

# Fietsen123







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Fietsen123.nl is the website for recreational cyclists. More than 1,500 bike routes can be found on [www.fietsen123.nl](http://www.fietsen123.nl), by province, place or theme. With the digital bike route subscription, the bike route app and the newsletters, many millions of cyclists are reached.

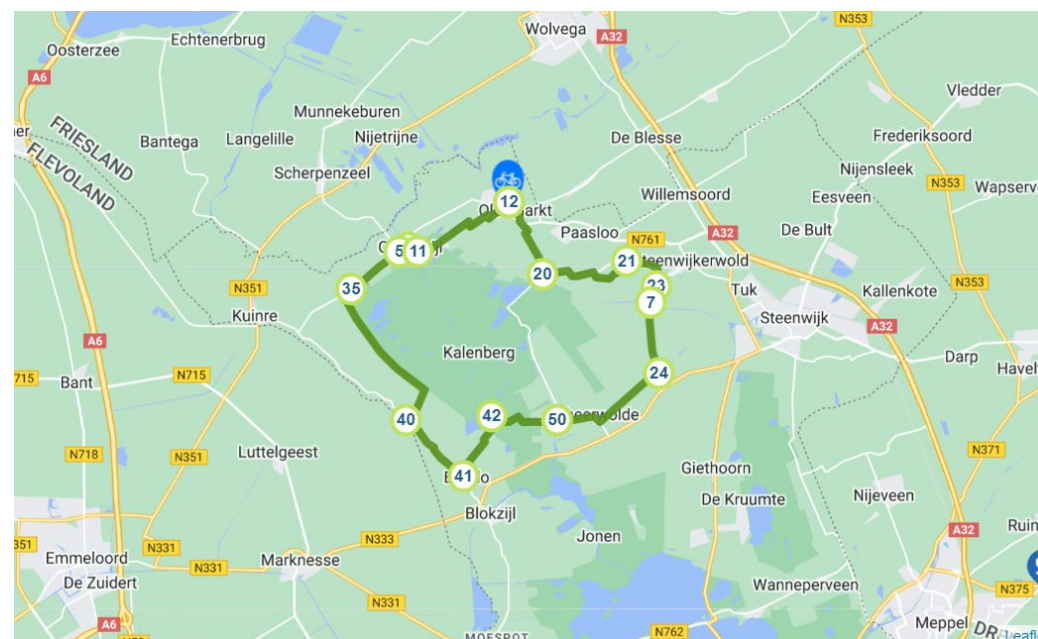
Fietsen123.nl has been one of the biggest brands for cycling in the Netherlands for many years. On the site, not only the convenient junction cycling routes are available, visitors can also find information on bike tests, e-bikes, bike stores and cycling vacations. There is also a bicycle route planner, which allows cyclists to plot their own route.



# Fietsen123 | Bicycle routes



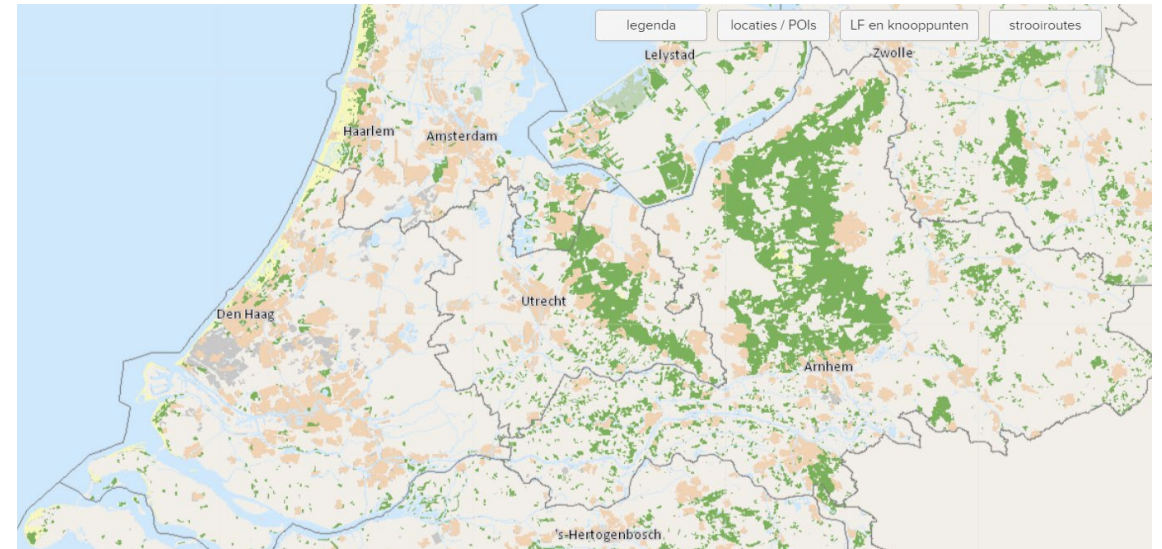
More than 1,500 fully described bicycle routes can be found by province, place or theme at [www.fietsen123.nl](http://www.fietsen123.nl).







