

# SAZ | BIKE

Das Medium für die Fahrradbranche



## Media-Information 2025



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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With **19 issues** every two weeks, the SAZbike will continue to be published in 2025 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 2025

Issue	Date	Focus topics	Ad closing date	Deadline for printing materials
1	2025-01-27	Leasing + Insurance	2025-01-13	2025-01-15
2	2025-02-17	Kids bikes + Trailers	2025-02-03	2025-02-05
3	2025-03-10	E-bike drives + Batteries	2025-02-24	2025-02-26
4	2025-03-24	Care products + Mini tools	2025-03-10	2025-03-12
5	2025-04-07	(E-) Gravel/E-MTB + Lightweight E-bikes	2025-03-24	2025-03-26
6	2025-04-22	Cargo bikes + Sports helmets/sunglasses	2025-04-07	2025-04-09
7	2025-05-05	Urban bikes + Folding bikes + Compact bikes	2025-04-21	2025-04-23
8	2025-05-19	Bikepacking + Bike carriers + Tires	2025-05-05	2025-05-07
9	2025-06-02	Bike security + Sports nutrition	2025-05-19	2025-05-21
10	2025-06-18	Pre show	2025-06-02	2025-06-04
11	2025-06-25	Eurobike 1	2025-06-09	2025-06-11
12	2025-06-26	Eurobike 2	2025-06-09	2025-06-11
13	2025-06-27	Eurobike 3	2025-06-09	2025-06-11
14	2025-07-14	After show	2025-06-30	2025-07-02
15	2025-08-25	Leasing + Ergonomics	2025-08-11	2025-08-13
16	2025-09-15	Lighting + Care products	2025-09-01	2025-09-03
17	2025-10-06	Cargo bikes + New Autumn models	2025-09-22	2025-09-24
18	2025-11-03	E-bike drives + Workshop	2025-10-20	2025-10-22
19	2025-12-01	Marketplaces + ERP systems	2025-11-17	2025-11-19

## Ad sizes and rates

Size	Type area Width x Hight	Bleed Width x Hight + 3mm trim	Price 4c €
2/1 page	466 x 294	490 x 340	€ 6,355.-
1/1 page	221 x 294	245 x 340	€ 3,350.-
3/4 page	161 x 294	173 x 340	€ 2,320.-
Juniorpage	161 x 222	173 x 245	€ 1,990.-
1/2 page land scape	221 x 144	245 x 167	€ 1,780.-
1/2 page high size	105 x 294	117 x 340	€ 1,780.-
1/3 page land scape	221 x 92	245 x 115	€ 1,420.-
1/3 page high size	161 x 152	173 x 175	€ 1,420.-
1/4 page land scape	221 x 68	245 x 90	€ 1,250.-
1/4 page high size	49 x 294	61 x 340	€ 1,250.-
1/4 page corner	105 x 144	117 x 167	€ 1,250.-

Other sizes on demand

### 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

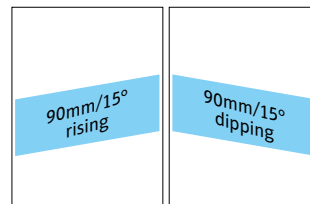
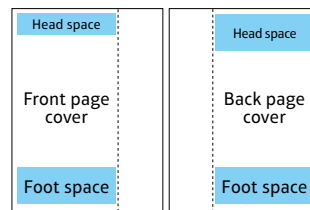
### Tip in

