



# BAHAMONTES



UIT LIEFDE VOOR DE STIEL



**Mediakit 2024**



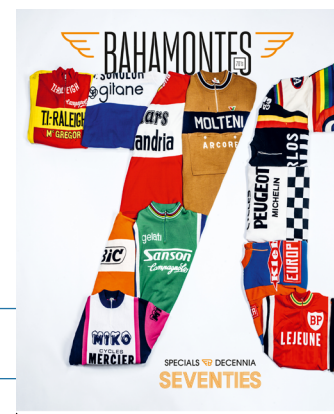
**Bahamontes** has been bringing the most beautiful, the most punishing and the most haunting stories about cycling, written by the best pens, complemented by stunning photography and all this beautifully designed, since 2013. And so Bahamontes has since become perhaps the finest cycling magazine in the Benelux and far beyond. Because our baseline 'For the love of the discipline' pretty much says it all. Love for the cycling profession, but also love for the craft of 'making magazines'. We therefore firmly believe in the hashtag [#printisnotdead](#).





# MAGAZINE

**Bahamontes** is a cycling magazine that nobody uses to light the stove with or that nobody throws away with the waste paper, not even if you have read everything from A to Z. No, Bahamontes is a real luxury magazine and collector's item, 144 pages of pure reading pleasure, and a magazine that has a permanent place in everyone's bookcase or coffee table...



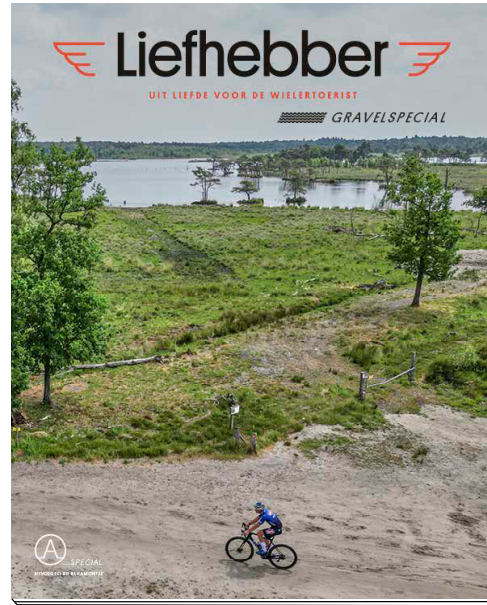
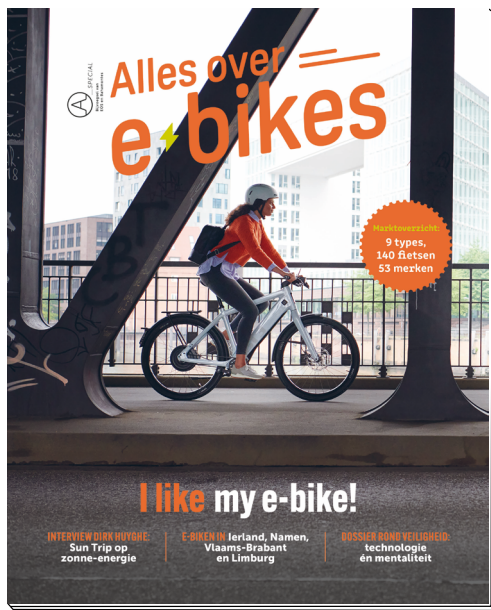
**Bahamontes** is published five times a year - four regular issues and one special - and is created by a regular group of journalists, photographers and designers – all top professionals in their fields – who together aim to share their unquenchable passion for racing and their love for cycling with readers.

**4 editions per year + 1 special**



# MAGAZINE

**Possible supplements to Bahamontes are the E-bike special and Liefhebber.**






Liefhebber is a free supplement to Bahamontes, aimed specifically at active cyclists and cycling tourists. Interesting, informative and entertaining content created in close consultation with advertisers and partners, but always with the well-known Bahamontes-touch and a narrative approach.