Create your own fun cycling route via crossroads for free? Plan your route with our cycling route planner – the cycling planner based on the national crossroads network.





# Fietsen123 | Cycling news



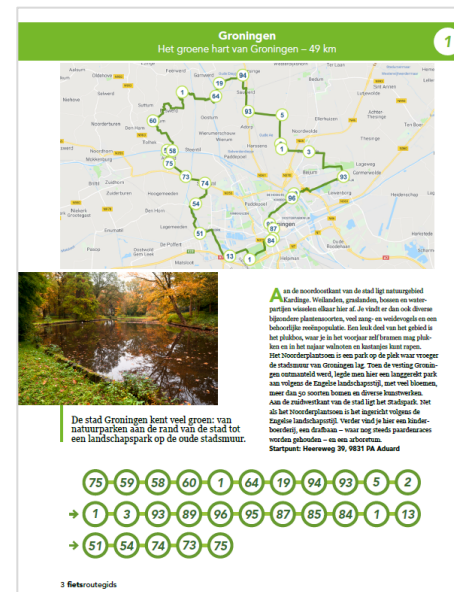
On Fietsen123 all recreational cyclists can read the most important cycling news; 'here you can get a fine for on your bike, how reliable are rainfall radars, phone use on your bike: these are the rules, is my bike insured under home contents insurance'. In short: everything you need to know when you get on your bike.



