



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

*Het MotorRijwiel* is read by an average of 15,000 "genuine enthusiasts", for whom motorcycle, moped, or scooter riding is a permanent activity and passion, per edition in the Netherlands and Belgium. An exciting target audience that no **media planner** in the automotive field should ignore!

Of our readers, 62.4% have been riding motorcycles, mopeds or scooters for more than 20 years, 92% regularly visit trade fairs and events, 68% always read company advertisements and 88% read HMR as a whole and more than 40% own besides their (young) classic two-wheeler also a new(er) bike and 80% of them are still active in the labor process. Our readers give HMR a score of 8.25 out of 10.

**Publisher** Stichting Historische Motor Documentatie **Editor in chief:** Hans van Dissel  
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 E-mail: [motorhmr@xs4all.nl](mailto:motorhmr@xs4all.nl) **Website:** [www.motorrijwiel.nl](http://www.motorrijwiel.nl)  
**Pages** 92 - 100 in full colour  
**Circulation** Betapress B.V. Gilze / Imapress, Turnhout **Readers:** 20.000 **Frequencies:** 6 x per year  
**Magazine price:** NL € 7,25 - Be € 7,75 Subscriptions NL € 39,50 - EU € 59,50 - **Outside EU:** € 102,50

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

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**PRODUCTION TABLE up to February 2021**

EDITION	DEADLINES	BENELUX CIRCULATION
162	On sale now	Up to 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