

Advertising rates 2012

Editorial profile

Cykla is the official magazine for Vätternrundans, the world's largest recreational bicycle ride, and the associated events Halvvättern, Tjejevättern and Minivättern. The magazine has a quarterly circulation of around 34 000, containing news and features about the respective events, as well as cycling in general.

Advertising in Cykla

From the first issue of the magazine, launched in preparation for the 1997 event, Cykla has had the widest circulation of all Swedish bicycling magazines. By advertising in Cykla, you reach a readership spread across the Nordic countries, representing cyclists of all ages. The magazine is highly rated by its readership. When asking 14,000 cyclists "How useful was the information delivered to you by Cykla before the event" during the last Vätternrundans event, 86% gave the score 4 or 5 on a 1–5 scale.

Readership information

The readership includes a cross-section of all age groups from all areas in the Nordic countries. The average age is about 40 and the geographical distribution slightly slanted towards the largest cities. Surveys have shown the readership to be affluent and well educated, with an interest in exercise and health issues in general and cycling in particular.

Distribution

The magazine is mailed to all cyclists due to participate in Vätternrundans, Halvvättern or Tjejevättern and living in one of the Nordic countries. It is also available on paid subscription. Additionally, copies are handed out at other recreational sporting events such as the Lidingöloppet 30 km running race, the Vasaloppet 90 km cross-country ski race and the Vansbrosimningen 3 km outdoor swimming competition.

"Useful training tips and general information – keeps you going throughout the year."

"After five years, I still read every issue."

"When the magazine turns up, the training gets into higher gear."

"Cykla is a great magazine. I read it from cover to cover and keep all the back issues."

Advertisement sizes

2-page spread 380 x 265 mm

Bleed size (dotted line) 430 x 307 mm

Trim size 420 x 297 mm; essential matter must be kept 5 mm from all bleed sides

Full page 185 x 265 mm

Full page, back cover 185 x 250 mm

Bleed size (dotted line) 220 x 307 mm

Trim size 210 x 297; essential matter must be kept 5 mm from all bleed sides

Half page horizontal 185 x 130 mm

Half page vertical 90 x 265 mm

Quarter page vertical 91 x 130 mm

Quarter page vertical 185 x 63 mm

1/8 page horizontal 90 x 60 mm

Price: SEK 47 800

Price: SEK 47 800

Price: SEK 25 000

Price: SEK 27 600

Price: SEK 25 000

Price: SEK 14 000

Price: SEK 14 000

Price: SEK 7 800

Price: SEK 7 800

Price: SEK 4 600

Advertising sales

Tel: +46 141 22 32 90

Email: cyklaannons@vatternrundan.se

Delivery

Please supply artwork to Mediaspjuth AB, Brahegatan 46, SE-553 34 Jönköping.

Tel: +46 36 30 36 30

Email: annons@mediaspjuth.se – the email should be titled Cykla + name of advertiser.

Digital copy

Compressed PDF

Additional services

Specific positions can be guaranteed for a 20% premium in addition to the advertising rate.

Inserts are accepted, price on application.

The publisher reserves the right to refuse advertisements with content it considers unsuitable.

Cykla issues no guarantees in respect of materials delivered after the copy deadline.

No responsibility is accepted for unsolicited materials.

Discounts

Discounts are available for consecutive insertions of the same advert:

10% at two insertions

15% at three insertions

25% at four insertions

30% at five insertions

Issues 2012

No.	Copy deadline	Publication
1	10 January	14 February
2	28 February	3 April
3	24 April	29 May
4	28 August	2 October
5	30 October	4 December

Cancellations

At least one week prior to deadline.

Mechanical data

Total circulation: Approx. 34,000

Trim size: A4, 210 x 297 mm

Type area: 185 x 265 mm

Bleed size: 220 x 307 mm

Halftone screen: 150 lines per inch

Terms of payment

15 days net. Cykla is exempt from Swedish VAT and advertising tax.