

# SHOW DAILY



TAIPEI  
CYCLE

TAICHUNG  
bike week

The official Newspapers of Eurobike, Taipei Cycle & Taichung Bike Week

Official Media Partner  
Taichung Bike Week

## MEDIA KIT 2025 Print & Online



### REACH

The official & exclusive newspapers at the world's biggest bicycle industry shows. Reach premium international contacts and maximise your show investment.

### MEDIA MIX

Impress visitors with your ads in a high quality editorial environment and use the circulation of both print and e-paper issues to reach your target group.

### CONTENT

Our editors and photographers report on exhibitors, innovations, products, and events, making the Show Dailies an absolute must-have at the show.

# ABOUT SHOW DAILY



*The official trade fair newspaper*

Since 2008, the Show Daily has been the official daily newspaper at Eurobike – the world’s leading trade fair for the bicycle industry. With the addition of the Taipei Cycle Show Daily in 2010 and Taichung Bike Week in 2023, we provide an advertising package that reaches key buyers at the most important events. Print has a lasting quality that other channels can’t match.

## DAILY UPDATES

Our editorial team constantly keeps you up-to-date with innovations, product news, event details. The pages that change daily provide space for onsite editorial news.

## EDITORIAL QUALITY

Product news, fair events and a daily photo gallery – our editors provide the right journalistic setting for your ads.



**Book Now:**  
email us at  
[tom@showdaily.net](mailto:tom@showdaily.net)

# RUNNING SMOOTH



*and getting the right people to your booth*

## OUR UNIQUE OFFER

- Published first 3-4 mornings of each fair
- Distributed free to all visitors + copies for each booth. Dedicated distribution teams also hand out copies all day, every day.
- Show Daily Online & downloadable PDF editions reach interested buyers who cannot attend the physical event

## BENEFITS

**Make sure you are seen by international visitors to Eurobike + Taipei Cycle. Attending Taichung Bike Week? We are the media partners of this unique event.**

- Advertising product innovations
- Gaining new customers
- Generating more sales
- Increasing customer loyalty
- Multiplier effect: journalists turn to the dailies each morning to discover companies of interest
- Online updates and PDFs on [www.showdaily.net](http://www.showdaily.net)

## 10 ISSUES, COUNTLESS OPPORTUNITIES

**Full attention** | Pinpoint marketing directs visitors to your booth and attracts more attention to your presence and products.

**Coverage** | Discount package offers - appear in all issues at both shows with a single booking.

**Internationality** | Taipei Show Daily editorial in **English, Japanese and Chinese** to help you reach an international audience.

**Value for money** | The Dailies are the exclusive way to reach buyers and media at the show. Benefits continue after the event as visitors usually take a set back to share with colleagues.



# SIZE MATTERS



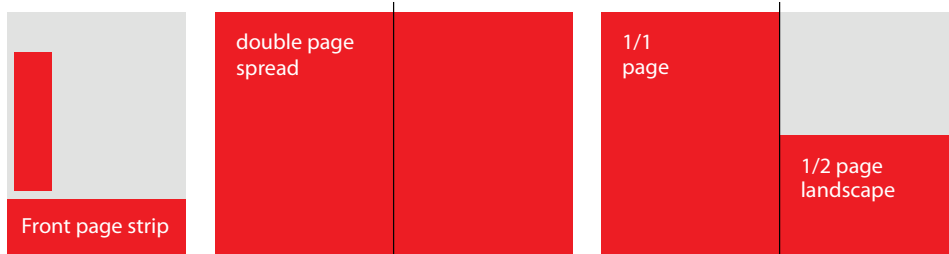
## Our ad sizes at a glance

Your image and product ads help you stand out from your competitors - with a fair and transparent pricing model. Discounted packages mean a single booking gets you into all editions for the year.

**For even bigger discounts you can combine print and online advertising - talk to our team for the best deals.**

**Contact us for multi-show package offers**

| Format   | Dimensions<br>Width x Height<br>(Trim size) | Bleed                  | Eurobike<br>Show Daily<br>4 print issues | Taipei<br>Show Daily<br>3 print issues | Taichung<br>Bike Week<br>Show Daily<br>3 print issues |
|--|---|------------------------|--|--|---|
| 1/1 Full page  | 242 x 335 mm                                | 5mm bleed<br>all round | €7,820                                   | €5,750                                 | €4,200  |
| 1/2 page landscape (H)                               | 242 x 163 mm                                | 5mm bleed<br>all round | €6,900                                   | €4,400                                 | €3,400  |
| 1/2 page portrait (V)                                | 119 x 335 mm                                | 5mm bleed<br>all round | €6,900                                   | €4,400                                 | €3,400  |
| 1/4 page landscape (H)                               | 242 x 67 mm                                 | 5mm bleed<br>all round | €5,200                                   | €3,400                                 | €1,900  |
| 1/4 page portrait (V)                                | 119 x 163 mm                                | 5mm bleed<br>all round | €5,200                                   | €3,400                                 | €1,900  |
| <b>Special Positions</b>                             |   |                        |  |  |   |
| 1/1 Back cover                                       | 242 x 335 mm                                | 5mm bleed<br>all round | €16,000                                  | €9,800                                 | €7,800  |
| 1/1 Inside front cover                               | 242 x 335 mm                                | 5mm bleed<br>all round | €8,800                                   | €6,400                                 | €4,950  |
| Front cover strip (V/H)                              | 55 x 214 mm                                 | No bleed               | €18,000                                  | €12,600                                | €8,400  |
| <b>New Product Highlights (free for advertisers)</b> |   |                        |  |  |   |
| Product Highlight<br>(per product)                   | 67 x 119mm                                  | n/a                    | €110                                     | €110                                   | €110  |