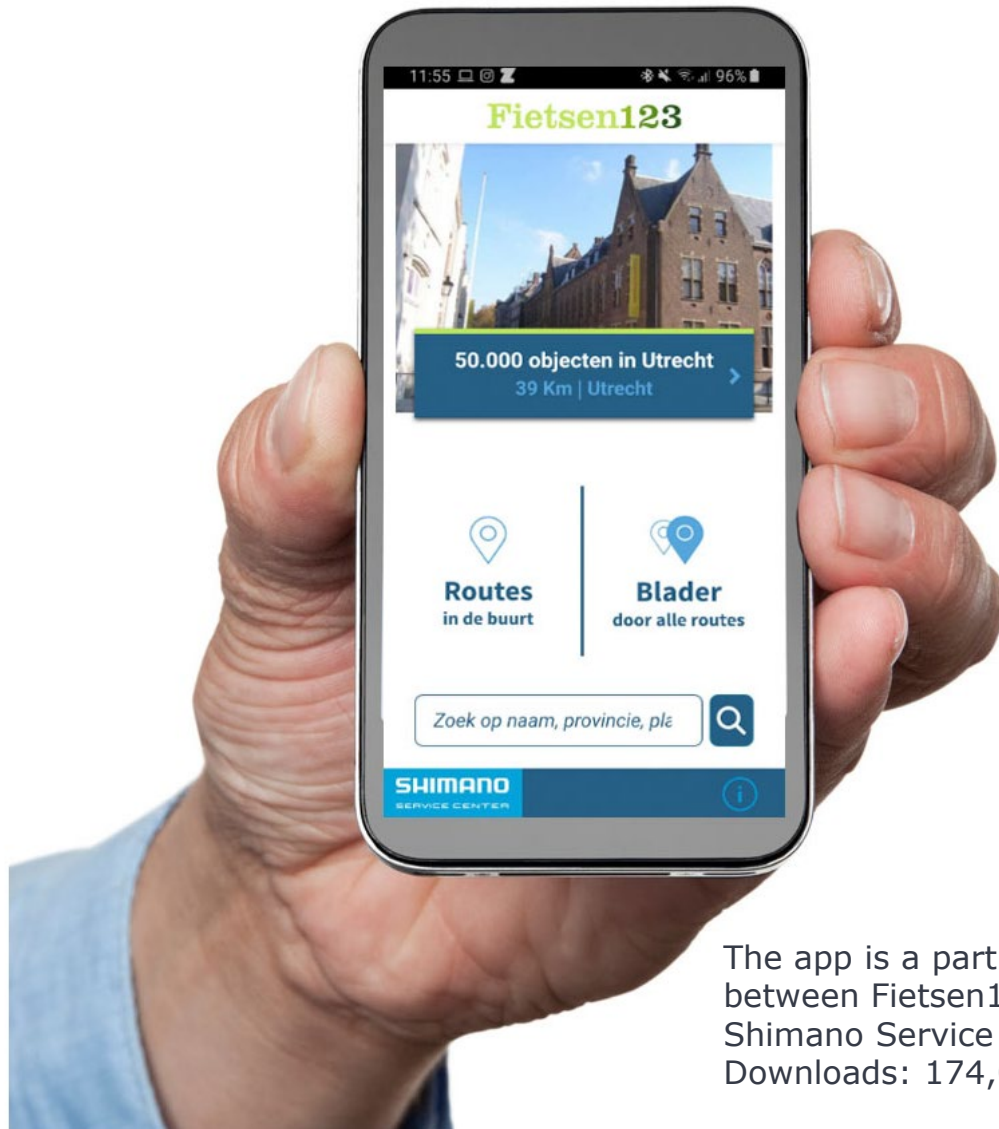




Newsletter subscribers of Fietsen123 receive great bike routes, cycling news and great offers. The digital bike route guide is published every month with a different theme. For example, blossom routes, forest routes, ferry and dike routes and more. So every month a theme with new and unique bicycle routes per province.



# Fietsen123 | Cycling Route App



The app is a partnership between Fietsen123 and Shimano Service Centers. Downloads: 174,000.

With the app from Fietsen123, you always have over 1,500 bike routes from Fietsen123 at your fingertips. The Fietsen123 app is an ideal extension of your route guide or PC. From now on, you always have your favorite routes at hand. And do you want to recharge yourself or the battery of your e-bike? Then you can easily find charging stations and restaurants on the map.

## What's in the app?

- An extensive route file with over 800 routes throughout the Netherlands.
- A clear map with the route and bike junction points.
- Useful POIs indicated by icons on the map.
- A handy overview of all the bike junction points you will encounter on your route.



# Fietsen123 | Facts & figures



## Fietsen123 website visitors

The website visitors of Fietsen123 are active men and women who are enjoying life to the fullest. They like to take a ride on their bikes and Fietsen123 helps them discover the most beautiful places and keeps them informed about the latest cycling news. The visitors of Fietsen123 are active recreational cyclists with broad interests.

**Gender:** 52% male / 48% female

**Age:** 50+ years (81%)

**Income:** (above) average 58%

Source: NOM survey

## [www.fietsen123.nl](http://www.fietsen123.nl)

200,000 pageviews monthly

## Fietsen123 Newsletter

77,000 newsletter subscribers

CTO: 30%, CTR: 15%, Open Rate 50%

Frequency: monthly on Friday

During the cycling season which runs from March through September, the newsletter appears 2x a month on Fridays (odd weeks).

## Fietsen123 digital cycling guide

Frequency: monthly

Distribution: digital for newsletter subscribers

## Facebook

41,000 fans



# Fietsen123 | Rates and formats 2025

## Digital

Product	Rate
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### Newsletters

Newsletter Item	€ 2,000
Theme newsletter	€ 5,500
Partnership mailing	€ 3,000

### Banners

Leaderboard	(728x90)	€ 12 cpm
Medium rectangle	(300x250)	€ 15 cpm
Halfpage	(300x600)	€ 25 cpm
Billboard	(970x250)	€ 35 cpm
Floorad		€ 35 cpm
Inpage video		€ 20 cpm

### Mobile banners

Mobile Leaderboard	(320x50)	€ 10 cpm
Double banner	(320x100)	€ 15 cpm
Halfpage	(320x240)	€ 20 cpm
Medium rectangle	(300x250)	€ 20 cpm
Full banner	(468x60)	€ 10 cpm
Interscroller	only by Just Premium	
Inpage video		€ 20 cpm

cpm: per 1,000 impressions

## Digital

Product	Rate
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### Branded Content

Advertorial	€ 2,000
Native	€ 3,000
Editorial article comm.	€ 2,500
Facebook message	€ 800
Content sponsorship	on request

### Production costs\*1

Advertorial	€ 175
Facebook message	€ 225

\*1 Based on 2 correction rounds  
(no discount available)





# Fietsen123 | Contact



## **More information:**

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