

# SAZ | BIKE

Das Medium für die Fahrradbranche

## Media information 2024



**EBNER  
MEDIA  
GROUP**





## About us

As a pioneering medium for the bicycle industry, SAZbike has been a significant interface between industry and trade for three decades now. Our goal is to advance knowledge and market understanding through in-depth reporting and detailed analyses. In doing so, our focus is always on informing, explaining and promoting exchange between the players in the bicycle industry - and thereby optimising their everyday work. SAZbike is more than just a magazine - it is the medium of the bicycle industry.

As part of the Ebner Media Group, we have the latest marketing knowledge and state-of-the-art technologies for print and online advertising. This gives us the opportunity to develop and offer a successful advertising strategy for your needs.

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# SAZ|BIKE

## Print

With **22 issues** every two weeks, the SAZbike will continue to be published in 2024 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 specialised 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.



## 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 2024

Date	Main topic	Ad closing date	Deadline for printing
5/22/24	Special issue Mobility 1 (German/English)	04/29/24	05/02/24
07/03/24	Eurobike Guide (German/English)	06/10/24	06/12/24
07/03/24	Novelties 2025	06/10/24	06/12/24
Sep 24	Special issue Mobility 2	Sep 2024	Sep 2024

## 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



## Focus topics and schedule 2024

Issue	Date	Focus topics	Ad closing date	Deadline for printing materials
1	01/29/24	30 years SAZbike	01/15/24	01/17/24
2	02/12/24	Leasing / Insurance / Finance	01/29/24	01/31/24
3	02/26/24	Kids and youth bikes / Trailers	02/12/24	02/14/24
4	03/11/24	E-bike drives (new models) / Batteries	02/26/24	02/28/24
5	03/25/24	(E-)Gravelbikes + bikewear / 2 for 1: Gravel with a road bike / Sports nutrition	03/11/24	03/13/24
6	04/08/24	Maintenance products (novelties) / Breakdown service (Mini tools, pumps, patches, tubes)	03/25/24	03/27/24
7	04/22/24	Compact cargo bikes / Urban helmets	04/08/24	04/10/24
8	05/06/24	Security (locks, GPS tracker, insurances)	04/22/24	04/24/24
9	05/21/24	Products for urban cycling / Folding and compact bikes	05/06/24	05/08/24
10	06/03/24	Light e-bikes / Sport helmets + glasses	05/17/24	05/22/24
11	06/17/24	Bikepacking + gravel accessories	06/03/24	06/05/24
12	06/26/24	Pre show	06/10/24	06/12/24
13	07/03/24	Eurobike 1	06/17/24	06/19/24
14	07/04/24	Eurobike 2	06/17/24	06/19/24
15	07/05/24	Eurobike 2	06/17/24	06/19/24
16	07/22/24	After show	07/08/24	07/10/24
17	08/26/24	Maintenance products (presentation, packaging, refill) / Bike fitting and ergonomics	08/12/24	08/14/24
18	09/16/24	New autumn models / (E-bike) lights	09/02/24	09/04/24
19	10/07/24	Workshop equipment / ERP systems	09/23/24	09/25/24
20	10/28/24	Best seller for christmas and their presentation	10/14/24	10/16/24
21	11/18/24	E-bike drives (service and maintenance) / Space wonder cargo bikes	11/04/24	11/06/24
22	12/09/24	Annual review	11/25/24	11/27/24



## Ad sizes and rates

Size	Type area Width x Height	Bleed Width x Height + 3mm trim	Price b/w €	Price 4c €
2/1 page	466 x 294	490 x 340	€ 4,500.-	€ 6,355.-
1/1 page	221 x 294	245 x 340	€ 2,320.-	€ 3,350.-
3/4 page	161 x 294	173 x 340	€ 1,475.-	€ 2,320.-
Juniorpage	161 x 222	173 x 245	€ 1,350.-	€ 1,990.-
1/2 page land scape	221 x 144	245 x 167	€ 1,225.-	€ 1,780.-
1/2 page high size	105 x 294	117 x 340	€ 1,225.-	€ 1,780.-
1/3 page land scape	221 x 92	245 x 115	€ 857.-	€ 1,420.-
1/3 page high size	161 x 152	173 x 175	€ 857.-	€ 1,420.-
1/4 page land scape	221 x 68	245 x 90	€ 745.-	€ 1,250.-
1/4 page high size	49 x 294	61 x 340	€ 745.-	€ 1,250.-
1/4 page corner	105 x 144	117 x 167	€ 745.-	€ 1,250.-
1/8 page land scape	105 x 68	117 x 90	€ 360.-	€ 780.-
1/8 page high size	49 x 144	61 x 167	€ 360.-	€ 780.-

