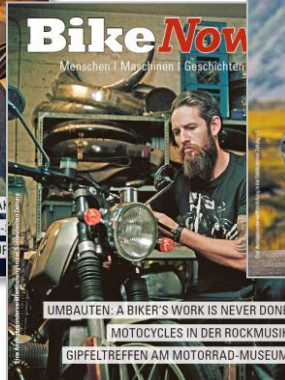
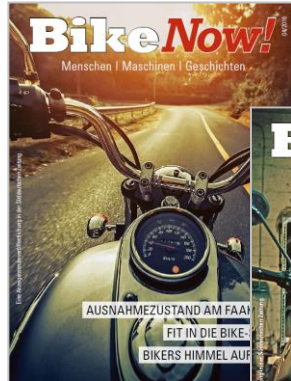


BikeNow!

People, bikes and stories

The magazine supplement for SZ readers who are experiencing or rediscovering their passion for motorbikes. Ready to roll in Süddeutsche Zeitung on 30 March 2019.



Bike*Now!*

(Re)discovering the real joys of riding a motorbike

BikeNow!

- stimulates readers to (re)discover their inner yearnings – the dream of heading off to new adventures on two wheels.
- as a supplement to the Süddeutsche Zeitung it reaches those people who don't yet have a motorbike in the garage and don't read special-interest magazines, but are ready and willing to discover for themselves the fascinating world of biking.
- also appeals to those who already ride a motorbike and value quality journalism on the subject of biking.
- as a magazine in Süddeutsche Zeitung it reaches an audience of readers with purchasing power, who are both able and willing to invest in their individual, upmarket lifestyles and are open to the offer of high-quality bikes, accessories and services.
- creates in people the desire to indulge in something which was perhaps out of reach during the years when the main focus was on establishing family and career: the fun of biking in the local countryside or in exotic locations. Alone or with friends. Delight in technology and design.
- doesn't limit itself to simply talking about the dream of biking, but provides the stimulus to live the dream. With stories which stimulate emotions and with useful information for beginners and those rediscovering biking.

BikeNow! – make your motorbiking dream come true. Now!

BikeNow!

Exciting prospects for bikers

BikeNow! offers stories about people and bikes, technology and design, low-tech and high-tech, road trips and routes, things worth experiencing worldwide, the pleasures and pains of biking, about riding motorbikes with passion and skill. In short: with stories which fascinate the reader and reinforce the message of the magazine. In a design which is stylish without being over the top.



The **design and content** of **BikeNow!** is in line with the familiar quality of Süddeutsche Zeitung. Responsibility for the content lies with Rudi Kanamüller, himself an experienced, passionate biker and long-standing Süddeutsche Zeitung journalist.

*This is how Rudi Kanamüller, who is responsible for the content of **BikeNow!**, describes his concept:*

“The aim is to accompany motorbike riders in their exciting hobby with biker goggles but without blinkers – on their favourite drive near home, on an adventure tour of the mountains, along the endless highway along the coast or in shopping for a new bike or accessories. **BikeNow!** also presents some highly unusual people. People with a passion for collecting old motorbikes, people who have turned their hobby into a career and those who have enjoyed special experiences with the motorbike. However, in the process **BikeNow!** doesn’t lose sight of what the manufacturers are doing. Of course the main focus is on what can be experienced on two wheels, together with safe enjoyment of biking. **BikeNow!** is not looking for risks. Instead it takes a slightly different look at the greatest hobby you can have after work, at the weekend or on holiday.”

Read and experiencing the motorbike – the topics

- **Softly softly:** Wolfgang Stegers, a member of the **BikeNow!** team, appreciated not only the peace and quiet of the Black Forest, but also the power of the noiseless Zero SR.
- **Boulevard:** what will be appearing on the roads in 2019. Eicma follow-up.
- **Be the rider, not the passenger:** bikes for women.
- **Do women make better bikers?** Interview with a female driving instructor.
- **Hardcore:** 6,000 km non-stop with a vintage Ducati.
- **Cool routes not far from home:** the Altmühltal valley.
- **Permitted elsewhere - forbidden here:** legal tips for bikers.
- **From “prison” to the bike:** VIP interview with actress Katy Karrenbauer. (requested)
- **Ejector seat:** children as passengers on the motorbike?
- **Innovation:** we don't talk anymore – communication for riders, satnav, Bluetooth, headphones, headsets.
- **Fit for the season:** safety training for bikers.
- **Where the action is:** biker get-togethers in 2019.



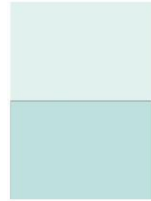
BikeNow!

