

# BIKERS LIFE:

## THE FIRST ITALIAN BIKER MAGAZINE, "ON THE ROAD" SINCE 1991



BIKERS LIFE		ADVERTISING SCHEDULE		
<b>PUBLICATION FREQUENCY</b>	MONTHLY	<b>ISSUE</b>	<b>ADV CLOSE</b>	<b>ON-SALE DATE</b>
<b>CIRCULATION</b>	40.000	JAN	30.NOV	01.JAN
<b>SUBSCRIBERS</b>	2.800	FEB	30.DEC	01.FEB
<b>DISTRIBUTION</b>	INCL. TICINO AND ISTRIA	MAR	30.JAN	01.MAR
<b>SIZE</b>	210 x 286 MM	APR	28.FEB	01.APR
<b>PAGES</b>	DA 114 A 162	MAY	30.MAR	01.MAY
<b>PROMOTIONAL SUBSCRIPTION</b>	20% DISCOUNT FOR ADVERTISER	JUN	30.APR	01.JUN
<b>SOFTWARE</b>	JPG - TIFF - PSD - EPS A 300 DPI	JUL	30.MAY	01.JUL
<b>DATA TRANSMISSION</b>	GRAFICA@EDITRICECUSTOM.IT	AUG/SEPT	30.JUN	01.AUG
<b>WEB</b>	WWW.BIKERSLIFE.COM	OCT	30.AUG	01.OCT
		NOV	30.SEPT	01.NOV
		DEC	30.OCT	01.DEC

BIKERS LIFE IS THE LEADING CUSTOM, CLASSIC AND TOURING MOTORCYCLE MAGAZINE IN ITALY, CONCEIVED AND CREATED BY THE BEST CONNOISSEURS ON THE FIELD. IT'S A MONTHLY MAGAZINE, DISTRIBUTED IN EVERY NEWSSTAND ALL OVER ITALY WITH A TOTAL CIRCULATION OF 40.000 COPIES, INCLUDING MORE THAN 2.400 SUBSCRIBERS. INSIDE THE MAGAZINE YOU WILL FIND THE MOST SPECTACULAR SPECIAL BIKES CREATED BY RENOWNED ITALIAN AND INTERNATIONAL CUSTOMIZERS, NEWS AND TESTS OF THE LATEST OFFICIAL PRODUCTION MOTORCYCLES AND THE MAIN EVENTS, FAIRS AND MEETINGS IN ITALY AND ALL OVER THE WORLD. READERS ARE ALWAYS UPDATED WITH THE LATEST NEWS ABOUT TECHNIC, LAW AND ROAD SAFETY.

\* All prices are subject to VAT, if applicable - the size is width per height

BLEED PAGE 210 X 286 + 5 MM RIFILI	PAGE 200 X 276 MM	1/2 HORIZONTAL PAGE 190 X 127 MM	1/2 VERTICAL PAGE 92,5 X 260 MM	1/4 PAGE VER- TICAL 92,5 X 127 MM	1/4 PAGE HORI- ZONTAL 190 X 64 MM
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