

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: 9,99 PLN
- » frequency: monthly
- » average print run: 39 537 issues/mth (IV'19 - III'20)
- » distribution (average): 18 284 issues/mth (IV'19 - III'20)

### WWW.MOTOCYKL-ONLINE.PL

» UU (unique users): 1 986 804

» UU (unique users): 323 744

statistics 1.05.2020–31.05.2020 (Google Analytics)

### SOCIAL MEDIA



37 002 fanów

Data of 05.2020

### PRICES AND DEADLINES 2020

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 H – 185 x 122 mm 215 x 138 mm 1/2 V – 90 x 248 mm 1104 x 280 mm 4c 14 000 PLN
1/2 V	

issue	orders	materials	publication
02/2020	2019-12-20	2019-12-27	2020-01-17
03/2020	2020-01-17	2020-01-24	2020-02-14
04/2020	2020-02-14	2020-02-21	2020-03-13
05/2020	2020-03-13	2020-03-20	2020-04-10
06/2020	2020-04-10	2020-04-17	2020-05-08
07/2020	2020-05-15	2020-05-22	2020-06-12
08/2020	2020-06-12	2020-06-19	2020-07-10
09/2020	2020-07-10	2020-07-17	2020-08-07
10/2020	2020-08-14	2020-08-21	2020-09-11
11/2020	2020-09-11	2020-09-18	2020-10-09
12/2020	2020-10-16	2020-10-23	2020-11-13
01/2021	2020-11-13	2020-11-20	2020-12-11

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

### PROFESSIONAL ADVISER

#### SEX



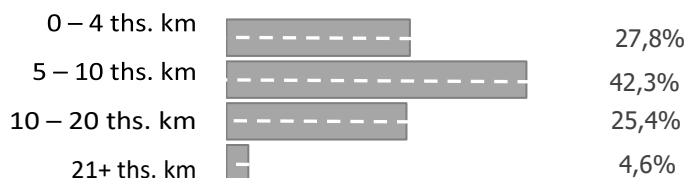
93% of readers are active men who enjoy motorbike rides

#### AGE STRUCTURE



80% of readers are in the highest professional activity – for them riding motorbike is the great way of spending free time.

#### ANNUAL MILAGE



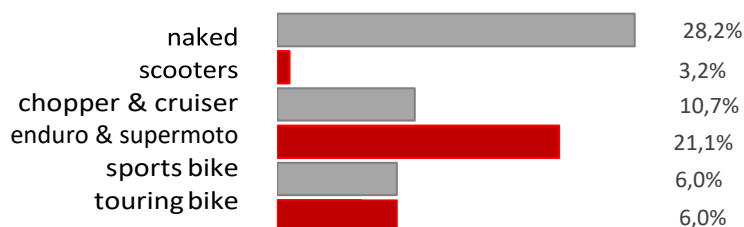
average distance traveled by our readers on motorbike – 7800 km per year

#### MOTORBIKE OWNERSHIP



According to our research 83% of Motocykl readers own a motor- bike. 20% bought their machines as a new ones .

#### PURCHASE PLANS BY MOTORBIKE TYPE



33% of readers declares purchase of a motorbike within up - coming 24 months. 28% of readers considers purchase of naked bike. On the following places enduro bikes (21,1%), choppers and cruisers bike.

Source: Survey „Best Bikes Poland 2020”