
TOUR DE FRANCE

2024



Offizielles
Programm



radsport-news.com



auf



radsport-news.com


We offer you the widest-reach multi-channel communication package for the Tour de France for the German-speaking market for the cycling target group!

Germany's #1 cycling website, www.radsport-news.com, offers unparalleled access to the target audience of cycling enthusiasts during the Tour de France.

- 2,07 million sessions
- 6.76 million page views
- 490,000 unique users
- radsport-news.com is verified by IVW and AGOF.

(The figures refer to the period of the Tour de France in 2023)

The packages offered also include an editorial presentation of your product in the form of a prominently placed feature article on the homepage.



IVW digital

Impressum | Nutzungsbedingungen

Filter
Download Tagesdaten

Angebot radsport-news.com ✕

Einzelangebote

0-9 A B C D E F G H I J K L M ✕

Zusammenschlüsse N O P Q **R** S T U V W X Y Z

Kanal alle Online

App OS ausblenden App OS einblenden

Zeitraum - Jahr 2023 **Zeitraum - Monat** Juli

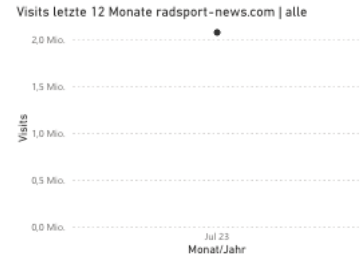
Eintritte/Austritte Sanktionen Einzelhinweise

Allgemeine Hinweise

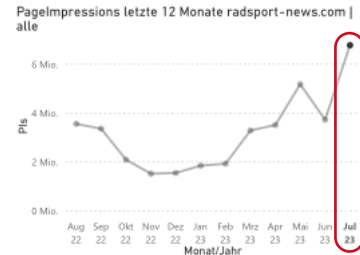
Nutzungsdaten Einzelangebote (pro Monat)

Angebot	Visits	PIs
radsport-news.com	2.071.613	6.761.843
Online	2.071.613	6.761.843
Gesamt	2.071.613	6.761.843

Visits letzte 12 Monate radsport-news.com | alle



PageImpressions letzte 12 Monate radsport-news.com | alle



2,07 Mio.

Visit-Summe gewählte Angebote

6,76 Mio.

PI-Summe gewählte Angebote



Offizielles Programm

The official Tour de France programme book

Once again, the editorial team of Proccycling will be publishing the only official Tour de France programme book.

In 2023 about **40,000 copies** were sold. This speaks for the programme's high quality and the lasting high level of interest in the most important tour of all.

The price of a single page is € 9,000, and a double page costs € 12,000.

Publication date 28th May 2024

Only whole pages can be booked.

Page format: 230 x 300 mm (plus 3 mm bleed).

Total print run: 60,000 copies



BASIC PACKAGE – 10.500 EUR

www.radsport-news.com

- 250,000 banner impressions - medium rectangle or half page or billboard
- 1 editorial feature article introducing your product

Official Programm Tour de France

- 1/1 page advertisement

PRO PACKAGE – 18.000 EUR

www.radsport-news.com

- Exclusive Takevoer Fireplace Ad (+ colouring wallpaper) for 2 working days during the Tour de France - desktop version. (Medium Rectangle + Sticky Ad for mobile version)
- 750,000 banner impressions - Medium Rectangle or Half Page or Billboard
- 2 editorial feature articles with the presentation of your product

Official Programm Tour de France

- 1/1 page advertisement

PREMIUM PACKAGE – 29.500 EUR

Option 1:

www.radsport-news.com

- Exclusive Takevoer Fireplace Ad (+ colouring screen background) for 2 weekends (3 days each - Friday noon to Monday) during the Tour de France, desktop version (Medium Rectangle + Sticky Ad for mobile version).
- 1,000,000 banner impressions - Medium Rectangle or Half Page or Billboard
- 3 editorial feature articles with the presentation of your product

Official Programm Tour de France

- 1/1 page advertisement

Option 2:

www.radsport-news.com

- Exclusive title sponsor live ticker (approx. 3 million page views during the Tour de France). Branding of the live ticker of the Tour de France in the company colour (background will be coloured in company colour + U-Shape / Fireplace Ad or Wallpaper Ad or Super Banner + Half Page Ad)
- 3 editorial feature articles