**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

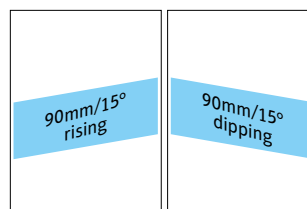
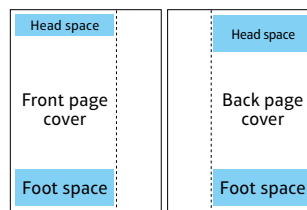
**Fixed inserts**  
 up to 25 g: € 395.- / per 1,000  
 up to 50 g: € 510.- / per 1,000  
 up to 75 g: € 590.- / per 1,000

**Tip in**  
 Ask for price  
 Other sizes on demand

Other sizes on demand

## Special positions

Position	Bleed Width x Height + 3mm trim	Price
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 %

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

## Product pages

The product pages are produced by our editorial team and designed to a high standard by our in-house graphic design department.

**Advantages:** The layout of SAZbike ensures maximum attention and value.

**Design** by Ebner Graphic Design. The client provides three to four images per page as well as the accompanying information. Final texts are 250 to 350 characters in length.

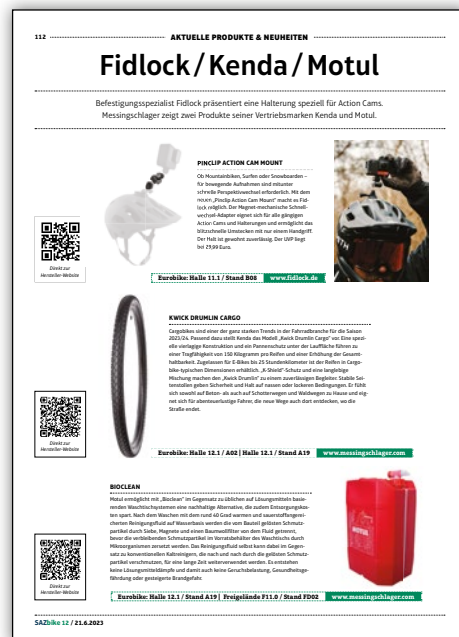


1/1 page:  
€ 1,595.-

## Mixed product pages

**Advantages:** On a mixed product page you have the possibility to present single product pages.

**Design** by the editorial department, the customer delivers one or more pictures and text (250-350 keystrokes for each picture). On a page there will be a maximum of four products of different customers presented.



1 photo with text  
on a mixed page:  
€ 395.-

## Product presentation online:

You can also present your products online in our digital showroom (see page 13).

## 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.-

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

Column width: 41 mm

### Discounts for modul ads:

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

No agency discount for rates of Green Pages ads.



## 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 carriers or FTP
- Data formats:** The following data types can be processed by us:
- PDF/X-3 (1.5) (printable)
  - InDesign, Illustrator, Photoshop up to Version CS5.5
  - 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:** siefert@saz.de
- Additional Costs:** Changes to materials/data supplied will be charged at cost price.

## Publishing House Details

**Publishing House:** Ebner Media Group GmbH & Co. KG  
**Office Munich**  
Bayerstraße 16a · 80335 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 MGW GmbH,  
Ulm, register court Ulm, HRB 576.

**Postal Address:** P.O. Box 20 15 52 · 80015 Munich

**CEO:** Marco Parrillo

**Head of Sports:** Alexander Schwer  
Phone: +49 (731) 88005 - 8608  
email: alexander.schwer@ebnermedia.de

**Advertising sales:** Holger Milles  
Phone: +49 (731) 88005 - 8619  
email: milles@saz.de

**Advertising assistant:** Max Siefert  
Phone: +49 (731) 88005 - 8609  
email: siefert@saz.de

**Job market:** Sabine Vockrodt  
Phone: +49 (731) 88005 - 8222  
email: jobs@saz.de

**Chief Editor:** Alexander Schmitz  
Phone: +49 (731) 88005 - 8613  
email: schmitz@saz.de

**Head of Customer Service:** Thomas Heydn  
Phone: +49 (731) 88005 - 8111

**Distribution/Production:** email th@ebnermedia.de

**Circulation:** Average 5,932 copies

**Subscription/ Customer service:** Phone: +49 (731) 88005 - 8205  
email: kundenservice@ebnermedia.de

**Publication frequency:** Biweekly

**Payment terms:** Payable within 30 days net upon receipt of invoice. 2% discount for payments within 14 days of receipt of invoice.