Formates and Rates for Brands and corporate advertising

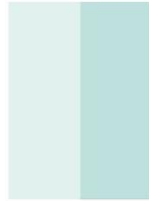
Choose your format



1/1 page



1/2 page horizontal



1/2 page vertical



1/3 page horizontal



1/3 page vertical



1/4 page horizontal

Format (WxH in mm)

B: 240 x 320

B: 240 x 160

B: 120 x 320

B: 240 x 107

B: 80 x 320

B: 240 x 80

b/w & colour

14,900.00 €

8,500.00 €

8,500.00 €

5,900.00 €

5,900.00 €

4,500.00 €

Choose your format



1/4 page vertical



1/4 page corner



1/8 page vertical



1/8 page horizontal

Format (WxH in mm)

B: 60 x 320

B: 120 x 160

T: 67 x 116

T: 140,5 x 55

b/w & colour

4,500.00 €

4,500.00 €

2,300.00 €

2,300.00 €

Formats and positioning

double page 28,900.00 €

2nd cover 19,750.00 €

3rd cover 19,500.00 €

4th cover 19,900.00 €

Further typearea formats on request.

Optional with digital extension on SZ.de

Please note that the prices quoted are valid only for this magazine. The terms and conditions of our advertising price list No. 81 of 1 January 2019 apply. All prices are quoted in Euros and are subject to the applicable rate of VAT. Agency commission may be available on the prices quoted, agency commission: 15%. Circulation: National edition (Germany only). Technical details: T = Typearea format, B = Bleed format. Bleed difference: + 5mm trim on all edges.

BikeNow!

Advertising specials promotion and bikers welcome



Promotion – your advertising message with editorial impact

The **BikeNow!** magazine offers its customers product placement in the form of promotion as a creative element supplementing the classical advert.

With its appealing editorial setting and lively text, the promotion will be an ideal instrument to convey the image and quality of your product.

Benefit from our editorial and design know-how in the presentation of your ad.

Promotion ad available from ¼ page (102 x 144mm) at a price of **4,500.00 €**.



Bikers welcome – your advertising message as a motorbike-friendly hotel or B&B

In its “Bikers welcome” section, **BikeNow!** provides the ideal setting for your tourist facilities as a suitable and welcoming accommodation for motorbike enthusiasts.

The special presentation ensures a high level of attention and awareness.

The design will be implemented by the publishers. Please provide us with an informative photo (landscape format) and your text.

Hotel advert available from 1/8 page (width 104mm x height 67.5mm) at a price of **490.00 €**.

BikeNow!

Digital extension of magazine content on SZ.de

Multimedia extension of the **print magazine digital on SZ.de.**

- Run-time 2 weeks from publication date of magazine
- Integration of the **Superbanner and 6:1 or 4:1 Banner** within the online extension with a link to the advertiser's website*
- Activation of **co-branded advertising material**** in Rotation (advertising material link onto the advertorial, reach extension) on SZ.de



Basic package

Rate	EUR 5,600
------	-----------

Ad formats within the advertorial

Desktop format	Superbanner
Mobile format	6:1 or 4:1 Banner

Traffic activities in rotation on SZ.de

Co-branded format	Digital medium rectangle
Ad impressions	200.000

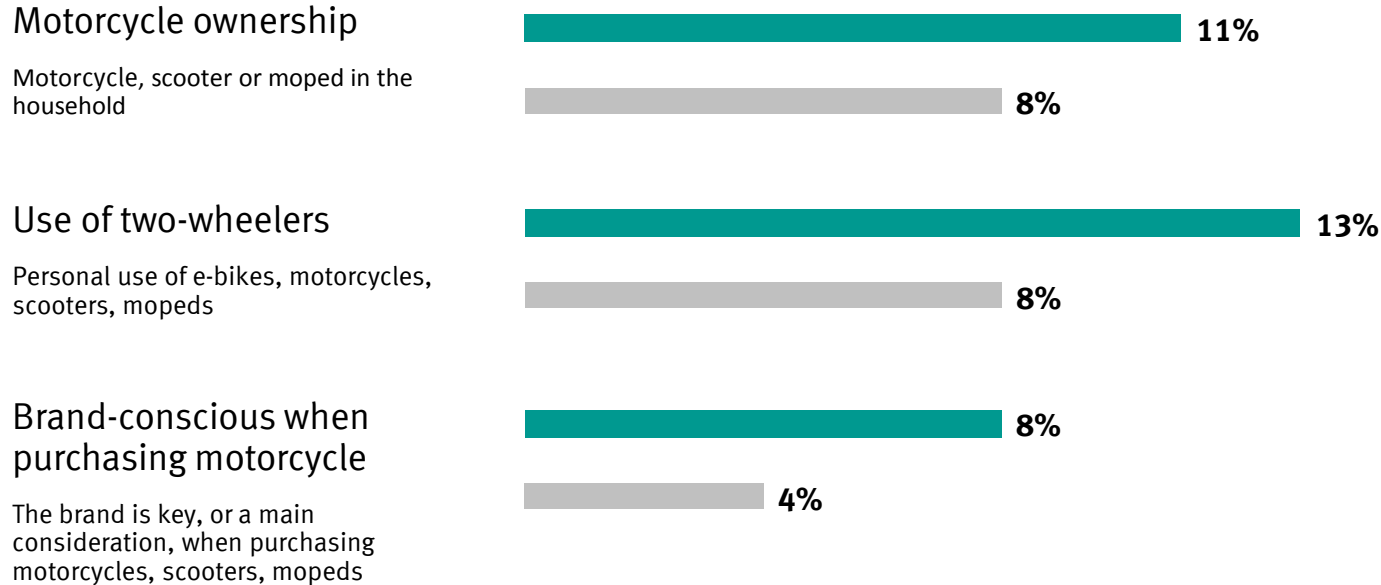
*Digital activation is only possible with a print booking. The ad material is to be supplied by the advertiser. **Design of the co-branded advertising resources by Süddeutsche Zeitung, incl. Logos of booking advertisers. Please note that the rate quoted is valid only for this magazine. The online part of the offer is subject to final confirmation of available inventory. All rates in Euro plus statutory sales tax (VAT) where applicable. SZ rate card no. 81 valid from 1 January 2019 applies. The sample graphic on the smartphone shows a 4:1 banner.

