



2 Februari 2024 | Sverige 99 kr
Norge 99 NOK, Danmark 99 DKK, Finland 9,90 €

INTERVJU MED MÄSTAREN MARC MÁRQUEZ

MOTORRAD
Nr 21 2024

BIKE

Marknads-
översikt

ALLA NYA
DÄCK 2024

Reportage: Marc Márquez sätter om till Ducati i Italia Bike Center Test



Rikard gives
you an offer
for all nordic
countries.



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whole Scandinavia

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THE LEADING MOTORCYCLE MEDIA IN SCANDINAVIA

– Strongest on print as well as Internet!

After several years of acquisitions and organic growth, Bike has become the leading motorcycle media in Scandinavia and the natural partner for the motorcycle industry.

During the summer of 2023, Motorrad Nordic AB also acquired the popular titles with broad content: Allt om MC* in Sweden and MC-avisar* in Norway, which makes us the dominant publisher in Scandinavia.

Bike and Allt om MC in Scandinavia can provide you with the best business cooperation with a minimum effort and class leading results.

One contact – one Scandinavia!

Sincerely

Rikard Ploj

**The titles means "Everything about motorcycles", and "Motorcycle magazine".*



MEDIA KIT 2025

MOTORRAD **BIKE** Allt om MC

Strongest motorcycle magazines in Scandinavia

48 issues per year in four languages, 410 000 readers

6 websites in four languages, 15 million views



Sweden



Norway



Finland



Denmark



Sweden



Established reader base throughout the Nordic region

Sweden

110 000
+ 110 000
(Allt om MC)

Norway

70 000

Finland

70 000

Denmark

50 000

In total
300 000
readers

410 000
incl.
Allt om MC

Advertisement, sizes and rates

2/1-page, spread	450 x 298 mm (+3 mm)	3 590 €
1/1 page, back cover	225 x 298 mm (+3 mm)	2 990 €
1/1-page	225 x 298 mm (+3 mm)	2 790 €
1/2-page vertical	97 x 274 mm (printing area)	1 590 €
1/2-page horizontal	198 x 135 mm (printing area)	1 590 €

Please note! Margins: Add 3 mm margins to all advertisements on the border of a page. More smaller sizes available. **If you need help in making or translate your advertisement, don't hesitate to contact Rikard.**



All Bike/Motorrad are available in digital form, as example for iPad.



Publication dates

Issue	Material	Bike Sweden	Bike Norway/Finland
Bike/Allt om MC 10-2024	21 Oct 2024	6 Nov 2024	13 Nov 2024
Bike/Allt om MC 1-2025	18 Nov 2024	4 Dec 2024	11 Dec 2024
Catalogue 2025 <i>special issue</i>	19 Dec/20 Jan	8 Jan 2025	5 Feb/30 Jan 2025
Bike/Allt om MC 2-2025	13 Jan 2025	29 Jan 2025	–
Bike Denmark 1- Catalogue 2025	27 Jan 2025	–	–
Bike/Allt om MC 3-2025	17 Feb 2025	5 March 2025	12 March 2025
Bike/Allt om MC 4-2025	17 March 2025	2 April 2025	9 April 2025
Bike Denmark 2-2025	4 April 2025		
Bike/Allt om MC 5-2025	14 April 2025	30 April 2025	7 May 2025
Bike/Allt om MC 6-2025	12 May 2025	28 May 2025	6 June 2025
Bike Denmark 3-2025	2 June 2025		
Bike/Allt om MC 7-2025	16 June 2025	2 July 2025	9 July 2025
Bike/Allt om MC 8-2025	14 July 2025	30 July 2025	6 Aug 2025
Bike Denmark 4-2025	28 July 2025		
Bike/Allt om MC 9-2025	15 Sept 2025	1 Oct 2025	8 Oct 2025
Bike Denmark 5-2025	6 Oct 2025		
Bike/Allt om MC 10-2025	20 Oct 2025	5 Nov 2025	12 Nov 2025
Bike/Allt om MC 1-2026	17 Nov 2025	3 Dec 2025	10 Dec 2025
Bike Denmark 6-2025	1 Dec 2025		

More than 12 million views per year, and more than 80.000 mc-interested members. 2,2 million users visited 2024, of them 52,2 % new visitors.

Bike.se/no/fi and bikebm.dk has hundreds of thousands of visitor per year. Interesting to see that of these 50 % are new visitors.

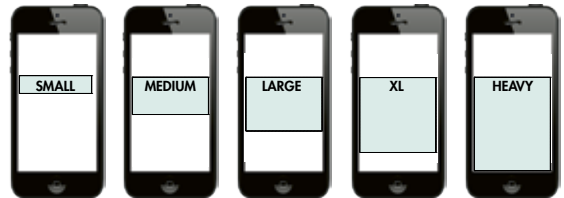
In addition alltommc.se is a leading website for streetbikes, custom built and lifestyle bikes, along with choppers, retro and classic.bikes.

On all websites we offer banner places, everything from wallpapers, banners to video banners. We also offer mobile banners in five different sizes, as well as newsletters to members on the websites, where you can of course join, with your message.

Self-produced, sponsored articles are also popular.

Mobile banners sizes

	Format	Max. kB	Price
SMALL	320x80	70kB	CPM 7
MEDIUM	320x160	70kB	CPM 10
LARGE	320x230	70kB	CPM 13
XL	320x320	70kB	CPM 16
HEAVY	320x400	70kB	CPM 20



Allt om MC	Bike Denmark
20 Nov 2024	–
18 Dec 2024	–
–	–
19 Feb 2025	–
–	13 Feb 2025
19 March 2025	–
16 April 2025	–
–	24 April 2025
14 May 2025	–
11 June 2025	–
–	19 June 2025
16 July 2025	–
13 Aug 2025	–
–	14 Aug 2025
15 Oct 2025	–
–	23 Oct 2025
19 Nov 2025	–
17 Dec 2025	–
–	18 Dec 2025

Desktop banners

- 1. Wallpaper**
1911 x 905 picture only outside the homepage
1 week 1 500 €
- 2. Panorama**
Top wide 1200 x 240 pixels
CPM 10 €
- 3. Mid banner**
795 x 300 pixels
CPM 8 €
- 3. Video banner**
795 x 300 pixels
CPM 10 €
- 4. Right column**
300 x 300 pixels
CPM 5 €
- 5. Right column**
300 x 600 pixels
CPM 8 €

www.bike.se, www.bike.no, www.bike.fi
www.bikepbm.dk, www.alltommc.se
www.sporthoj.com