**Bank:** Deutsche Bank AG  
IBAN: DE84 6307 0088 0020 6466 00  
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IBAN: CH55 0900 0000 1518 1482 6  
BIC: POFICHBEXXX



## 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.

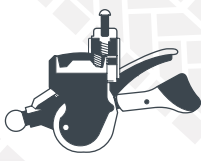
#### SALE

Be confident and sell sell more successfully



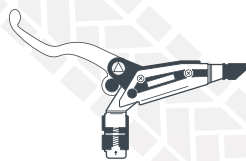
#### PRODUCTS

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 25 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 2024

01/29/24	02/12/24
01/30/24	02/13/24
01/31/24	02/14/24

09/16/24	10/07/24
09/17/24	10/08/24
09/18/24	10/09/24

11/04/24	11/25/24
11/05/24	11/26/24
11/06/24	11/27/24

Please feel free to contact us with your topic suggestions and we will work out a suitable concept together.

## 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 interact via chat.

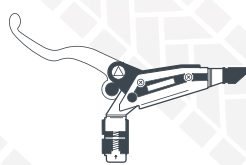
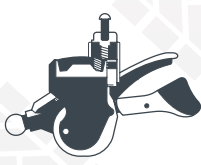
## Become a Premium or Content Partner

Your contact person:

Holger Milles

milles@saz

+49 (731) 88005-8619





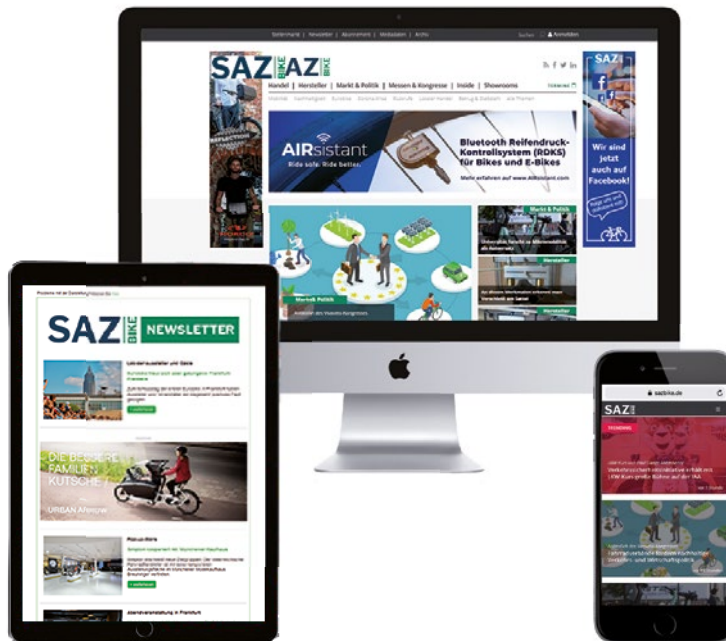
## Digital Advertising

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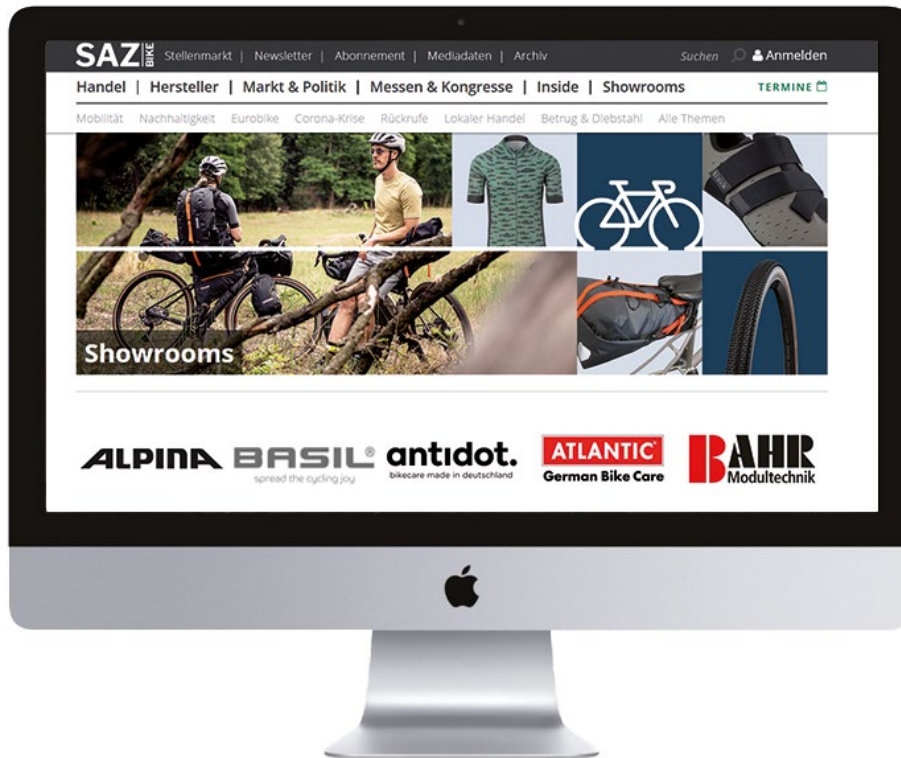
SAZbike's **website** and **newsletter** are frequently visited sources of information for the bicycle industry.

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 (see page 13).



## Digital Showrooms



The SAZbike Showroom is the logical extension of the printed product pages into the digital world.

