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.
(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!
**Bike Now!**

Exciting prospects for bikers

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

This is how Rudi Kanamüller, who is responsible for the content of **Bike Now!**, 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. **Bike Now!** 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 **Bike Now!** 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. **Bike Now!** 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.

Topics are subject to changes.
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. Discounts and 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.
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 €.

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. Discounts and agency commission may be available on the prices quoted. Agency commission: 15%. Circulation: National edition (Germany only).
Online 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. The prices for an online extension of special print topics are subject to a discount in combination with the print activation. 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.

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**BikeNow!**

Online extension of magazine content on SZ.de

Multimedia extension of the print magazine online 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

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Motorcycles – motorised two-wheelers
SZ readers above average in terms of ownership and use

Motorcycle ownership
Motorcycle, scooter or moped in the household

Use of two-wheelers
Personal use of e-bikes, motorcycles, scooters, mopeds

Brand-conscious when purchasing motorcycle
The brand is key, or a main consideration, when purchasing motorcycles, scooters, mopeds

Source: Best for Planning (b4p) 2018/1; German-speaking population aged 14 years+: 70.45 million individuals = 100%; Süddeutsche Zeitung readers per issue (rpi): 1.25 million individuals = 100%
Motorcycles: Driving licence and interest
Above average for SZ readers

Hold a motorcycle licence
Driving licence class A/A1 (formerly 1/1a/1b)

- Süddeutsche Zeitung: 18%
- Total population: 11%

Interested in information regarding motorcycles

- Very strong or strong interest in motorcycles, scooters, mopeds
- Süddeutsche Zeitung: 11%
- Total population: 7%

Source: Best for Planning (b4p) 2018/1; German-speaking population aged 14 years+: 70.45 million individuals = 100%; Süddeutsche Zeitung readers per issue (rpi): 1.25 million individuals = 100%
Süddeutsche Zeitung: 1.25 M readers daily
Leading in the category of national quality dailies

Die Welt/Welt kompakt = Welt Print Werktag
Source: Media-Analyse (agma) 2018 daily newspapers; German speaking population aged 14 years+: 70.45 M individuals
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**: 30 May 2019
- **Copy deadline**: 4 June 2019

For further information on BikeNow! please refer to [www.sz-media.de/bikenow](http://www.sz-media.de/bikenow)

A summary of further upcoming special supplements can be found at [www.sz-sonderthemen.de](http://www.sz-sonderthemen.de)

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We will be happy to advise you.