Ask for price  
Other sizes on demand



## Special positions

Position	Bleed Width x Height + 3mm trim	Price
2. cover page	245 x 340	€ 3,685.-
4. cover page	245 x 340	€ 3,990.-
Front page side strip	52 x 193	€ 1,680.-
small above	52 x 127,5	€ 1,220.-
small below	52 x 127,5	€ 1,220.-
Front page head space	100 x 60	€ 1,085.-
Front page Foot space	245 x 75	€ 1,680.-
15° ad, dipping or rising	90 mm up / 15° inclination	€ 1,590.-
<b>Special positions in exhibition issues</b>		
Front page	245 x 340	€ 5,040.-
2/1 page, cover page 2 - page 3	490 x 340	€ 6,800.-
2. cover page	245 x 340	€ 3,685.-
3. cover page	245 x 340	€ 3,440.-
Back page	245 x 340	€ 3,990.-
Head space on editorial cover	151 x 40	€ 1,200.-
Foot space on editorial cover	151 x 95	€ 1,575.-
Foot space on editorial cover page 2	151 x 95	€ 1,295.-
Foot space on editorial cover page 3	151 x 95	€ 990.-
Foot space on editorial cover page 4	151 x 95	€ 1,410.-
Head space on editorial cover page 4	151 x 60	€ 1,100.-



## Discounts

### Quantity discounts

2 ads	3 %
3 ads	5 %
5 ads	8 %
10 ads	10 %
12 ads	12 %
15 ads	15 %
20 ads	20 %

### Staggered repeats discounts

2 pages	5 %
3 pages	8 %
4 pages	10 %
5 pages	12 %
6 pages	15 %
7 pages	18 %
8 pages	20 %
10 pages	25 %

## Green Pages – The information board for bicycle retailers

You can advertise in the Green Pages of SAZbike by placing a small ad with the bicycle trade in a cost-effective way to draw attention to yourself. Show your product range or service with a little ad in every issue, effective and favourable.

### Your address modul with logo

10 ads: € 405.-  
15 ads: € 574.-  
20 ads: € 720.-

**www.xenofit.de**  
Xenofit GmbH  
Midgardstr. 7  
D-82327 Tutzing  
Tel. 081 58/257-300  
Fax 081 58/257-258  
info@xenofit.de

80/1	60/1	50/1		
€ 90,-	€ 70,-	€ 60,-		

### Discounts for modul ads:

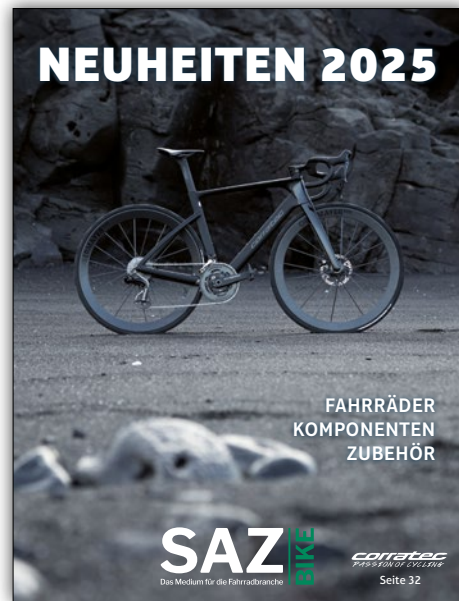
10 ads: **10 %**  
15 ads: **15 %**  
20 ads: **20 %**

**Column width:**  
**41 mm**

## 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 four special publications.



## Topics & Dates in 2025

Date	Main topic	Distribution*	Ad closing date	Deadline for printing
02/20/25	Supplier Ranking / Facts and Figures	SAZbike Prolog	02/03/25	02/05/25
03/28/25	Fine Bikes and Cool Accessories	Cyclingworld Europe	03/10/25	03/12/25
06/11/25	Special issue Mobility 1	Polis Mobility	05/26/25	05/28/25
06/25/25	Novelties 2026	Eurobike	06/02/25	06/04/25
06/25/25	Eurobike Guide (German/English)	Eurobike	06/02/25	06/04/25
09/09/25	Special issue Mobility 2	IAA Mobility	08/25/25	08/27/25

\* All special publications will also be sent to SAZbike subscribers as usual.

