

CYCLE WEEK MEDIA DATA

WEBSITE, SOCIAL MEDIA, NEWSLETTER,
SPOTS, SAMPLING

CYCLE WEEK
ZÜRICH | LAUSANNE
28.-30.05.2027 | 11.-13.06.2027



Stadt Zürich



Ville de Lausanne

CYCLE WEEK FACTS AND FIGURES

130

EXHIBITORS

250

BRANDS

600

TEST BIKES

4'500

TEST RIDES

2'200

TEST
RIDERS

1'300

WORKSHOP
PARTICIPANTS

50 M

CAMPAIGN/MEDIA
CONTACTS

85'000

ACTIVE
WEBSITE USERS

ZURICH

90'000

VISITORS

80'000

EUROPAALLEE

8'500

BRUNAU

1'500

SIHLCITY-JUMPPARK

LAUSANNE

50'000

EXPECTED VISITORS

35'000

PLACE DE LA NAVIGATION

5'000

SKILLS AREA

10'000

CITY:SLOW LAUSANNE

SIX DAYS. TWO CITIES.
A FULL PROGRAM.

New in 2027, CYCLE WEEK starts on Tuesday with three pre-event evenings. From Friday, the main event follows with expo, bike testing, shows, public activities and Food & Vibes.

PRE-EVENTS / TUE-THU

TUE

5-10 PM

LIVE TALK:
MOBILITY

WED

5-10 PM

LIVE TALK:
ULTRACYCLING

THU

5-10 PM

SOCIAL RIDES
& BBQ

MAIN EVENT / FRI-SUN

EXPO + BIKE TESTING + BMX FLATLAND / STREET TRIAL SHOWS + PUBLIC ACTIVITIES

FRI

3-8 PM

3-10 PM
FOOD & VIBES

SAT

10 AM-8 PM

10 AM-11 PM
FOOD & VIBES

SUN

10 AM-5 PM

10 AM-5 PM
FOOD & VIBES

HIGHLIGHTS

ZURICH

FRI OPENING SHOWS
SAT BMX FLATLAND- / ZÜRIDIRT-CONTEST
SUN CITY RIDE + ZÜRIDIRT CONTEST

LAUSANNE

FRI OPENING SHOWS
SAT LAUSANNE CRIT
SUN CITY:SLOW LAUSANNE

REACH A CYCLING-ORIENTED TARGET AUDIENCE

We offer exhibitors and collab partners a wide range of opportunities to enhance their on-site presence through supporting communications, advertising spots or sampling. Companies and organizations without a stand can also connect with the CYCLE WEEK target audience.



01

EVERYDAY CYCLISTS

MOBILITY | LEISURE



02

E-BIKERS

MOBILITY | LEISURE



03

FAMILIES

LEISURE | COMMUNITY



04

COMMUTERS

EVERYDAY LIFE | MOBILITY



05

MOUNTAIN BIKERS

SPORT | TRAILS



06

GRAVEL BIKERS

SPORT | ADVENTURE



07

ROAD CYCLISTS

SPORT | PERFORMANCE



08

TOURING CYCLISTS

TRAVEL | BIKEPACKING | DISCOVERY



09

STREET / GRAVITY

LIFESTYLE | SPORT



10

SPORTS ENTHUSIASTS

ACTION | EXPERIENCE



11

SPECIALIST RETAIL & INDUSTRY

BUSINESS | NETWORKING



ADVERTISING ACROSS CYCLE WEEK CHANNELS

The website cycleweek.ch is available in German, French and English and, with around **85'000 active users per year** and more than **2 million interactions** between January and June, is a key communication channel for the event. It enables broad and targeted engagement with the community and makes a significant contribution to the visibility and reach of CYCLE WEEK.

BASIC – Social Media:

- 1 Instagram post (incl. paid promotion)
- 1 Facebook post, partner tagged
- Collab possible
- CHF 1'000, excl. 8.1% VAT