Motorcycles – motorised two-wheelers

SZ readers above average in terms of ownership and use



■ Süddeutsche Zeitung ■ Total population

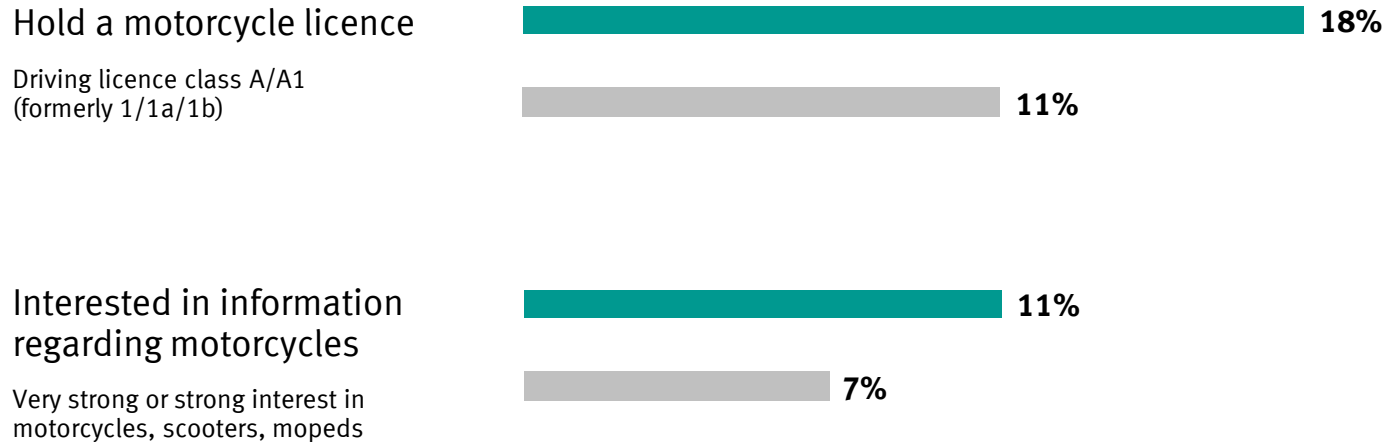


Motorcycles: Driving licence and interest

Above average for SZ readers



■ Süddeutsche Zeitung ■ Total population



Süddeutsche Zeitung: 1.25 M readers daily

Leading in the category of national quality dailies



Süddeutsche Zeitung 1.250.000

Frankfurter Allgemeine 760.000

Welt/Welt kompakt 660.000

Handelsblatt 480.000

readers



BikeNow!

Dates and contact data

Dates issue 1/2019

Publication date	30 March 2019
Closing deadline	28 February 2019
Copy deadline	5 March 2019

Dates issue 2/2019

Publication date	29 June 2019
Closing deadline	24 May 2019
Copy deadline	31 May 2019

For further information on **BikeNow!** and **technical specifications** please refer to www.sz-media.de/bikenow

A summary of further upcoming special supplements can be found at www.sz-sonderthemen.de

Contact

Ad sales for special topics

E-Mail: sonderthemen@sz.de

Phone: +49 (0) 89 / 2183 – 583

We will be happy to advise you.