**Ad material Specification**

Newspaper format is 242 x 335 mm (trim size).

**Please supply high resolution PDF at least 300 DPI with 5mm bleed all round.**

Keep text, logos etc. at least 10mm from trim edge.



**Taichung Bike Week**

Please note there will be no separate "Show Guide" at Taichung Bike Week. The floor maps and exhibitor list will be included in the show daily. We'll be in touch with all exhibitors with further details.

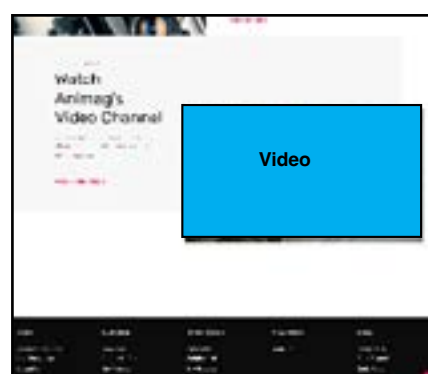
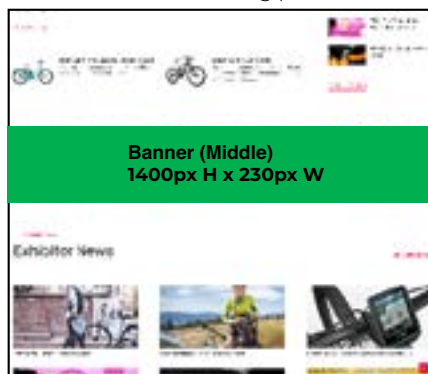
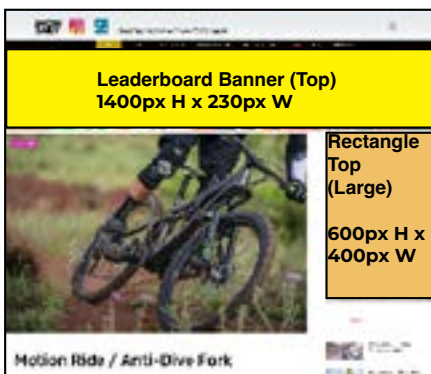
# Online Ad Rates

**Special offer: first month FREE**  
when you book 3/6/12 month package

Contact us for special package rates combining online + print

| Position                              | Size                | 1 Month         | 3 months          | 6 months | 12 months | Details   |
|---------------------------------------|---------------------|-----------------|-------------------|----------|-----------|---|
| <b>Leaderboard Banner</b><br>(Top)    | 230px H x 1400px W  | €1,800          | 4800              | 8600     | 15120     | See below for position                            |
| Banner (middle position)              | 230px H x 1400px W  | €1,500          | 4000              | 7200     | 12600     | See below for position                            |
| <b>Rectangle</b><br>(Right hand side) |                     |                 |                   |          |           |   |
| Top                                   | 600px H x 400px W   | €900            | 2400              | 4320     | 7500      | See below for position                            |
| Middle                                | 600px H x 400px W   | €800            | 2100              | 3800     | 6700      |   |
| <b>Videos</b> (autoplay)              | <30 seconds         | €1,800          | 4800              | 8600     | 15120     | File or Youtube/Vimeo link                        |
| <b>Native Content</b>                 |                     | (stays on site) | + EDM/ Newsletter |          |           |   |
| Company Profile                       | full page           | €600            | €950              |          |           | 500 words, up to four images                      |
| Product Introduction                  | full page           | €400            | €650              |          |           | 350 words max, one image                          |
| Showcase                              | full page           | €600            |                   |          |           | Logo listing + full page                          |
| <b>Taipei Cycle Previews</b>          | bleed size          |                 |                   |          |           |   |
| Full page advertisement               | 297mm(H) x 210mm(W) | €600            |                   |          |           | Three PDF editions (pre-view + 2 during the show) |

Notes: Ad content can be changed/updated unlimited times during contract.  
Advertising positions limited to 4 advertisers in rotation. All prices in euro.



## TALK TO OUR TEAM

Combine print & online for big discounts. Contact us for details today.

