



RIDE MEDIA NFORMATION 2025



«Ride» is the **SINGLETRAIL-COSMOS** for mountain bikers. Thanks to its cross-media positioning, the magazine has become the most important route platform in the Alps.

The **PRINT VERSION** of Ride, which is published six times a year, is still the flagship magazine and is considered the lifestyle magazine among cycling magazines. It is characterized by an exceptionally high quality standards. The uniqueness is reflected in the imagery, in the design, in the extensive background reports and in the high-quality production.

The second media pillar of Ride is the **WEBSITE RIDE-MTB.COM**, which is characterized by a high degree of topicality (news) and high functionality (tours). The contents are linked on several levels and are well positioned through clever SEO and state-of-the-art web technology. Especially the tour database is growing quickly and forms the sustainable foundation combined with the news and the short-lived topicality.

Ride has been awarded several times due to its exceptional positioning and the successful developments in the reader and advertising market.



FACTS & FIGURES

Format:	220 x 280 mm
Size:	124 pages
Frequency:	6x annually from February to September
Circulation regular:	11,000 copies
Circulation Travel:	60,000 copies (issue 94)
Language:	German

DATES 2025

Ausgabe	Buchungsschluss	Erscheinung
N° 94 *	20. December 2024	06. February 2025
N° 95	21. February 2025	03. April 2025
N° 96	04. April 2025	15. Mai 2025
N° 97	16. May 2025	26. June 2025
N° 98	27. June 2025	07. August 2025
N° 99	08. August 2025	18. September 2025

Submission deadline is five working days after the booking deadline.

* Travel edition in large print run

AD SIZES & RATES



2/1 page 1/1 page 1/2 page 1/3 page

Format (mm)	430 x 270	210 x 270	210 x 135	70 x 270
Regular issue	3'900.-	3'000.-	1'800.-	1'800.-
Travel issue	5'900.-	4'500.-	2'700.-	2'700.-

All prices are quoted in Swiss francs and are subject to 8.1 percent VAT.

SPECIAL RATES

	regular issue	travel issue
Second or third cover page	3,200.-	4,900.-
Fourth cover page, 220 x 280 mm	3,900.-	5,900.-
Mandatory placement request	+ 5 %	+ 5 %

INSERTS & SUPPLEMENTS

Total circulation	5,000.-
Postage costs	125.- per 10 grams

Cost includes technical effort. Only available for regular editions. Details on request.

PRINT AD SUBMISSION

Data delivery in PDF X-4 standard, 4-color Euroscale. Color profile: PSO Uncoated V3 (FOGRA52)

Regular advertisements require no bleed, only the 4th cover page.

Data delivery by email to anzeigen@ride-mtb.com (max. 9MB).

DISCOUNTS

3 insertions	5 %
4 insertions	10 %
from 5 insertions	15 %

Agency commission for media and advertising agencies: 15 %.



FULL PAGE ADVERTORIALS

Ride offers various full-page advertorial layouts. Whenever possible, these are placed in the "Ride Boutique" context. The design is implemented by the Ride graphics team from the images and texts supplied. Special designs according to customer requirements are not possible. Clients may still create advertorials themselves. However, these are booked as conventional advertisements.

The advertising costs include the costs for the design and one correction run. Further author corrections are charged as additional expenses. Advertorials are marked as advertising/advertisements. For further details, please request the "Ride Print Advertorials" factsheet.

Format	Text length	Rate
2/1 page	3,200 characters including spaces	4'200.-
1/1 page	2,000 characters including spaces	3'200.-

ADVERTORIALS «SMALL»

These are in the style of the "Lounge" articles. Four advertorials are placed on each page. Products, services and tourist offers can be advertised. For further details, please request the "Ride Print Advertorials" factsheet.

Format	Text length	Image size	Rate
¼ page	380 characters including spaces	80 x 60 mm	650.-

WEITERE HINWEISE

After the booking has been made, detailed instructions for data preparation will be sent. Text and images must be delivered to anzeigen@ride-mtb.com prepared according to specifications. The good-to-print is sent by the publisher to the customer as a PDF.

Print advertorials are only available for normal editions of Ride (not for travel editions)

REALIZED ADVERTORIALS



example 2/1 page



left: Advertorial small / right: 1/1 page



example 2/1 page



left: 1/1 page / right: 1/1 page



example 2/1 page



left: 1/1 page / right: print ad

BANNERS & ADVERTORIALS WEBSITE



FACTS & FIGURES

Language: German
 Pageviews / Month: 385'000
 Visitors / Month: 298'000
 Newsletter subscribers: 15'000
 Status: September 2024. Current statistics can be found ride-mtb.com/mediadaten

ONLINE BANNERS

	Format	/Year	/Month	/Week	Placement
Rectangle	300 x 250 px	6'000.-	900.-	400.-	Frontpage
Leaderboard	728 x 90 px (Desktop) 300 x 100 px (Mobile)	8'000.-	1'100.-	500.-	Content
Newsletter	320 x 480 px	-	-	300.-	

ONLINE ADVERTORIALS

Ride offers advertorials in the style of an editorial article. These paid PR contributions are marked as advertising/advertisements. Further details can be found in the factsheet "Ride Online Advertorials". The advertorial preview is integrated into the weekly Ride newsletter.

	text length	images	videos	Rate
Online-Advertorial	5,000 characters including spaces	max. 20	4 Clips	600.-

