

*urban independence*

The urban bike magazine

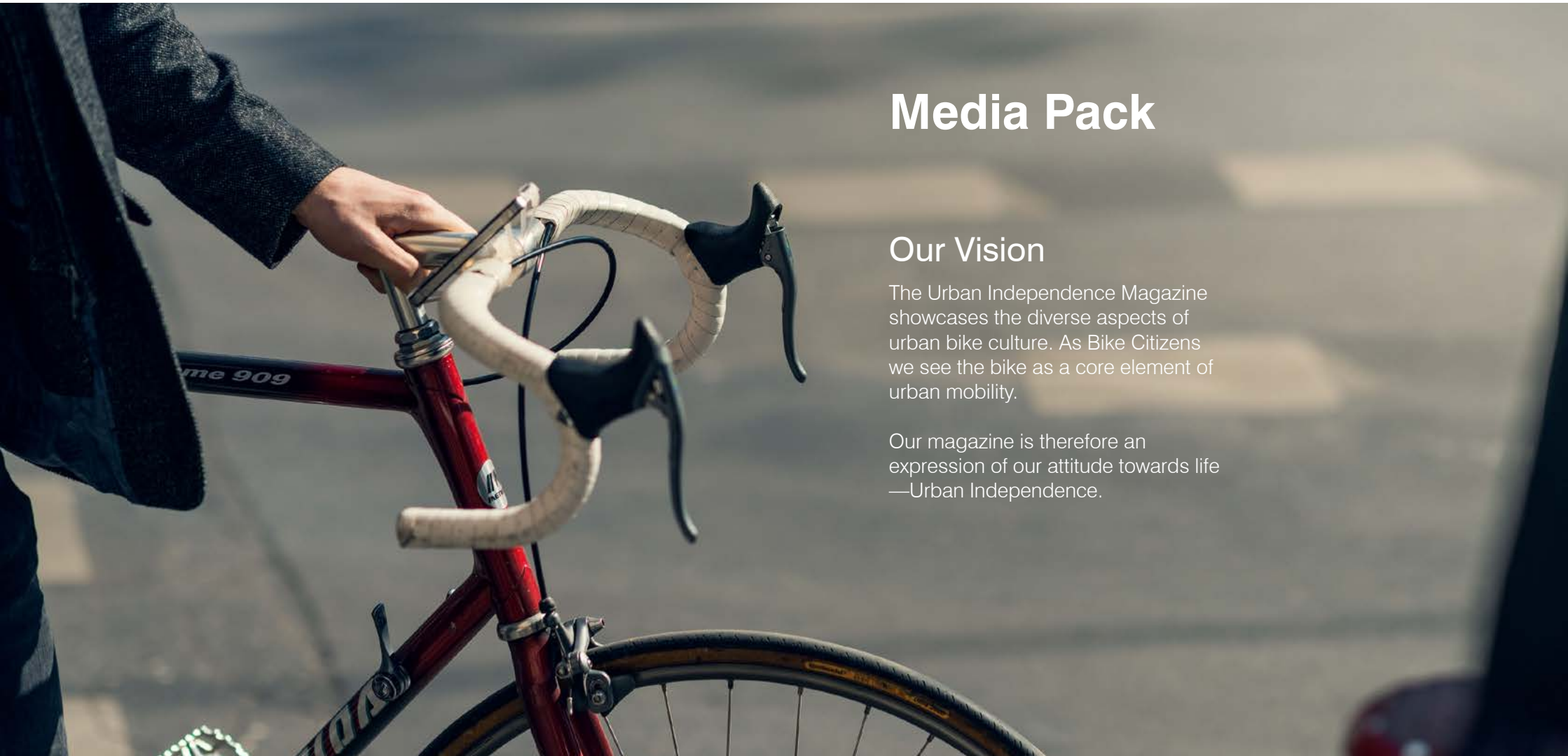
[www.bikecitizens.net](http://www.bikecitizens.net)

## Media Pack

### Our Vision

The Urban Independence Magazine showcases the diverse aspects of urban bike culture. As Bike Citizens we see the bike as a core element of urban mobility.

Our magazine is therefore an expression of our attitude towards life —Urban Independence.