It gives you even greater reach. You are presented on the start page of the Showrooms together with your brand's logo and a brief introduction of your own Showroom.

You can present your brand in your own Showroom here. In addition to showing photos and product descriptions, however, you can also add more information with links to other websites or even videos.

You thus give our readers the chance to obtain even more comprehensive information about your brand and products

<b>Price per Showroom:</b>	<b>€ 1,595</b>
<b>Surcharge for print customers:</b>	<b>€ 550</b>
<b>Surcharge for Showroom Newsletter:</b>	<b>€ 350</b>

**[www.sazbike.de/showrooms](http://www.sazbike.de/showrooms)**

## 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 4,500 recipients from the trade and industry with the most important news and industry updates every week. The average opening rate is 50%.

SAZbike Business-Newsletter	Price per Newsletter
Position 1	€ 280
Position 2	€ 260
Position 3	€ 240



Example of the Business Newsletter

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

### Advertorial-Newsletter

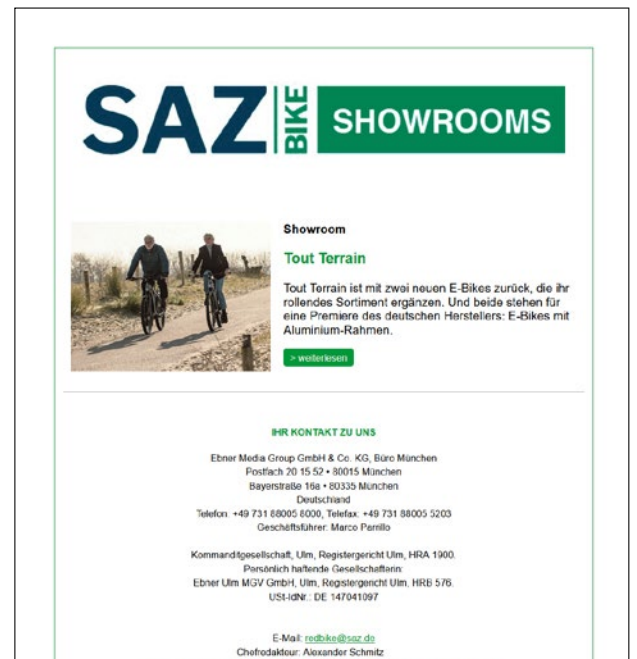
- Customized Newsletter sent to the SAZbike distribution list
  - Content can be designed as you like
  - Dates can be discussed
- Price: € 1,950**



Example of the Advertorial Newsletter

### Showroom Newsletter

Achieve even greater reach and more attention and take advantage of the opportunity to display your new products on our website in addition to your product page. Our Showroom Newsletter informs your target audience regularly and specifically about these new products.



