitale Lernwelt Unser Team Jobs **Shop** Login 🔍

VELOTECH, ASSONA, SAZBIKE PROLOG, PAUL LANGE, ECI
Produktsicherheit von Zubehör, weniger Verwaltung, mehr Zeit, Umzug nach Köln, Hausmesse 2026, Verbot von E-Bike-Tuning
+ Jetzt mehr erfahren!

WENIGER VERWALTUNG, MEHR ZEIT FÜR KUNDEN IM FAHRRADHANDEL
SPONSORED Administrative Aufgaben kosten Fahrradfachhändler viel Zeit. Das neue Service Portal von assona, dem führenden Anbieter für Fahrradversicherungen, digitalisiert zentrale Serviceprozesse und erlaubt es Händlern, Schadensmeldungen in der Hälfte der Zeit einzureichen.
+ Jetzt mehr erfahren!

ERFA, CONTINENTAL, TESTIVAL, RAYMON, BIKE TALLY
Uwe Wöll und Torsten Hieke erklären, warum Erfa heute wichtiger denn je ist, Continental-Serviceprogramm ContiGarant, gute Stimmung und beste Test-Bedingungen am Gudiberg, neue Partnerschaft, digitales Scheckheft
+ Jetzt mehr erfahren!

What it looks like: Your sponsored post appears in the news feed on the homepage, with image, headline and teaser.

DIGITAL

Business newsletter: banner and stand-alone

The SAZbike business newsletter delivers the most important news on retail and industry every week, Monday to Friday. Prices in euros plus VAT.

6,100

Recipients

Mon–Fri

Sent daily

Over 50%

open rate

Date

By arrangement

BANNER

Banner in the newsletter

Position 1 **€ 350**

Position 2 **€ 300**

Position 3 **€ 280**

- Price per newsletter issue
- 650 × 250 pixels, max. 50 kB, optimized for mobile

STAND-ALONE

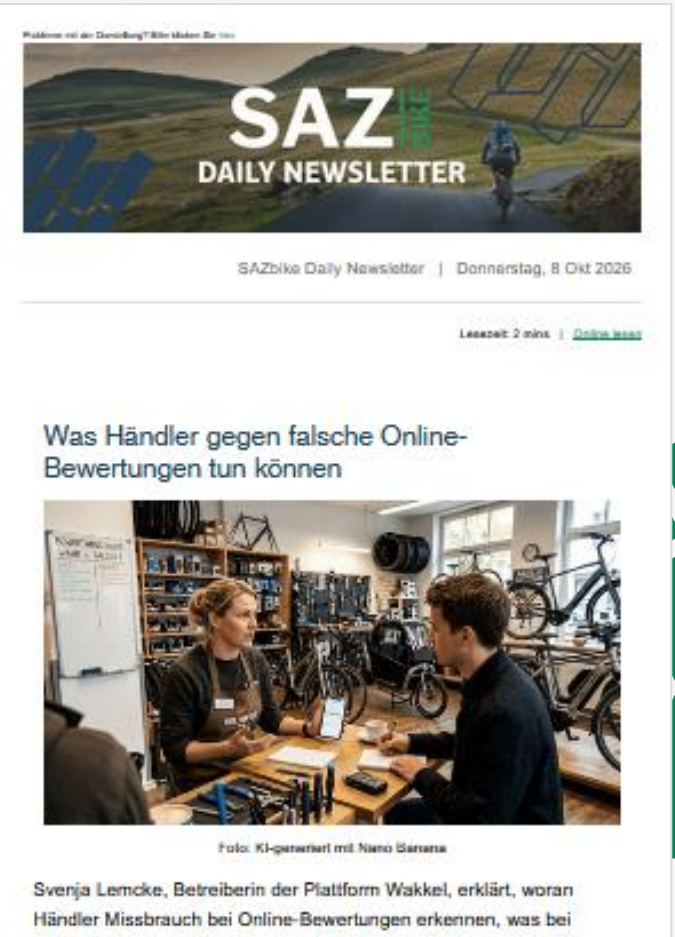
Stand-alone newsletter

per mailing

€ 1,950

- Your own newsletter to the entire mailing list
- Content freely designed, date by arrangement

Reporting: After each campaign you receive the opens, clicks and page views of your booking.



SAZbike Media kit 2027

Events

SAZbike Prolog and SAZbike Testival: be present where the industry meets

EVENTS

SAZbike Prolog 2027

The industry get-together at the start of the season: decision-makers from retail and industry, keynotes, panel discussions and awards for the best suppliers and service providers.

SAZBIKE PROLOG

18.02.2027

Cologne

240

Guests at Prolog 2026

presented by Paul Lange & Co.

What the industry can expect

- **Awards:** the best suppliers, determined in the SAZbike retailer ranking
- **Keynotes & discussion:** talks by external experts and panels on the market and retail
- **Networking:** exchange with decision-makers from retail and industry in one day

Become a partner

Package	Benefits	Price
Presenting Partner	Naming partner of the event, presence on all channels	Sold
Premium Partner	Logo on all event media, exhibition space on site	from € 10,000
Category Partner	Partner of an award category, with presentation on stage	€ 6,000

[Become a partner now](#)

IMPRESSIONS

SAZbike Prolog in pictures



EVENTS

SAZbike Festival 2027

The B2B test format for specialist retailers: retailers and their sales and workshop teams test bikes and components for the new season under real conditions.

SAZBIKE FESTIVAL 2026

30.08. - 01.09

Garmisch-Partenkirchen

~40

Exhibitors 2026

200+

Visitors 2026

Date + location 2027: tbd

Your presence as an exhibitor

- **Test:** your bikes on the trail - (e-)MTB, gravel, road and urban bikes
- **Exchange:** talks with retailers right after the test ride, including product range questions
- **Order:** retailers from the DACH region decide and order on site

Packages for manufacturers

Package	Benefits	Price
Presenting Partner	Naming partner of the event, presence on all channels	€ 25,000
Exhibitor	Stand and test area, listing on website and in newsletter	from € 2,400
Sponsoring	Branding and activations on site	On request

Secure your spot now

IMPRESSIONS

SAZbike Festival in pictures



CONTACT

Your contacts

We advise you on print, digital and events and put together the right package for you.

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Senior Business Development Manager

Phone +49 731 880058 - 619

holger.milles@ebnermedia.de

**ORDER PROCESSING & DELIVERY****clientsuccess@ebnermedia.de**

Print materials, banners and newsletter content. Deadlines are stated in the order confirmation.

EVERYTHING FROM ONE SOURCE

Print + Digital + Live event

One campaign across trade magazine, sazbike.de, newsletter and SAZbike Prolog + Festival

Custom packages on request

We look forward to advising you.

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IMPRINT

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Payable within 14 days of
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