## Ad formats & Prices

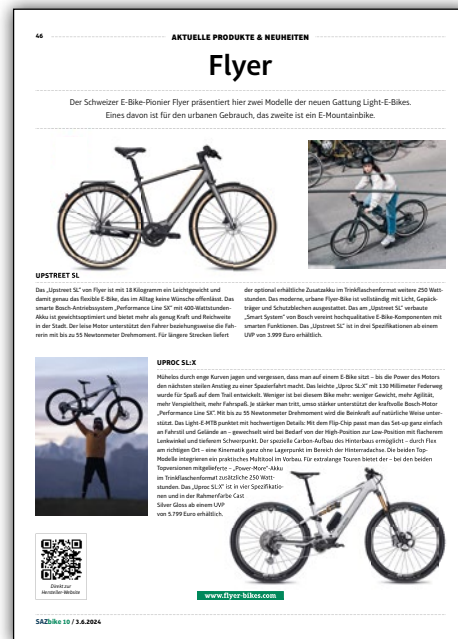
Format	Type area Width x height in mm	Bleed Width x height in mm +3 mm bleed on all sides	Price 4c
1/1 page	195 x 245	225 x 290	€ 3,350
1/2 page landscape	192 x 122	225 x 142	€ 1,780
1/2 page portrait	95 x 245	110 x 290	€ 1,780
1/3 page landscape	195 x 74	225 x 93	€ 1,420
1/4 page landscape	195 x 50	225 x 69	€ 1,250

## 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.



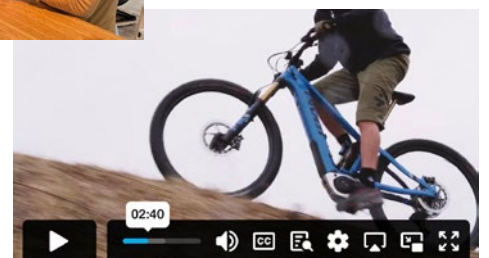
1/1 page:

€ 1,595.-

### 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.-



## 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 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 2025

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:

Holger Milles

milles@saz

+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

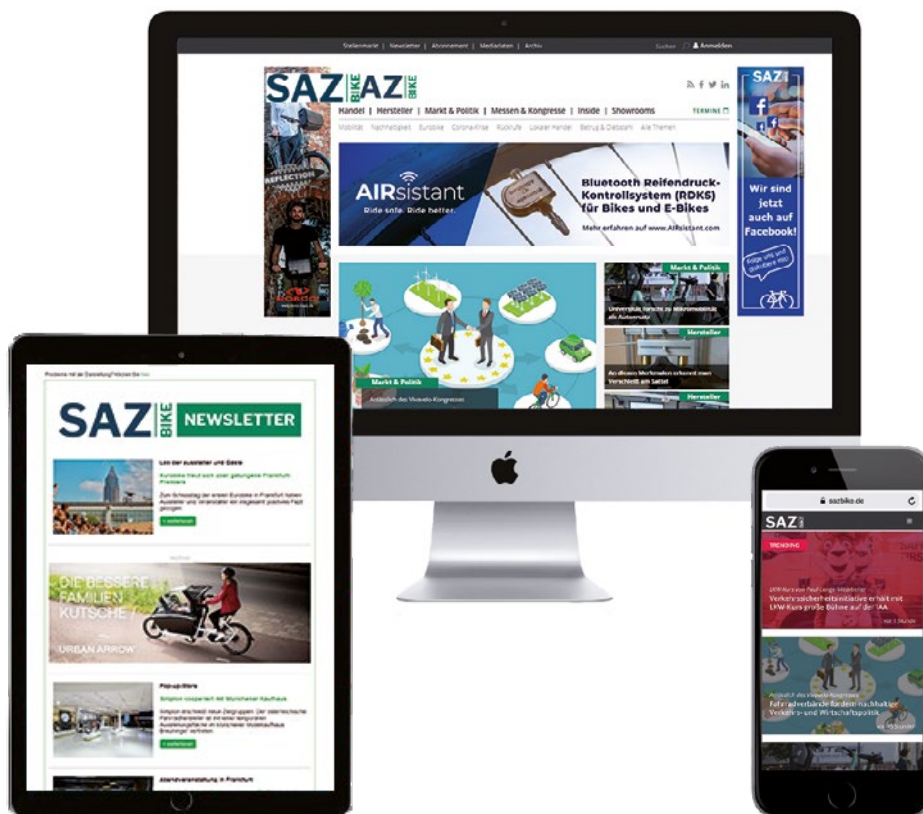
### We take care of

- 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.

