

FIETS EN WANDELBEURS 2024

EDITION WANDELMAGAZINE/BIKE EXPLORER

Reach cyclists and walkers during the 2024 Fiets en Wandelbeurs

23/24/25
FEBRUARY
2024
UTRECHT

2 & 3
MARCH
2024
GHENT



MEDIA SPECS | 2024



All info about the special



Publication dates and advertising options



Overview of all advertising formats and prices



Exclusive possibilities

Jaarbeurs Utrecht and Flanders Expo Ghent will receive almost 50,000 visitors again at the end of February and the beginning of March at the two "Fiets en Wandelbeurzen". Here they can once again enjoy everything that is going on in the field cycling, walking, traveling and outdoor materials.

Wandelmagazine and Bike explorer are once again media partners and a joint double issue of Wandelmagazine and Bike explorer will be published especially for the Fiets en Wandelbeurs. With a one-time circulation of 25,000 copies, we send this combination issue to all subscribers of both magazines. The magazine is of course also available at the fair and in loose sales. Visitors of the fair can indicate while purchasing a ticket that they would like to receive the magazine at home.

We are also publishing a free digital magazine about the fair with which you can interact with relations and visitors. The digital magazine is promoted via newsletters of the fair, websites of the fair and in newsletters.

In total we reach more than 150,000 cyclists and walkers with this special fair edition!

ADVERTISING PACKAGES AND PRICES*

PACKAGE 1

Format w x h in mm

2/1 page 430 x 280 **

+ Advertorial in Online Magazine

Media value € 2,350.-. Offer to exhibitors € 1,475.-

PACKAGE 2

Format w x h in mm

1/1 page 215 x 280 **

+ Advertorial in Online Magazine

Media value € 1,445.-. Offer to exhibitors € 939.-.

PACKAGE 3

Format w x h in mm

1/2 page horizontal 190 x 121

+ Advertorial in Online Magazine

Media value € 995.-. Offer to exhibitors € 647.-

PACKAGE 4

Format w x h in mm

1/4 page vertical 92,5 x 121

+ Advertorial in Online Magazine

Media value € 795.-. Offer to exhibitors € 517.- *

* All prices are VAT excl. ** 5 mm bleed necessary.

DELIVERY MATERIALS PRINT MAGAZINE

Submit digital advertising material as a certified PDF, 300 dpi. (or Adobe InDesign, EPS or TIFF). For color advertisements, make sure that you do not use RGB colors or add spot colors in addition to full color. CMYK colors only. Prices are exclusive of VAT. For questions about delivery: traffic@virtumedia.nl.

DELIVERY SPECIFICATIONS ONLINE MAGAZINE

Text 400 words supplied in Word document. Image material, high resolution landscape 2000 pixels wide x 1600 pixels high. Video links: youtube or vimeo. For questions about delivery: traffic@virtumedia.nl.

PUBLICATION 2024

Edition	Publication	Delivery
Print magazine	16 February	19 January
Online Magazine	16 February	1 February

CONTACT

Mariska Jankovits

T +31 (0) 30 - 693 11 77

E mjankovits@virtumedia.nl

Bert de Vries

T +31 (0) 30 - 691 33 12

E bdevries@virtumedia.nl

Klaartje Grol

T +31 (0) 6 - 4351 52 55

E kgrol@virtumedia.nl



FIETS EN WANDELBEURS MAGAZINE

Print

25,000

Reach
print

50,000

Reach
digital

100,000