## Key Facts

### MAGAZINE VISITS

50,000 average visits per month  
20,000 Average unique visitors per month

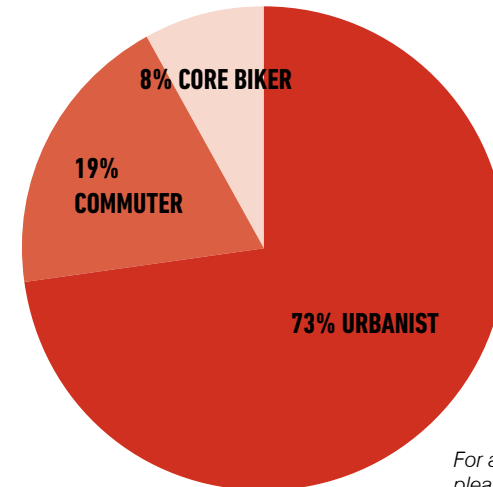
### BIKE CITIZENS COMMUNITY

400,000 App downloads  
350+ Cities with active users  
12,000+ Facebook Followers



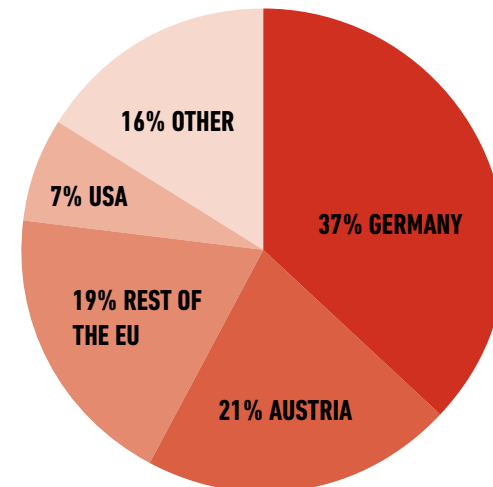
## Our Readers

### TARGET AUDIENCE



*For audience descriptions please see writers guide.*

### READER ORIGIN



# Our Services

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## GUEST ARTICLE

Guest articles are texts about personal stories, trends, general development, situation in certain cities or interesting movements in the field of mobility, cities and cycling. They are written by private people or non-commercial institutions with the guidance from our editorial team.

**WORD COUNT:** 600-900

**IMAGES:** Contractor

**OUTLINKS:** 2-3

**EDITORIAL WORK:** Excluded

**INCLUDES:** 2 corrections – adjust to writer’s guidelines

**EXTRAS:**

**PRICE:** Free

## ADVERTORIAL

An advertorial is a presentation of a company, service or project with the aim of promoting and spreading the info about it. Advertorials are written by our editorial team in close cooperation with the contractor and marked with “sponsored post”.

**WORD COUNT:** 600-900

**IMAGES:** Contractor

**OUTLINKS:** 2

**EDITORIAL WORK:** Included, based on PR text or interview

**INCLUDES:** 1 adaptation

**EXTRAS:** incl. sponsored facebook post

(additional 10k+ reach)

**PRICE:** €650

## PRODUCT TEST

Depending on the type of product, it will be tested by the Bike Citizens team or by experts in that field (e.g. bike messengers). Sponsored product tests do not influence the result. Great products receive a „Bike Citizens approved“ seal, negative observations get cited. The producer gets the invitation to make a statement. Duration from testing to publishing: max. 4 weeks.

**WORD COUNT:** 400-600

**IMAGES:** Contractor

**OUTLINKS:** 1-2

**EDITORIAL WORK:** included

**INCLUDES:** 1 statement round

**EXTRAS:** incl. sponsored facebook post (additional 10k+ reach), product sample will be kept by tester

**PRICE:** €450

## PROMO TEASER

The promo teaser can be used within editorial content to lead the reader to a product or service that fits the topic. The promo teaser is displayed during 8 weeks as stand-alone teaser.

**WORD COUNT:** Headline (max. 10 words) Short Subheadline (10-20 Words) plus Picture and Link Button

**IMAGES:** Contractor

**OUTLINKS:** 1

**EDITORIAL WORK:** included

**INCLUDES:** 1 adaptation

**EXTRAS:**

**PRICE:** €150

*Example of a promo teaser*