### International Sales

Tom Kavanagh [tom@showdaily.net](mailto:tom@showdaily.net)  
+353 87 2844374

### Taiwan Sales

Sabinna Den [sabinna@showdaily.net](mailto:sabinna@showdaily.net)  
+886 (0) 928 330 704

# TALK TO OUR TEAM

Discover a deal that works for you and make the most of your presence at Eurobike or Taipei Cycle.  
**Combine print & online for bigger discounts.**

**International Sales**

**Tom Kavanagh** [tom@showdaily.net](mailto:tom@showdaily.net) +353 87 2844374

**Taiwan Sales**

**Sabina Den** [sabina@showdaily.net](mailto:sabina@showdaily.net) +886 (0) 928 330 704



# EDITORIAL CONTACT

Got a story you think will interest our readers?  
 Contact our editorial team: [tom@showdaily.net](mailto:tom@showdaily.net)

# DATES TO REMEMBER

## TBW Show Daily 2024

New product submission **Sept 3, 2024**  
 Ad booking deadline **Sept 13, 2024**  
 Ad material deadline **Sept 17, 2024**

## Taipei Show Daily 2025

New product submission **March 5, 2025**  
 Ad booking deadline **March 12, 2025**  
 Ad material deadline **March 19, 2025**

## Eurobike Show Daily 2025

New product submission **June 4, 2025**  
 Ad booking deadline **June 4, 2025**  
 Ad material deadline **June 11, 2025**

**MISSED THE DEADLINE?**  
**A LIMITED NUMBER OF LAST-MINUTE AD BOOKINGS ARE AVAILABLE ON REQUEST.**

# NEW PRODUCT PAGES

Free for advertisers

## PRODUCT HIGHLIGHTS

Our New Product pages are always very popular with visitors. Insertions are free of charge for advertisers (up to four products). Non-advertisers will be charged €110 per product, inclusion is at the discretion of editors and space available.

**HOW TO SUBMIT YOUR PRODUCT:**

Send the following to [tom@showdaily.net](mailto:tom@showdaily.net)

1. Text file: **60 words max**, include booth number, company name, product name. (No PDFs or press releases accepted)
2. Product image: transparent or white background please (PNG file). Lifestyle shots acceptable for certain products.

July 04, 2024
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### HYENA E-BIKE SYSTEMS E-ROAD AIR DRIVE SYSTEM UNIT

Hyena's flagship hub drive system, the E-Road AIR, is lightweight at only 3.2kg. It can deliver 30Nm of torque to the rear hub axle and features a 25Wh battery, which can be boosted with an optional 180Wh range extender. Its frame-embedded LED display and a convenient two-button remote control let riders adjust assist levels without removing their hands from the handlebar or brake lever. Try it at the firm's Open Air booth, F11 / E06. 8.0 / H18

### WEBER FIBERTECH FIBER COMPOSITE BIKE PARTS

German firm Weber Fibertech is a specialist in developing and manufacturing long fibre-reinforced thermoplastic parts. It now offers frames, forks, and rim components made from the material, promising new design possibilities and improved integration. Its fully automated production offers extremely short cycle times, taking just one minute to produce each frame. All thermoplastics can be recycled and reused, while the firm's use of water injection technology further opens the door to cost-efficient production in Germany. 9.2 / D04

### FEEDBACK SPORTS ADJUSTABLE PLIERS WRENCH

A multipurpose wrench for various bike tasks, featuring parallel clamping and slip-lock jaws that fit any fastener up to 35mm. Unlike traditional box-end wrenches, the user's grip clamp force prevents camming off and rounding of edges. Its adjustable size replaces a full set of box-end wrenches, while the compact design allows for precision work in tight spaces. Ideal for professional-grade portable kits and DIY home workshops, this versatile tool is perfect for quick, efficient work on traditional fasteners. 11.0 / B14

### THINK CHANGE COMPOSITE KAVULUNGAN WHEEL RANGE

A new premium range of road and gravel wheels by Kavulungan, a composite racing cycle wheel brand from Taiwan. This 2.0 series includes a newly optimised tubeless rim structure for increased rigidity, reduced weight, and a better riding experience. The hubs have also been updated with a six-pawl, 60-ratchet mechanism that ensures faster acceleration and longer durability. Available in a range of depths. 9.1 / F82

### AEROZINE XNC SERIES CRANK ARMS

Aerozine's XNC series mountain bike crank arms are crafted from high-quality aluminium alloy using precise CNC technology. Having started as aluminium alloy plates, these crank arms are machined into the required specifications, including 30mm diameter spindles, chainring mounts, and other structures, all via CNC machine. Weighing only 424 grams for the 175mm version, they're ideal for riders seeking a strong, lightweight crankset. 5.1 / E42

### BOSCH SMART SYSTEM GETS AI-BASED FEATURES

AI makes eBikes more fun to ride with the smart system from Bosch, with customised route planning and navigation, a new Range Control function that makes it possible to arrive with the desired battery level, and a new Eco-mode for energy-saving and long ranges. AI-based solutions recognise user behaviour, learn from it and enable, for example, smarter route planning