Official Programm Tour de France

- 1/1 page advertisement

Banner placing, formats and rates



Super-Banner 728 x 90 px
40 Euro/TKP*

Medium Rectangle 300 x 250 px
50 Euro/TKP*

Half Page Ad 300 x 600 px
60 Euro/TKP*

Billboard 852 x 250 px
60 Euro/TKP*



Wallpaper 728 x 90 px
+ 300 x 600 px
80 Euro/TKP*

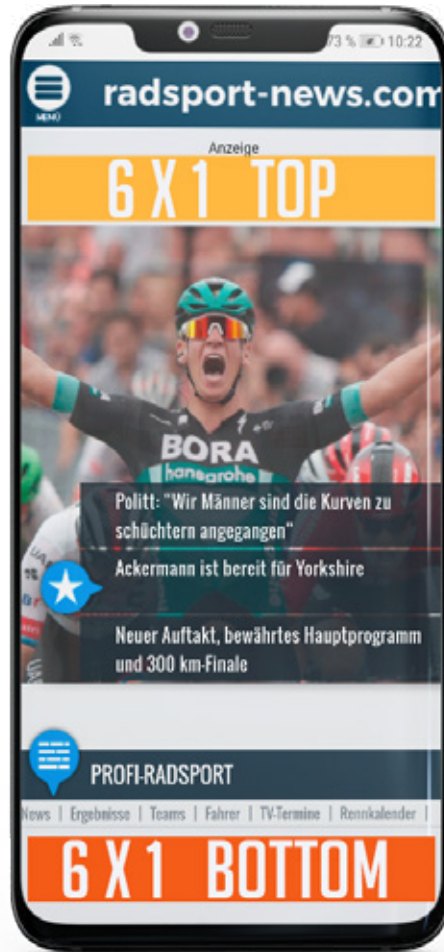


Skyscraper 120 x 600 px
50 Euro/TKP*



U-Shape / Fireplace 970x250 px
+ 350x780 px
or 1665 x 250 px
+ 350x540 px
90 Euro/TKP*

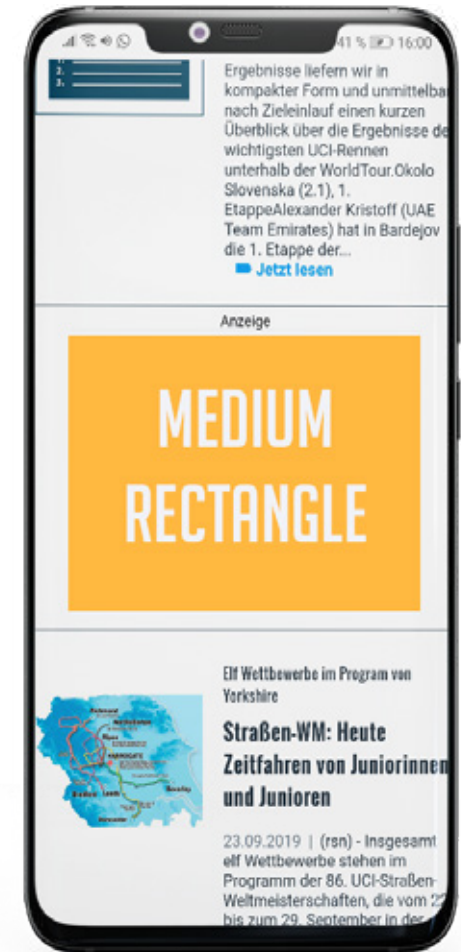
Mobile Banner



6 zu 1 320 x 50 px
35 Euro/TKP*
Sticky 60 Euro/TKP*



2 zu 1 300 x 160 px
40 Euro/TKP*



Medium Rectangle 300 x 250 px
50 Euro/TKP*

* TKP = price per 1000 Impressions

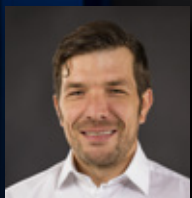


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MEDIEN

Contact

WOM Medien
Auwiesenstraße 1
94469 Deggendorf
Deutschland
0049 (0)991 / 991 380 10

Your contact:



Stefan Baumgartner
s.baumgartner@wom-medien.de
0049 (0)991 / 991 380 13