



**The monthly leading magazine on Cycling Press
Cover Price: € 4.50**

MARKET POSITION:

Vélo Magazine is the leading magazine among the cycling press.

Its readership is composed of 78% men and 22% women, of which 31% are aged between 15 and 24, 19% between 25 and 34, 29% between 50 and 64 and 3% are 65 and over.

		Velo Magazine
Total Circulation	OJD 2011	52,659
Domestic paid circulation	OJD 2011	48,188
Readership	Publisher stat 2008	588 000

EDITORIAL PROFILE:

Vélo Magazine is a magazine that is dedicated to people who are passionate about cycling. It covers all the latest cycling news and events, from annual events such as “Le Tour de France”, to information, debates and interviews with top athletes. It aims to deliver the latest news to its readership in order to fulfil and encourage their passion for cycling and their interest in the cycling world.

TECHNICAL SPECIFICATIONS:

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