

MCTC

THE NATIONAL ASSOCIATION OF MOTORCYCLISTS

MEDIA INFORMATION 2024



The MCTC magazine

is Denmark's largest motorcycle magazine with 8 annual publications, dispatched to more than 33,000 members across the entire country.

The first magazine hit the streets in 1966, and with more than 55 years of history, our magazine is a guarantee of both great seniority and high credibility among Danish motorcyclists.

We deal with everything that relates to the community and about life on two wheels - from testing motorcycles to motorcycle travel stories.

Through text, photos and graphics, we geek out on technology, we push politicians, delve into new trends, portray great personalities and report from the motorcycle scene from home as well as abroad.

PUBLISHER

MCTC – Landsforeningen for motorcykler
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PRINT

Stibo Complete

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CANCELLATION

Cancellation of confirmed advertisements can be made, in writing, until 5 days before deadline.

PRICES AND FORMATS

	Format: 235x285 mm
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1/1 page DKK 15.000,-

Backpage DKK 34.000,-

DOUBLE PAGE

	Format: 470x285 mm
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Double page DKK 23.000,-

Preferred placement + 10 %

Ads with bleed + 3mm for cutting all the way around the edge.

Formats are width x height.

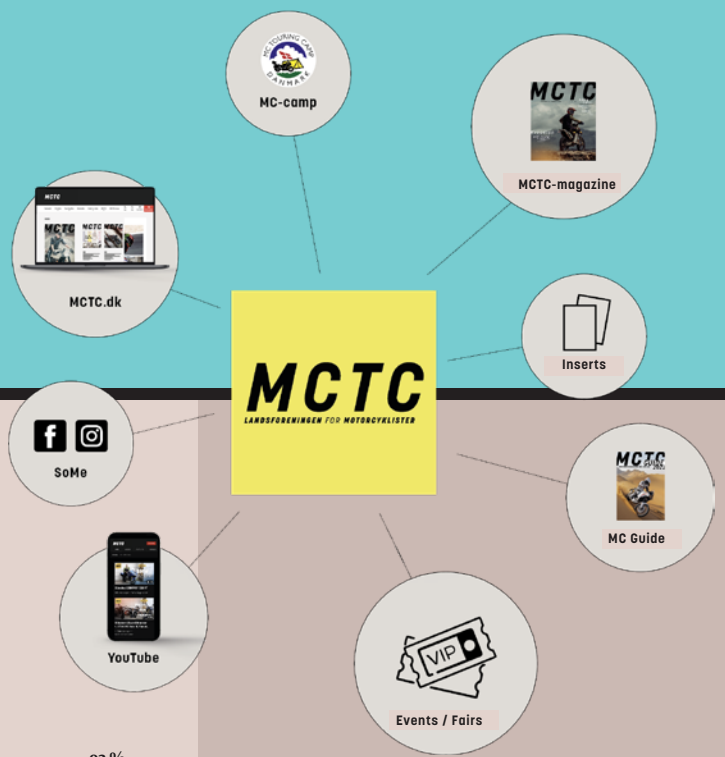
All prices are quoted in Danish Kroner, and without VAT and based on print-ready material, min 300 dpi, CMYK.

Releases 2024

ISSUE	AD DEADLINE	PUBLICATION
2 / 2024	2. February	week 10
3 / 2024	8. March	week 16
4 / 2024	1. May	week 24
5 / 2024	28. June	week 32
6 / 2024	9. August	week 38
7 / 2024	13. September	week 44
8 / 2024	25. October	week 49

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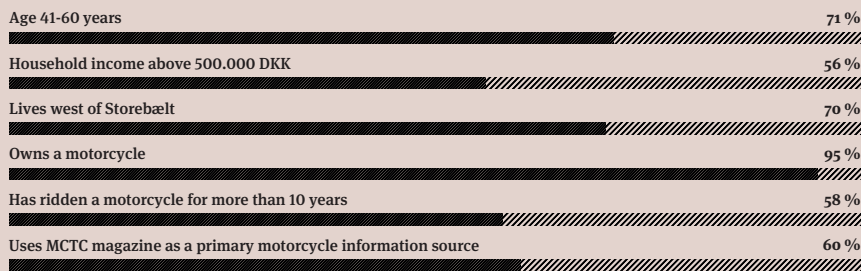


Demographics

GENDER



DEMOGRAFI



Source: Nielsen Danmark

published to
+33.000
paying
members

8+1*
publications
per year
*MCTC-guide

SoMe
with followers on
Facebook, Instagram
and YouTube

Worth
hanging on to

is also available
online

The MCTC-universe

consists of much more than just the printed magazine. Much more. On our website mctc.dk, which has around 100.000 monthly page views, we bring the latest news from the motorcycle world – and it is also here that members can access the digital edition of the magazine directly from their computer, smartphone and tablet, whether they're on the sofa, in the bedroom or at the holiday home. MCTC sends out newsletters and is, of course, also present with relevant, inspiring and unique content on the most common SoMe platforms such as Facebook, Instagram and YouTube. But that's not everything!

the universe also accommodates exciting activities in the real world, where the motorcyclists are. Among other things, MCTC operates a well-visited campsite in beautiful Djursland - only for motorcyclists - and we host a number of large events, lectures and events around the country.