Example of the Showroom Newsletter

**Price per product page: € 350** (only in combination with your product presentation in the print edition!)  
**Showroom Newsletter: € 990**



## Online 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 size	File size	Price each month
Leaderboard	728 x 90 or 940 x 90 pixel	max. 50 kB	€ 895.-
Skyscraper	120 x 600 or 160 x 600 pixel	max. 50 kB	€ 790.-
Medium Rectangle	300 x 250 pixel	max. 50 kB	€ 750.-
Content Ad	580 x 200 up to 250 pixel	max. 50 kB	€ 830.-
Hockeystick	728 x 90 or 950 x 90 + 120 x 600 or 160 x 600 pixel	max. 50 kB	€ 1,095.-
Pushdown Ad	728 x 300 pixel	max. 50 kB	€ 950.-
Banderole Ad	770 x 250 pixel	max. 50 kB	€ 1,050.-
Floor Ad	940 x 50 pixel	max. 50 kB	€ 830.-
Billboard	940 x 250 pixel	max. 50 kB	€ 1,050.-
Half Page Ad	300 x 600 pixel	max. 50 kB	€ 850.-
Layer	individual	max. 50 kB	€ 850.-
Fireplace	960 x 90 + 120 x 600 or 160 x 600 pixel each page	max. 50 kB	€ 1,095.-
Expandable Ad	individual	on request	on request
<b>Mobile advertising banner</b>			
Content Ad 2:1	320 x 150 pixel		€ 340.-
Content Ad 4:1	320 x 75 pixel		€ 290.-
Content Ad 6:1	320 x 50 pixel		€ 240.-
Interstitial	300 x 400 pixel		€ 590.-
Further sizes 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



**Hockeystick** – 728x90 / 950x90 +  
120x600 / 160x600



**Floor Ad** – 940x50 pixel



**Layer** – on demand



**Medium Rectangle** – 300x250 pixel



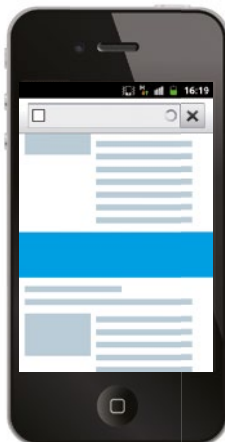
**Pushdown Ad** – 728x300 pixel



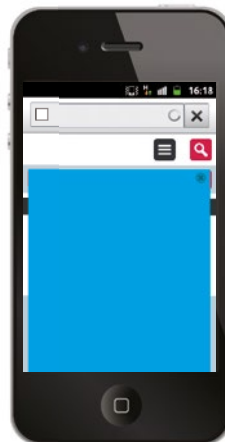
**Banderole Ad** – 770x250 pixel



**Fireplace** – 960x90 + left and right:  
120x600 / 160x600 pixel



**Content Ad** – 320x75 pixel



**Interstitial** – 300x400 pixel

## SAZbike Consulting

Thanks to years of experience, the SAZbike team has gained **deep insights** into the bicycle industry and engages in **close exchanges** with all relevant market participants. Hundreds of members of the specialized trade, industry and other sectors take part regularly in SAZbike's targeted surveys.

SAZbike provides you with **consulting services** at a high level so you can ask the right questions on your company's development, precisely and individually. Based on the answers of our survey participants, we can provide you with the right recommendations and search for the best solution with you. Several projects have already been successfully completed: for instance, market analysis for product launches, customer satisfaction with a manufacturer, potential analysis and consulting for a company interested in entering the bicycle industry for the first time.

We would also be happy to advise you on your **individual needs**. With our expertise, we can assist you in selecting a target-oriented question, the right design and in interpreting the results, of course. Prices available on request.





## Contact

### **Publishing house:**

Ebner Media Group GmbH & Co. KG  
Office Munich  
Postfach 20 15 52 · 80015 Munich  
Bayerstraße 16a · 80335 Munich



### **Advertising sales:**

Holger Milles  
+49 (731) 88005 - 8619  
milles@saz.de



### **Advertising assistant:**

Max Siefert  
+49 (731) 88005 - 8609  
max.siefert@ebnermedia.de