



BASIC INFORMATION *Het MotorRijwiel*
The number ONE classic bike magazine in the BENELUX!

Het MotorRijwiel (approx. 20,000 Benelux readers) printed in full color is the only magazine in the Netherlands and Belgium read by the "real fan" of the motorcycle, moped or scooter who has made a lasting activity of his/her passion. 62.4% of them rides for more than 20 years a motorcycle, moped or scooter, 92% regularly visits exhibitions and events, 89% always read our (business) ads, 91% reads the whole content of HMR. 55.5% prefers riding, 44.5% prefers to tune or restore their bikes and over 40% also owns a "new" bike and 80% of them are still active in the workforce.

Publisher Stichting Historische Motor Documentatie **Editor in chief:** Hans van Dissel
Address Postbus 61.141 - NL.2506 AC - Den Haag - Netherlands **Phone:** +31 70 365 08 60
 E-mail: motorhmr@xs4all.nl **Website:** www.motorrijwiel.nu
Pages 92 - 100 in full colour
Circulation Betapress B.V. Gilze / Imapress, Turnhout **Readers:** 20.000 **Frequencies:** 6 x per year
Magazine price: NL € 5,95 - Be € 6,50 Subscriptions: NL € 30,00 - EU € 52,50 - Outside EU: € 97,50

ADVERTISING IBSP-Communications - Frank van Oortmerssen - Kapelstraat 6 - NL.5591 HE - Heeze
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FORMAT A4 = 210 x 297 mm with 3 mm bleed + crop marks.

Black & White rates | Exclusive 21% V.A.T.

	Formats & rates per placing	1 x	3 x	6 x
1/1	210 x 297 mm + 3 mm bleed + crop marks. Full colour	€ 588 € 1176	€ 549 € 1098	€ 519 € 1038
1/2	92 mm x 249 mm 184 x 124 mm Full colour	€ 308 € 616	€ 285 € 570	€ 260 € 520
1/4	92 x 124 mm 184 x 62 mm Full colour	€ 160 € 320	€ 152 € 304	€ 150 € 300
1/8	92 x 62 mm 31 x 184 mm Full colour	€ 100 € 200	€ 92 € 184	€ 86 € 172

Certified PDF of JPG / TIF of Photoshop EPS only.

PRODUCTION TABLE up to February 2021

EDITION	DEADLINES	BENELUX CIRCULATION
159	In the shops	Till 12 June
160	Monday 20 May	13 June - 14 August
161	Wednesday 24 July	15 August - 9 October
162	Wednesday 18 september	10 October - 11 December
163	Wednesday 20 November	12 December - 13 February 2020
164	22 January	13 februari - 15 april
165	25 March	16 april - 17 juni
166	27 May	18 juni - 12 augustus
167	22 July	13 augustus - 14 oktober
168	23 September	15 oktober - 16 december
169	25 November	17 december - 12 februari 2021