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IN HET HART VAN HET PELOTON  
**Pro**cycling







# IN HET HART VAN HET PELOTON **Pro**cycling

*Pro*cycling is internationally the leading magazine on cycling and is close to the big players in the sport. We bring cycling into the picture with interviews, reports, previews and background stories. The magazine is published prior to the major events in cycling. Because of the exclusive photography and beautiful surroundings give it a glossy look and feel.

Known since 2006 for the Official Tour de France Guide and from 2010 we have a unique and unparalleled Tour Package.

## Pro*cycling* readers

Readers of *Pro*cycling are extremely involved with cycling. Sporty and always up for a challenge are the main characteristics of the target group. The predominantly male readers are between the ages of 18 and 60, active and a healthy lifestyle is a priority.

## Pro*cycling* magazine

Frequency: 6 issues a year

Print reach regular edition: 65,000 m/w

Print reach Tour Edition: 550,000 m/w



Pro*cycling* Facebook  
4.400+ fans



Instagram  
4.100+ volgers



**Base rate**  
in euro's excl. VAT

1/1 page € 2,304

**Format index**

|          |     |
|----------|-----|
| 1/2 page | 63  |
| 2/1 page | 187 |

**Position index**

|                            |     |
|----------------------------|-----|
| Preferred position         | 110 |
| Spread in center           | 110 |
| 1 <sup>st</sup> page right | 110 |
| Cover 2 or 3               | 120 |
| Opening spread             | 120 |
| Cover 4                    | 130 |
| Fold out cover*            | 280 |

\*excl. production cost –  
upon request

**Formats and measurements (mm)**  
Format width x height

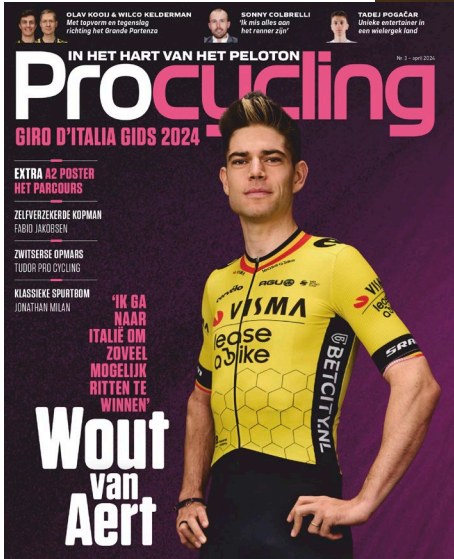
**Trim size**  
1/2 portrait 114 x 285  
1/2 landscape 230 x 141  
1/1 230 x 285  
2/1 230 x 285 – 230 x 285

+ 5 mm bleed on all sides

**Technical specifications**

**Trim size:** 230 x 285 mm

**Advertisement material:**  
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**Base rate**  
in euro's excl. VAT

1/1 page € 3,456

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|          |     |
|----------|-----|
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Known since 2006 for the Official Tour de France.

Tour de France Package 35,500 copies  
Tour de France Magazine: 85,000 copies  
(35,500 in Tour Package and 49,500 subscribers  
+ individual sales)





**For more information:**

Roularta Media Nederland  
Bob Stultiëns  
M. 06 – 1037 2926  
E. bob.stultiens@roularta.nl

[www.roularta.nl](http://www.roularta.nl)