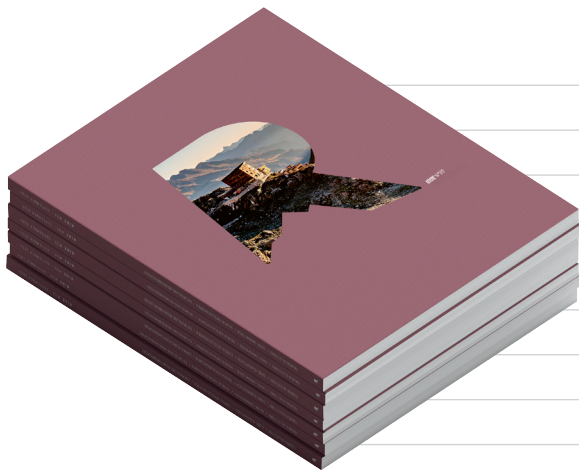




PARTNER-COMPANIES WITH RIDE

The mountain bike magazine «Ride» is the lifestyle magazine among the bike magazines. The publication is characterised by very high quality standards: The visual language, design and high-quality production set «Ride» apart from all other bike magazines in the German-speaking world. The print magazine shows the best trails in the Alpine region with generous illustrations and is published six times between February and September. The website ride-mtb.com, on the other hand, is one of the most highly frequented mountain bike platforms, reports daily on the most important topics from the world of mountain biking and contains the largest singletrail tour database in Europe as well as the Ride Trail Map web map.



MEDIA DATA RIDE

Print circulation per year: 120'500 copies

Number of subscribers: 9'850 persons

Pageviews per year: 4.5 millions

Active web users: 31'500 accounts

Views on tour database: 5.1 million views

Integrated bikehotels: 177 entries

Integrated bikeshops: 214 entries

Integrated bikeschools: 37 entries

Pageviews on partners: 173'500 views

31.12.2024

RIDE-MTB.COM – THE PLATFORM FOR PARTNERS

The entries in the online database include detailed information about the establishment and a picture gallery. The location of the partner is recorded with geodata and displayed on a web map. The partner are also linked to the nearby tours in the route database. When possible the partner is also displayed on the web map of the Ride Trail Map and linked to the partner entry.

Relevante Links: ride-mtb.com/bikehotels ride-mtb.com/ridetrailmap
ride-mtb.com/bikeshops ride-mtb.com/touren
ride-mtb.com/bikeschools ride-mtb.com/spotguides



Entry in ride-mtb.com
including link to the
tour database



Integration into tour
reports in the
print magazine



Display on the
Ride Trail Map
if possible



Integration in
Ride Trail Books

Contact: Ride MTB GmbH, Falladagasse 11, CH-7212 Seewis
Tel: +41 81 413 43 43, info@ride-mtb.com



SERVICES FOR PARTNERS



RIDE – MOUNTAINBIKE PRINT MAGAZINE

Print magazine	Delivery six issues per year	✓
Print magazine	Listing in the boutique	✓
Touren reports	Listing in the route details	✓



RIDE – MOUNTAINBIKE WEB PORTAL

Directory	Own entry with all info & pictures	✓
Job directory	Free registration of job advertisements	✓
Tour database	Direct link at tours near the partner	✓
Tour database	Full access to all tours	✓
Spotguides	Listing in the destinations pages	✓



RIDE TRAIL MAPS – TOPO MAPS

Web map	Marking in the topo map if possible	✓
Web map	Full access	✓



RIDE TRAIL BOOKS – TOUR BOOKS

Tour details	Listing at the nearby routes	✓
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Become a partner now:
ride-mtb.com/anmeldung-partner

195
CHF/year

When you register, you will receive a user account on ride-mtb.com and a corresponding entry in the database. The details can be customised or expanded later. Billing is automated via a business subscription. Cancellation must be made in writing to Ride MTB GmbH.

RIDE STATISTIK 2024

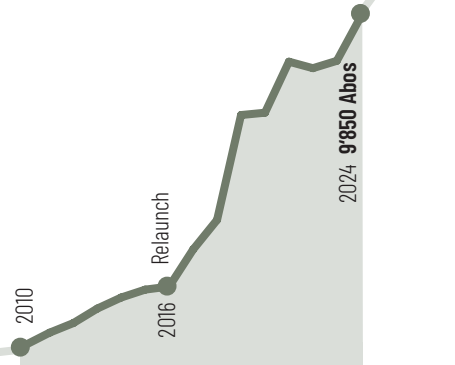


4.4 MIO PAGEVIEWS pro Jahr.
3.6 MIO SITZUNGEN pro Jahr.



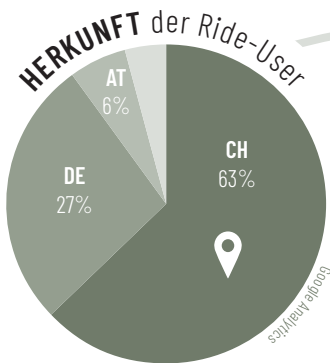
14'950 Empfänger erhalten den wöchentlichen Newsletter von Ride.

31'500 aktive und personalisierte Benutzerkonten sind bei Ride hinterlegt.



Entwicklung der ABONNENTEN

Die Anzahl Abonnenten mit Vollzugriff und Heft-Zustellung wächst stark und hat sich seit dem Relaunch im Jahr 2016 mehr als verdoppelt.



177 PARTNER-HOTELS sind bei Ride angeschlossen.



10275 BIKE-SHOPS sind in die Website integriert.



4213 BENUTZER-KOMMENTARE sind bei den Ride-Touren hinterlegt. Jährlich kommen 700 Kommentare hinzu.



In der Webkarte der Ride Trail Map erfasst: **690 BERGBAHNEN** mit Bike-Transport

UNÜBERTROFFENE SINGLETRAIL-KOMPETENZ

1.1 MIO. ZUGRIFFE WEB-KARTE

auf das Routennetz mit über 209'000 Kilometer MTB-Strecken.

8.1 MIO. TOUREN-AUFRUFE

total 2'350 Singletrail-Touren sind in der Ride-Datenbank erfasst.



starke Zunahme der Touren-Datenbank 2017 - 2024



laufender Ausbau der Ride Trail Map 2017 - 2024

SOCIAL MEDIA INTERAKTION

Plattform	Interaktion
Ride	120 Actions/Post
bike	37
E-MTB News	34
MTB-News	33
MountainBIKE	24
Born	10

Ride weist auf Facebook die deutlich höchste Interaktions-Rate aller Mountainbike-Plattformen aus.

AUSGEZEICHNETE MEDIEN-LEISTUNG



Auszeichnung als **beste Fachzeitschrift der Schweiz**: Ride gewinnt den Q-Award 2019

Ehrung mit dem exklusiven European Publishing Award 2021 in der Kategorie **Special Interest**.

