

Media data

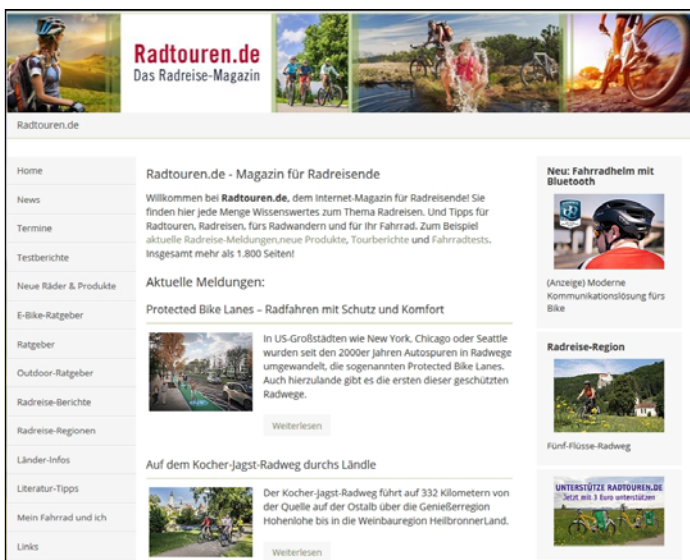
Radtouren.de – Internet magazine for cycle tourists

Useful and informative facts for cyclists

- Practical information for your trip
- Useful travel tips for cycle destinations worldwide
- Detailed tips on products for cyclists
- Bicycle tests by the editorial team
- Information on technics by expert editors

This is why a collaboration with Radtouren.de will work for you:

- You will reach your **target group** directly and exclusively
- You will advertise without any **scattering loss**
- You will **expand** qualified contacts
- You will **cooperate** via special topics and editorials
- You will **enhance** the quality of your communication



Information at a glance

The market

Never before was the market for “cycling” as popular as now. More and more people cycle in their holidays or over the weekend. Especially high earners of any age are enthusiastic about this kind of travelling.

The target group

Readers of Radtouren.de are active travellers who wish to discover their destination by bicycle. They would like to find suggestions, information and tips at a glance and in a fast, compact and clear fashion. Radtouren.de complies with this request by suggesting numerous routes and useful information.

The concept

Travel magazine Radtouren.de focuses inter alia on contributing features on cycle tours and equipment. Suggestions for tours to German, European or overseas destinations give ideas for the next holiday destination.

Apart from tips on how to prepare for the trip, the reader will learn a lot of useful information on cycle trips in general, techniques and breakdown services. Further, interesting product and equipment news of the cycling industry will be presented on a regular basis.

Thus the magazine on several thousand pages offers multiple information and tips for the reader that will whet his/her appetite for the next cycling tour.

Hayit Medien

Media data

Radtouren.de – Internet magazine for cycle tourists

The facts

Radtouren.de is published by Hayit Media. More than 35 years' experience in publishing guarantees the editorial competence of this website.

The web magazine has been present in the market since 1998. Currently it achieves 20,000 visitors and 50,000 page views per month. You may place an ad as skyscraper and banner. Or editorial features.

The address of the publishing house and contact information for advertisement:

Hayit Medien

Durlacher Str. 23, D-51107 Köln

Tel. +49 (0) 221 / 999 846 10, Fax +49 (0) 221 / 999 846 24

kontakt@hayit.de, www.hayit.de

Editorial Team

Ertay Hayit (Editor)

redaktion@radtouren.de



Your options to cooperate with Radtouren.de

Premium

Premium partnership

Price from EUR 3,000/month

Benefits (excerpts):

- Features in news and news letters
 - Linked logo on all pages of the magazine
 - incl. all benefits from "special topic"
- Minimum duration: 12 months

Special topic:

Price from EUR 1,500/month

Benefits:

- 5 articles
 - Teaser on webpage
 - Button in the right column for the special
 - Rotating banner or skyscraper
- Minimum duration: 6 month

Medium

Editorial feature

Price: EUR 490 (one-off payment)
plus EUR 50 per month

Benefits:

- Text will be drawn up according to journalistic criteria
 - 2 to 3 photos
 - Link to own site
- Minimum duration: 6 months

Newcomer's package

Price: EUR 290 (one-off payment)
plus EUR 50 per month

Benefits:

- Short text (approx. half a DIN A4 page)
 - 1 to 2 photos
 - Link to own site
- Minimum duration: 6 months

Classic

Banner

Format: 468 x 60 pixel or
728 x 90 pixel

Placement: Rotating above or across the whole site

Price: CPM * EUR 45

Minimum booking: 10,000 contacts

Skyscraper

Format: 160 x 600 pixel

Placement: right edge, rotating across the whole page

Price: CPM * EUR 45

Minimum booking: 10,000 contacts

*Price for thousand contacts (CPM) will be calculated per each thousand contacts to the reader which the ad achieves

All prices exclude VAT.

Hayit Medien

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