**Circulation of Bahamontes: 15.000**



# PUBLICATION DATES & RATES

## Advertising rates

	Size	Price
	2/1 page	€ 2400
	<b>Print space</b> 410mm W x 250 mm H	
	<b>Page layout</b> 420mm W x 260mm H	
	1/1 page	€ 1300
	<b>Print space</b> 200mm W x 250 mm H	
	<b>Page layout</b> 210mm W x 260 mm H	
	1/2 page landscape	€ 750
	<b>Print space</b> 200mm W x 120 mm H	
	<b>Page layout</b> 210mm W x 130 mm H	

## Publication dates

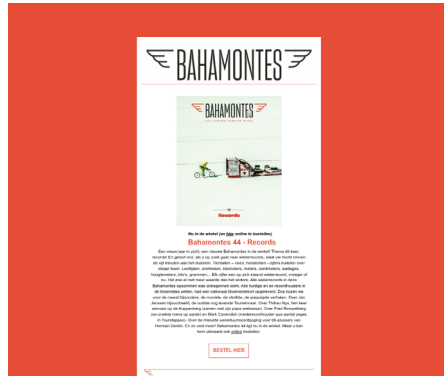
	Deadline advertisements	Publication (thursday)
<b>#45</b> Kassei	25 January	29 February
<b>#46</b> Marginal Gains of Bolletjestrui/Klimmer	2 May	6 June
<b>#47</b> Junior	5 September	10 October
<b>#48</b> Museum	7 November	12 December
<b>Special Nillies</b> (years 2000-2009)	20 June	25 July

## Advertorials

Advertorials are becoming increasingly popular with various brands eager to move away from the 'regular' ad page. Advertorials are actually a kind of paid content pages. Advertising pages with content that are elaborated by Bahamontes editors and/or Bahamontes photographers in consultation with the relevant advertiser/partner to create just the kind of content that is tailor-made for the client.



# OTHER BAHAMONTES-RELATED INITIATIVES AND EVENTS



1

## Bahamontes newsletter

More than 7,000 Bahamontes readers and cycling fans receive the Bahamontes newsletter in their digital mailbox a dozen times a year. Bahamontes events, Bahamontes trips, Bahamontes news: it's all in the Bahamontes newsletter. (Advertisements, win promotions or other partnerships possible).



2

## Radio Bahamontes

Flying Radio 1-reporter and great racing enthusiast Ward Bogaert hosts the audio section of cycling magazine Bahamontes. At least five times a year an original cycling podcast tailored to the Bahamontes reader... To be listened to on all known podcast channels and at [www.radiobahamontes.be](http://www.radiobahamontes.be).



3

## De Groote Sluitingsprijs Bahamontes

A Grand Bahamontes cycling show, this time not on paper but on a stage, as the traditional finale of the cycling season. Two evenings with plenty of great cycling talkers, some musical interludes, a dash of cycling poetry and plenty of surprises on the grand plateau. And afterwards a beer at the bar, racing fans among themselves. Out of love for the sport, and meanwhile, in 2024, we are already on our seventh edition!



# OTHER BAHAMONTES-RELATED INITIATIVES AND EVENTS



## 4 Bahamontes Classic

The Bahamontes Classic is now in its third edition. And the Bahamontes Classic means cycling (a beautiful ride along the hidden pearls of Flanders), watching the race together on a big screen – because on the day of the Belgian cycling championships – and drinking a beer together. In short: a full-day programme for like-minded cycling and racing fans!



## 5 Bahamontes-cycling holidays

For more than eight years, Bahamontes has been heading for the Sunny South in the spring, in cooperation with Kortweg Cycling Travel, to both cycle and celebrate life. We will certainly do the same in spring 2024 and 2025. In the autumn of 2024 we will also go for the second time with Bidong to the most beautiful region of Italy: Tuscany. Cycling and enjoying all the good things Tuscany has to offer: typical Bahamontes!





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**Contact**