

PROFESSIONAL ADVISER



MOTOCYKL has big influence on our readers final decisions concerning the choice of motorcycle. We help them to find the most suitable make and model, present financial forms of purchase. We also describe the newest services and useful accessories. MOTOCYKL leading market position is assured thanks to regular publications of:

- » tests of the latest models of motorcycles introduced on the Polish market;
- » longdistance comparative tests which reveal full costs of usage the particular models in Polish environment;
- » full, precise information on non-cash and credit offers for motorcycle buyers (banks, capital offices, consortium systems);
- » important for Polish customers comparative tests of second-hand motorcycles
- » reviews and tests of all accessories available on the Polish market: clothes, boots, spare parts, helmets, motorcycles lubricants, etc (including frequent tests of all different types of tires).

BASIC DATA

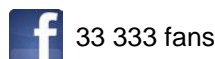
- » copy price: 8,99 PLN
- » frequency: monthly
- » average print run: 40 000 issues/mth (I - XII'17)
- » average sales: 19 015 issues/mth (I - XII'17)

WWW.MOTOCYKL-ONLINE.PL

- » UU (unique users): 75 144
- » PV (page views): 428 315

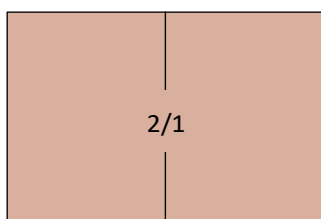
statistics 1.01.2018–31.01.2018 (Google Analytics)

SOCIAL MEDIA



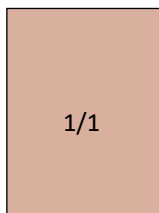
Data of 01.2018

PRICES AND DEADLINES 2018



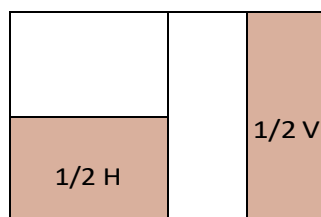
2/1

430 x 280 mm
4c 37 800 PLN



1/1

183 x 242 mm
215 x 280 mm
4c 20 000 PLN



1/2 H

1/2 V

1/2 H – 185 x 122 mm
215 x 138 mm
1/2 V – 90 x 248 mm
1104 x 280 mm
4c 11 000 PLN

Ad rates in PLN (VAT not included). More ad formats upon request.

issue	orders	materials	publication
02/2018	2017-12-15	2017-12-22	2018-01-12
03/2018	2018-01-12	2018-01-19	2018-02-09
04/2018	2018-02-09	2018-02-16	2018-03-09
05/2018	2018-03-09	2018-03-16	2018-04-06
06/2018	2018-04-13	2018-04-20	2018-05-11
07/2018	2018-05-11	2018-05-18	2018-06-08
08/2018	2018-06-08	2018-06-15	2018-07-06
09/2018	2018-07-13	2018-07-20	2018-08-10
10/2018	2018-08-10	2018-08-17	2018-09-07
11/2018	2018-09-14	2018-09-21	2018-10-12
12/2018	2018-10-12	2018-10-19	2018-11-09
01/2019	2018-11-09	2018-11-16	2018-12-07

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SEX



93% of readers are active men who enjoy motorbike rides

AGE STRUCTURE



84% of readers are in the highest professional activity – for them riding motorbike is the great way of spending free time.

ANNUAL MILAGE



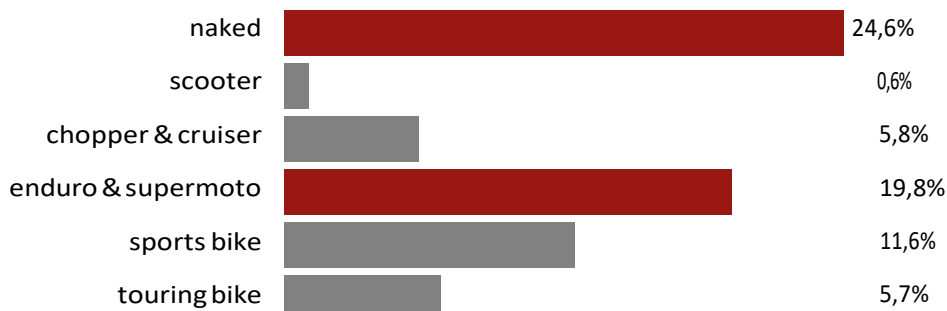
Average distance traveled by our readers on motorbike – 8600 km per year

MOTORBIKE OWNERSHIP



According to our research 90% of Motocykl readers own a motorbike. 21% bought their machines as a new ones.

PURCHASE PLANS BY MOTORBIKE TYPE



36% of readers declares purchase of a motorbike within up - coming 24 months. 24% of readers considers purchase of naked bike. On the following places enduro bikes (19,8%), sports bike and touring bike.

Source: „BEST BIKES 2017 – survey”.