



RIDE MEDIA KIT 2026



«Ride» is the **SINGLETRAIL-COSMOS** for mountain bikers. Thanks to its cross-media positioning, the magazine has become the most important route platform in the Alps.

The **PRINT VERSION** of Ride, which is published six times a year, is still the flagship magazine and is considered the lifestyle magazine among cycling magazines. It is characterized by an exceptionally high quality standards. The uniqueness is reflected in the imagery, in the design, in the extensive background reports and in the high-quality production.

The second media pillar of Ride is the **WEBSITE RIDE-MTB.COM**, which is characterized by a high degree of topicality (news) and high functionality (tours). The contents are linked on several levels and are well positioned through clever SEO and state-of-the-art web technology. Especially the tour database is growing quickly and forms the sustainable foundation combined with the news and the short-lived topicality.

Ride has been awarded several times due to its exceptional positioning and the successful developments in the reader and advertising market.



FACTS & FIGURES

Format:	220 x 280 mm
Size:	124 pages
Frequency::	6x annually from February to Septembre
Circulation regular:	11,000 copies
Circulation Travel:	50,000 copies (issue N° 100)
Language:	German





DATES 2026

Issue	booking deadline	publication date
N° 100*	19. December 2025	05. February 2026
N° 101	13. February 2026	19. March 2026
N° 102	20. March 2026	30. April 2026
N° 103	01. May 2026	11. June 2026
N° 104	12. June 2026	23. July 2026
N° 105	07. August 2026	17. Septembre 2026

Submission deadline is five working days after the booking deadline.

* Travel edition in large print run.

AD SIZES & RATES

				
	2/1 page	1/1 page	1/2 page	1/3 page
Format (mm)	430 x 270	210 x 270	210 x 135	70 x 270
Regular issue	3'900.-	3'000.-	1'800.-	1'800.-
Travel issue	5'900.-	4'500.-	2'700.-	2'700.-

All prices are quoted in Swiss francs and are subject to 8.1 percent VAT.

SPECIAL RATES

	regular issue	travel issue
Second or third cover page	3,200.-	4,900.-
Fourth cover page, 220 x 280 mm	3,900.-	5,900.-
Mandatory placement request	+ 5 %	+ 5 %

INSERTS & SUPPLEMENTS

Total circulation	5,000.-
Postage costs	125.- per 10 grams

Cost includes technical effort. Only available for regular editions. Details on request.

PRINT AD SUBMISSION

Data delivery in PDF X-4 standard, 4-color Euroscale. Color profile: PSO Uncoated V3 (FOGRA52)

Regular advertisements require no bleed, only the 4th cover page.

Data delivery by email to anzeigen@ride-mtb.com (max. 9MB).

DISCOUNTS

3 insertions	5 %
4 insertions	10 %
from 5 insertions	15 %

Agency commission for media and advertising agencies: 15 %.

FULL PAGE ADVERTORIALS

Ride offers various full-page advertorial layouts. Whenever possible, these are placed in the "Ride Boutique" context. The design is implemented by the Ride graphics team from the images and texts supplied. Special designs according to customer requirements are not possible. Clients may still create advertorials themselves. However, these are booked as conventional advertisements.

The advertising costs include the costs for the design and one correction run. Further author corrections are charged as additional expenses. Advertorials are marked as advertising/advertisements. For further details, please request the "Ride Print Advertorials" factsheet.

Format	Text length	Rate
2/1 page	max 3,000 characters including spaces	4'200.-
1/1 page	max 2,000 characters including spaces	3'200.-

ADVERTORIALS «SMALL»

These are in the style of the "Lounge" articles. Four advertorials are placed on each page. Products, services and tourist offers can be advertised. For further details, please request the "Ride Print Advertorials" factsheet.

Format	Text length	Image size	Rate
¼ page	380 characters including spaces	80 x 60 mm	650.-

FURTHER INFORMATION

After the booking has been made, detailed instructions for data preparation will be sent. Text and images must be delivered to anzeigen@ride-mtb.com prepared according to specifications. The good-to-print is sent by the publisher to the customer as a PDF.

Print advertorials are only available for normal editions of Ride (not for travel editions).

REALIZED ADVERTORIALS



example 2/1 page



left: advertorial small / right: 1/1 page



example 2/1 page



left: 1/1 page / right: 1/1 page



example 2/1 page



left: 1/1 page / right: print ad

BANNERS & ADVERTORIALS WEBSITE



FACTS & FIGURES

Language: German
 Pageviews / Month: up to 780'000
 Visitors / Month: up to 400'000
 Newsletter subscribers: 14'300
 Status: September 2025. Current statistics can be found ride-mtb.com/mediadaten

ONLINE BANNERS

	Format	/year	/month	/week	placement
Rectangle	300 x 250 px	6'000.-	900.-	400.-	frontpage
Leaderboard	728 x 90 px (Desktop) 300 x 100 px (Mobile)	8'000.-	1'100.-	500.-	content
Newsletter	320 x 480 px	-	-	300.-	

ONLINE ADVERTORIALS

Ride offers advertorials in the style of an editorial article. These paid PR contributions are marked as advertising/advertisements. Further details can be found in the factsheet "Ride Online Advertorials". The advertorial preview is integrated into the weekly Ride newsletter.