## 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.

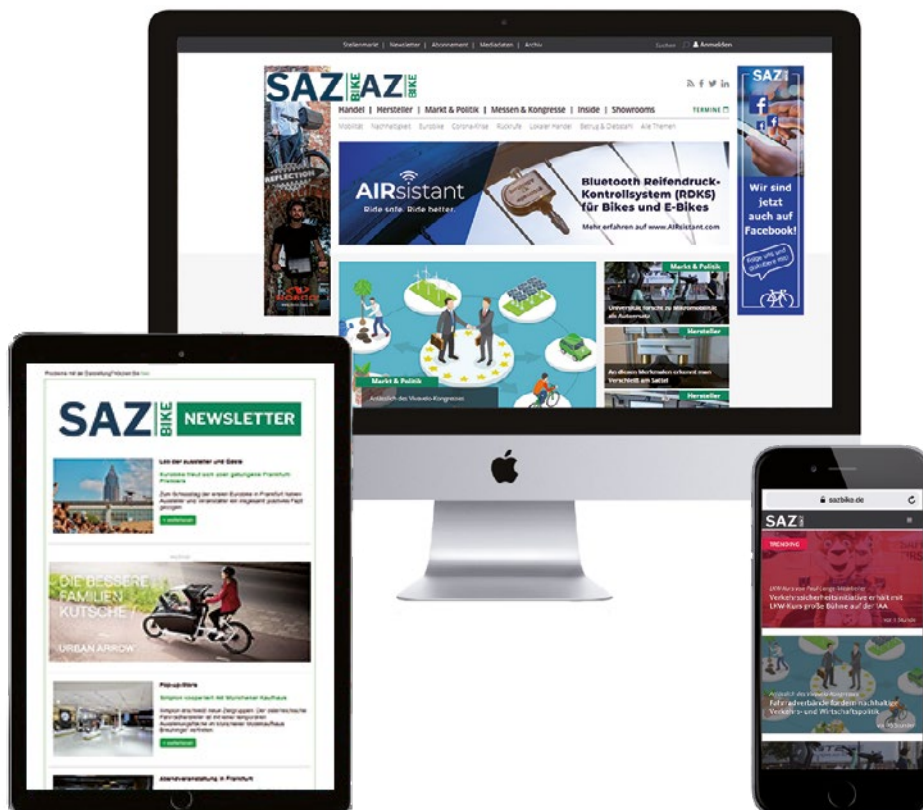


## Sponsored Post

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](http://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](http://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](http://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	€ 300
Position 2	€ 280
Position 3	€ 260



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,-
Medium Rectangle	300 x 250 pixel	max. 50 kB	€ 49,-
Content Ad	580 x 200 to 250 pixel	max. 50 kB	€ 55,-
Pushdown Ad	728 x 300 pixel	max. 50 kB	€ 79,-
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,-
Half Page Ad	300 x 600 pixel	max. 50 kB	€ 60,-
Layer	individual	max. 50 kB	on request
Expandable Ad	individual	on request	on request
Further formats on demand			

Feel free to consult us concerning new advertising formats.  
We'll be glad to help and advise you.