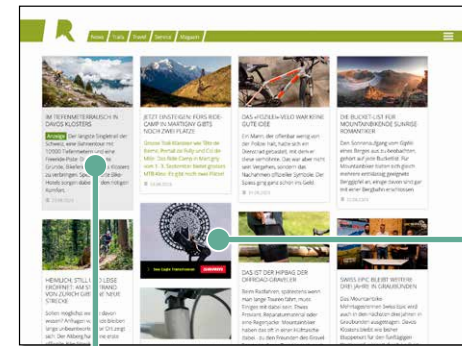
ONLINE DATA SUBMISSION

Banners & rectangles: Possible data formats are JPG, GIF or PNG. The integration of HTML banner codes via external ad servers is possible. Data delivery by email to anzeigen@ride-mtb.com

Advertorials: Text, images and videos are uploaded independently by the advertiser via ride-mtb.com.

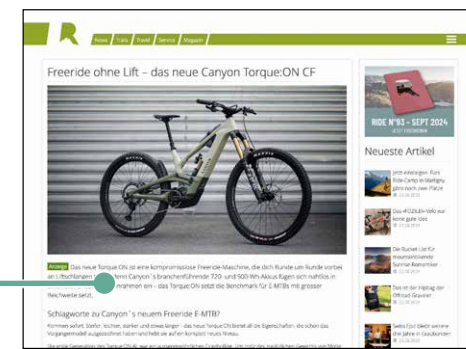
After booking, detailed instructions on the upload process will be sent.

VISUALIZATION



Frontpage

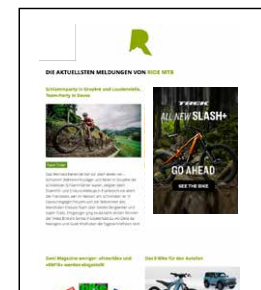
Rectangle



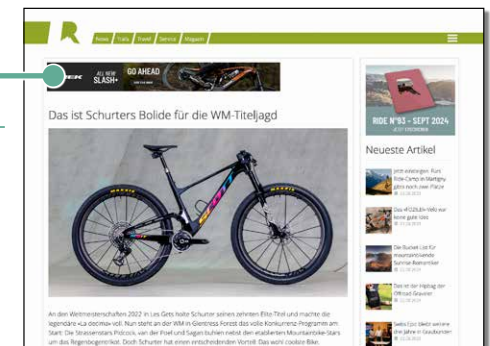
Advertorial

Content

Newsletter

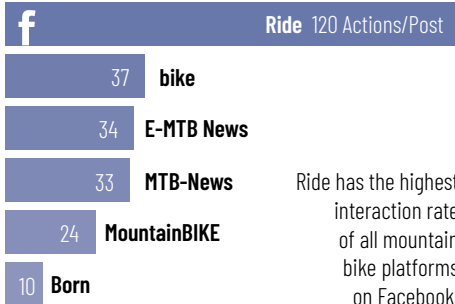


Leaderboard





SOCIAL MEDIA INTERACTIONS



Ride has the highest interaction rate of all mountain bike platforms on Facebook.

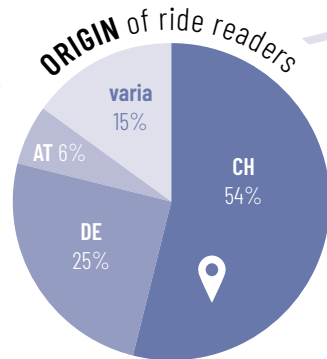
4.5 MIO PAGEVIEWS per year.

1.6 MIO SITEVISITORS per year.

31'000 USER ACCOUNTS on Ride-mtb.com.



15'000 recipients receive the weekly newsletter from Ride.



212 BIKE HOTELS are currently registered with Ride.



9455 BIKE SHOPS are listed on the Ride website.



636 CABLE CARS & SHUTTLES are registered and linked to tours.



1104 TOURS have at least one USER COMMENT.

2010

2016 Relaunch

2024: 9'700 Subscribers

Development of the ABONNENTEN

The number of subscribers with full access and magazine delivery is growing strongly and has more than doubled since the relaunch in 2016.

3'262'237
METERS OF DEPTH

come together if you ride all tours in the Ride database.

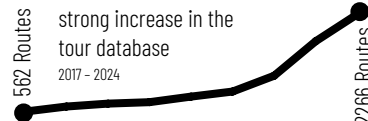
UNSURPASSED SINGLE TRAIL EXPERTISE

1.1 MIO. ACCESSES WEB MAP

to the route network with over 200,000 kilometers of MTB trails.

6.8 MIO. TOURS PAGE VIEWS

Each tour has been viewed 2995 times on average.



13'199

NEWS ARTICLES are active on the Ride website. They reach over 1.4 million views per year.

AWARDS FOR MEDIA PERFORMANCE



Award as the **best trade magazine in Switzerland**: Ride wins the Q-Award 2019

Honored with the exclusive European Publishing Award 2021 in the category **Special Interest**.





VERLAG & REDAKTION

Swiss Sports Publishing GmbH
Falladagasse 11, CH-7212 Seewis
+41 81 413 43 43
info@ride-mtb.com

ANZEIGENVERKAUF

Büro Stone Media GmbH
Sacha Steiner
Herrengasse 6, CH-7000 Chur
+41 78 602 10 30
anzeigen@ride-mtb.com