	Text length	images	videos	rate
Online-Advertorial	5,000 characters including spaces	max. 20	4 clips	600.-

ONLINE DATA SUBMISSION

Banners & rectangles: Possible data formats are JPG, GIF or PNG. The integration of HTML banner codes via external ad servers is possible. Data delivery by email to anzeigen@ride-mtb.com

Advertorials: Text, images and videos are uploaded independently by the advertiser via ride-mtb.com

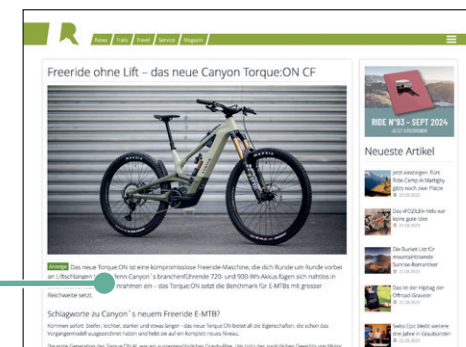
After booking, detailed instructions on the upload process will be sent.

VISUALIZATION



Frontpage

Rectangle



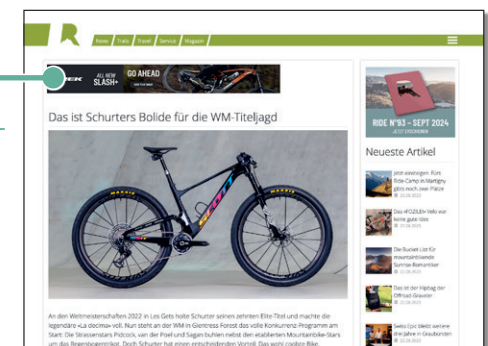
Advertorial

Content

Newsletter



Leaderboard



RIDE STATISTICS 2025



6.4 MIO PAGEVIEWS per year.

3.5 MIO SITEVISITORS per year.



14'300 recipients receive the weekly newsletter from Ride.



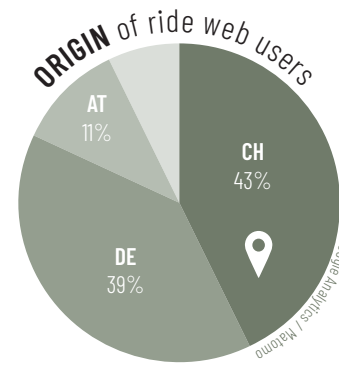
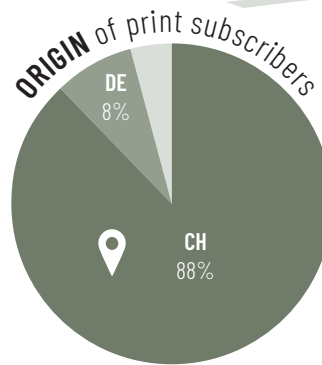
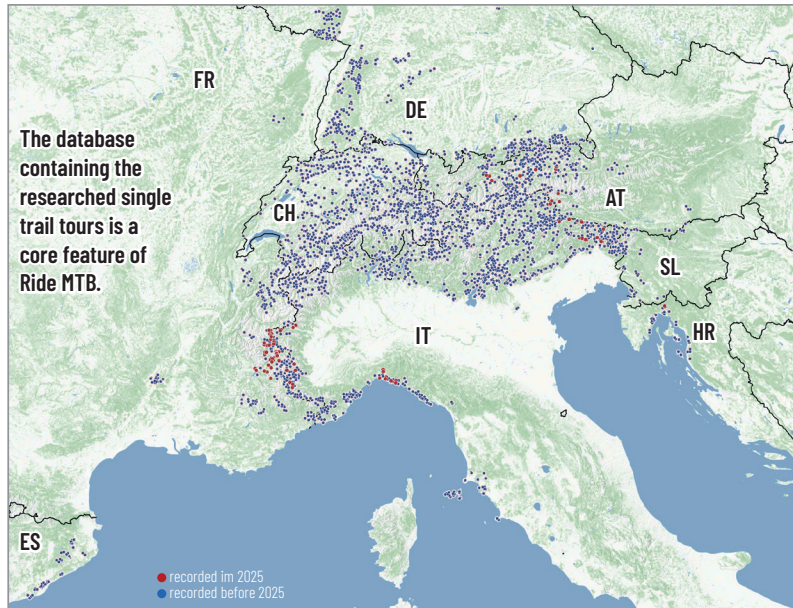
32'700 active and personalized user accounts are stored with Ride.



4665 USER COMMENTS are stored for the ride tours. 700 comments are added each year.

162 BIKE-HOTELS are currently registered with Ride.

10560 BIKE SHOPS are listed on the Ride website.



UNSURPASSED SINGLE TRAIL EXPERTISE

1.8 MIO. ACCESSES WEB MAP

to the route network with over 235,000 kilometers of MTB trails.

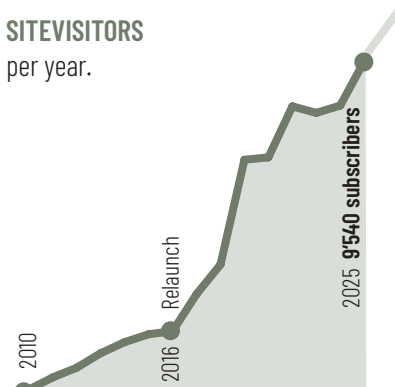
7.8 MIO. TOURS PAGE VIEWS

A total of 2,501 single trail tours are recorded in the Ride database.



DEVELOPMENT OF THE SUBSCRIPTIONS

The number of subscribers with full access and magazine delivery is growing strongly and has more than doubled since the relaunch in 2016.



AWARDS FOR MEDIA PERFORMANCE



Award 2019

Award as the **best trade magazine in Switzerland**: Ride wins the Q-Award 2019

Award at the European Publishing Award 2025 in the category **Magazine Relaunch.**



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