

TWEEWIELER ADVERTISING RATES

Advertising rates and surcharges as from July 1st 2009

Full colour	1x	3x	6x	12x
1/1 page	5,085	4,816	4,671	4,532
1/2 page	3,145	2,979	2,888	2,802
1/4 page	2,310	2,188	2,121	2,057
1/8 page	1,489	1,409	1,367	1,327
1/16 page	711	684	656	629

Black & White	1x	3x	6x	12x
1/1 page	2,796	2,648	2,569	2,488
1/2 page	1,549	1,467	1,421	1,380
1/4 page	840	796	771	748
1/8 page	473	447	436	420
1/16 page	240	226	214	205

Advertisements under number	€15,- extra
Heading advertisement	€14,- per line (min.3 lines)
IM advertisement	right page next to text +25% left page next to text +15%

Surcharges

Preferred or special position	+ 10%
Outside back cover	+ 25%
Centre page	+ 25%
Bleed	+ 15%
Back margin	+ 15% over total of 2 pages

All rates quoted in euro's ex. VAT

Tweewieler

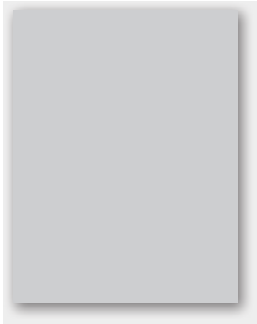
MORE INFORMATION

phone +31 (0)314 34 94 16 / e-mail sales.tweewieler@reedbusiness.nl

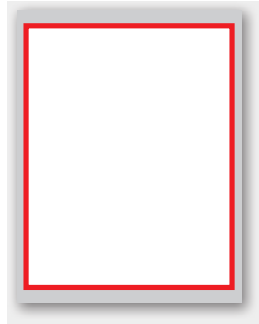
TWEEWIELER ADVERTISING SIZES



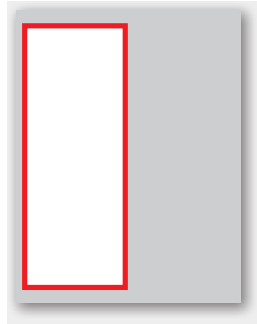
Samples of sizes in millimeters



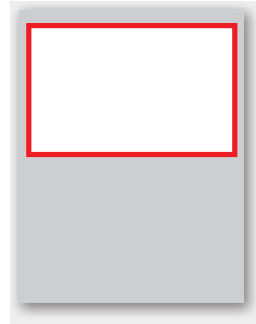
Page area
230x300 mm



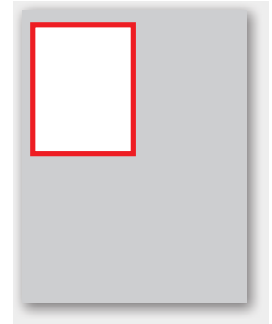
1/1 page
211x268 mm



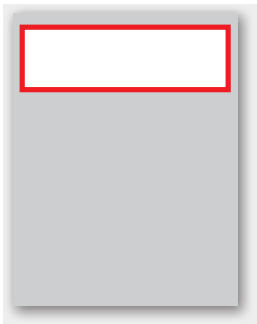
1/2 page
103x268 mm



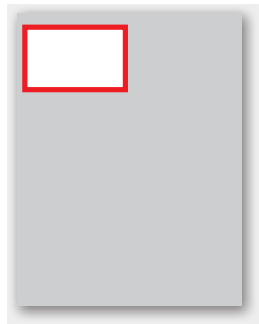
1/2 page
211x132 mm



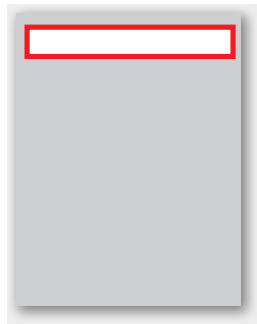
1/4 page
103x132 mm



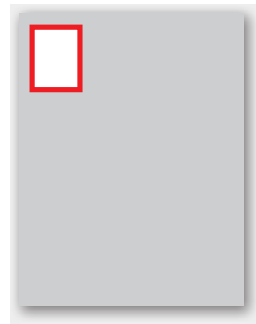
1/4 page
211x64 mm



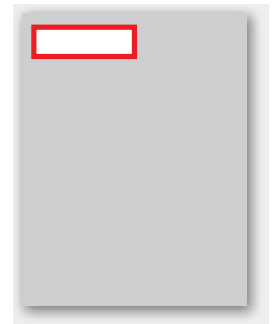
1/8 page
103x64 mm



1/8 page
211x30 mm

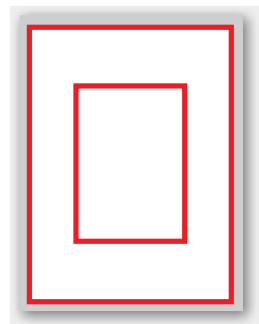


1/16 page
49x64 mm



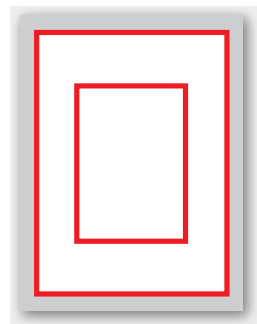
1/16 page
103x30 mm

Loose inserts



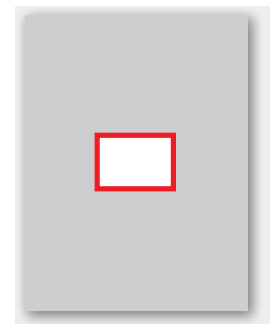
Minimum size 105x150
Maximum size 210x280

Enclosed inserts



Minimum size 105x150
Maximum size 195x265

Stick-ons



Minimum size 7,4x5,2



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TWEEWIELER PUBLICATION DATES 2010



Theme's and publication dates

Number	Publication date	Advert. materials	Theme
1	January 15 th 2010	December 21 st 2010	FietsVAK 2010
2	February 19 th 2010	January 27 th 19 th 2010	Two-wheeler shop of the Year 2010
3	March 19 th 2010	February 24 th 2010	Over the counter products (turnover accessories)
4	April 23 rd 2010	March 29 th 2010	E-bike special
5	May 21 st 2010	April 22 nd 2010	Tyres
6/7	June 25 th 2010	June 2 nd 2010	Moped and scootertest 2010 / Retail Chains / Bike Expo
8	August 6 th 2010	July 14 th 2010	Eurobike 2010
9*	September 24 th 2010	September 1 st 2010	Collection summer clothing 2011
10*	October 22 nd 2010	September 29 th 2010	Bike Motion 2010
11*	November 19 th 2010	October 27 th 2010	EICMA
12*	December 17 th 2010	November 24 th 2010	Expected in 2011

* Dealer show pages

Publication frequency is 11 times a year, total distributed circulation is 4,472 copies.

Tweewieler



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