## Overview of Website Advertising Options



**Leaderboard** – 728x90 / 940x90 pixel



**Content Ad** – 580x200 up to 250 pixel



**Billboard** – 940x250 pixel



**Half Page Ad** – 300x600 pixel



**Skyscraper** – 120x600 / 160x600 pixel



**Medium Rectangle** – 300x250 pixel



**Floor Ad** – 940x50 pixel



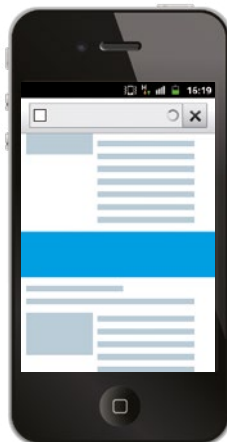
**Layer** – on demand



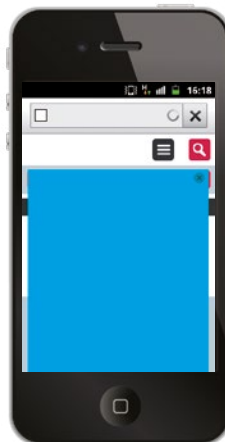
**Pushdown Ad** – 728x300 pixel



**Banderole Ad** – 770x250 pixel



**Content Ad** – 320x75 pixel



**Interstitial** – 300x400 pixel

## Technical Specifications

<b>Format:</b>	245 mm wide x 340 mm high
<b>Printable space:</b>	221 mm wide x 294 mm high
<b>Printing method:</b>	Sheet Offset
<b>Colours:</b>	Europe Scale
<b>Printable submissions:</b>	per email
<b>Data formats:</b>	The following data types can be processed by us: <ul style="list-style-type: none"><li>• PDF/X-3 (1.5) (printable)</li><li>• InDesign, Illustrator, Photoshop up to Version CC19.45</li><li>• EPS, JPEG and TIFF</li></ul>
<ul style="list-style-type: none"><li>• All fonts must be supplied.</li><li>• Pantone colours always as CMYK, never RGB.</li><li>• TIF data (CMYK or grey scale) always size 1:1 at 300 dpi</li><li>• EPS data (pixel) → see TIF</li><li>• EPS data (vector) → convert type fonts into paths/include in file</li><li>• Apple: compressed data: Stuffit or ZIP</li><li>• PC: compressed data: ZIP</li></ul>	

## Digital Data Transfer

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

## Publishing House Details

<b>Publishing House:</b>	<b>Ebner Media Group GmbH &amp; Co. KG Office Munich</b> Brienner Straße 45 a-d · 80333 Munich Phone: +49 (731) 88005 - 8000 Fax: +49 (731) 88005 - 5201  Limited partnership, Ulm register court Ulm, HRA 1900. USt-IdNr.: DE 147041097 Personally liable partner: Ebner Ulm MGv GmbH, Ulm, register court Ulm, HRB 576.	<b>Advertising assistant:</b>	Sibylle Bayer Phone: +49 (731) 88005 - 8611 email: sibylle.bayer@ebnermedia.de
<b>Postal Address:</b>	P.O. Box 20 15 52 · 80015 Munich	<b>Job market:</b>	Sabine Vockrodt Phone: +49 (731) 88005 - 8222 email: jobs@saz.de
<b>CEO:</b>	Marco Parrillo	<b>Chief Editor:</b>	Alexander Schmitz Phone: +49 (731) 88005 - 8613 email: schmitz@saz.de
<b>Head of Sports:</b>	Alexander Schwer Phone: +49 (731) 88005 - 8608 email: alexander.schwer@ebnermedia.de	<b>Head of Customer Service</b>	Thomas Heydn Phone: +49 (731) 88005 - 8111
<b>Advertising sales:</b>	Holger Milles Phone: +49 (731) 88005 - 8619 email: milles@saz.de	<b>Distribution/Production:</b>	email: th@ebnermedia.de
		<b>Circulation:</b>	Average 5,882 copies
		<b>Subscription/ Customer service:</b>	Phone: +49 (731) 88005 - 8205 email: kundenservice@ebnermedia.de
		<b>Publication frequency:</b>	Biweekly
		<b>Payment terms:</b>	Payable within 14 days net upon receipt of invoice.
		<b>Bank:</b>	Volksbank Ulm-Biberach DE19 6309 0100 0036 2600 02 BIC ULMVDE66XXX

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## Contact

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### **Publishing house:**

Ebner Media Group GmbH & Co. KG  
Office Munich  
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### **Advertising sales:**

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### **Client Success Team:**

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