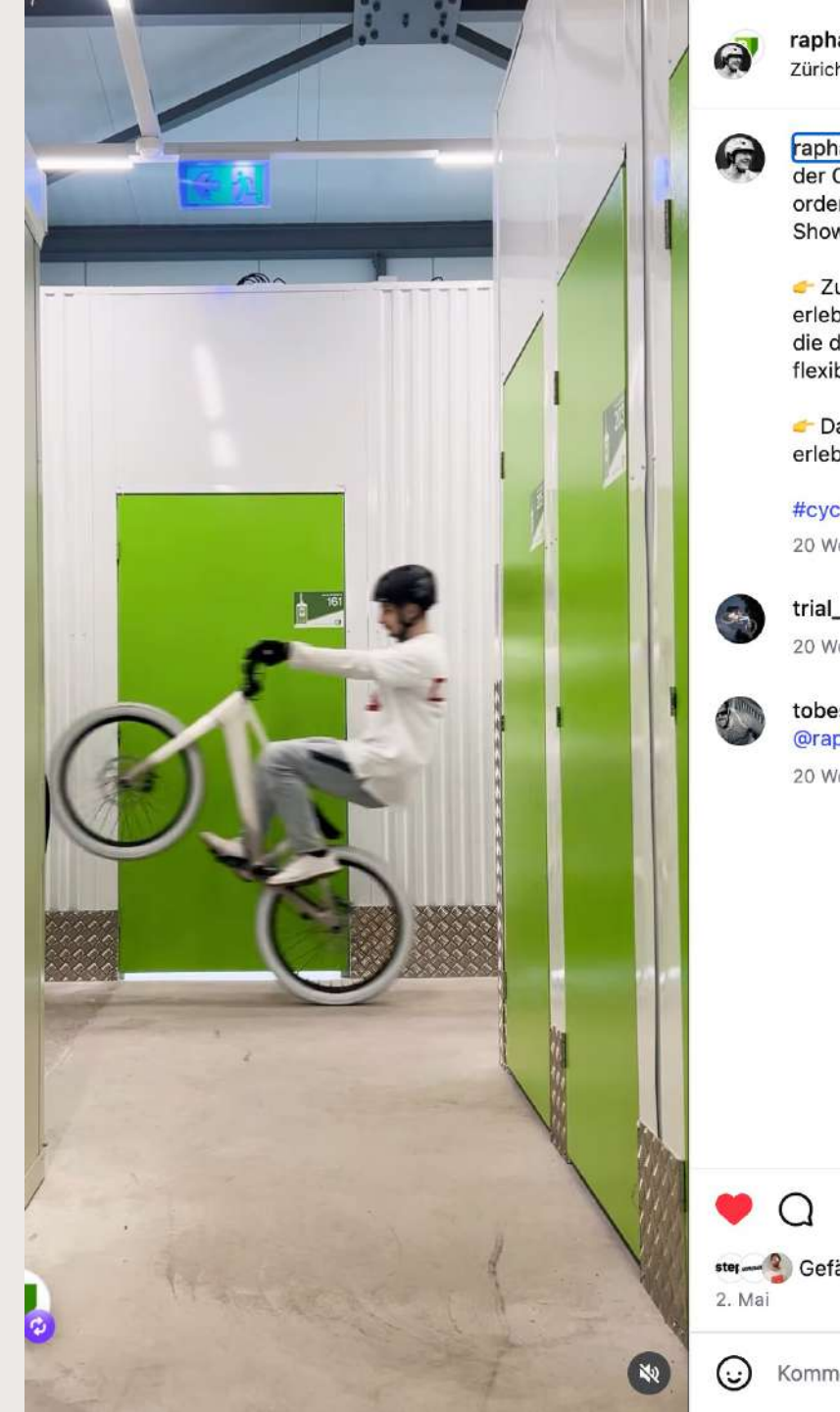
PLUS – Social Media & Web:

- 1 Instagram post (incl. paid promotion)
- 1 Facebook post, partner tagged
- Collab possible
- cycleweek.ch news article with link
- CHF 1'800, excl. 8.1% VAT

NEWSLETTER ARTICLE:

- Editorial article with image in the Cycle Week newsletter (8'500 B2C, 1'500 B2B subscribers)
- CHF 2'000, excl. 8.1% VAT

Prices apply to bookings made by March 31; a 20% surcharge applies thereafter.



ADVERTISING ACROSS CYCLE WEEK CHANNELS

PREMIUM – Full Visibility

- 1 Instagram post (incl. paid promotion)
- 1 Facebook post, partner tagged
- Collab possible
- cycleweek.ch news article with link
- Editorial article with image in the Cycle Week newsletter (10'000 subscribers)
- CHF 3'600/day, excl. 8.1% VAT

Prices apply to bookings made by March 31; a 20% surcharge applies thereafter. Publication by arrangement; materials must be submitted to info@cycleweek.ch no later than 10 days before publication.



MyBikePlan at Cycle Week: Dein E-Bike mit 0% Finanzierung & Community Ride vor Ort!

Dein Traumbike ohne Zinsen:
MyBikePlan revolutioniert an der
Cycle Week am Gustav-Gull-Platz
die E-Bike Finanzierung. Entdecke
30+ Top-Marken mit 0% Zinsen auf
bis zu 48 Monate. Zudem erwartet
dich ein exklusives Modell, welches
nur durch MyBikePlan verkauft wird,
zur testfahrt! Melde dich jetzt für
unseren Community Ride am
Sonntag inkl. Kaffee & Gipfeli an!

City & Mobilität

Service & Equipment

Campus

auch das Model C
direkt am Stand ge

City & Mobilität



Bike-Service Wo Erweitere dein V ums Bike

Bring dein Bike in F
nächsten Ride: Pro
Mai bis 31. Mai 202
how unserer Bike-l
erweitere deine Se
um Pflege, Check-
Reparaturen.

Workshops

Service &

Europaallee

ADVERTISING SPOTS AT CYCLE WEEK

LED screens in Zurich and Lausanne offer a high-impact advertising platform and reach a broad audience. They are ideal for advertising spots and high-quality video content. The daily number of visitors is around 20'000 people in Zurich and more than 10'000 people in Lausanne, offering an attractive opportunity to showcase brands and messages effectively.

LED SCREEN 13 M2, 16:9, ZURICH EUROPAPLATZ / LAUSANNE PLACE DE LA NAVIGATION

- Format: 480 x 270 cm
- Diagonal: 550 cm
- Resolution: 1664 x 936 px

LED SCREEN 7 M2, 16:9, ZURICH GUSTAV-GULL-PLATZ / LAUSANNE PLACE DE LA NAVIGATION

- Format: 338 x 192 cm
- Diagonal: 388 cm
- Resolution: 840 x 480 px

PRIME ADVERTISING BLOCK

- Advertising clip with sound
- Shown before each program highlight
- Broadcast: Fri: 1x / Sat: 2x / Sun: 1x
- Length: up to 20 seconds

PRICES

- CYCLE WEEK Zurich: CHF 6'500, excl. 8.1% VAT
- CYCLE WEEK Lausanne: CHF 5'000, excl. 8.1% VAT

Prices apply to bookings made by March 31; a 20% surcharge applies thereafter. Materials must be submitted to info@cycleweek.ch by May 12, 2027.



SAMPLING AT CYCLE WEEK

With **sampling activities** at the event sites in Zurich and Lausanne, CYCLE WEEK offers an attractive opportunity for direct contact with a broad audience. Daily footfall is around 20'000 people in Zurich and more than 10'000 people in Lausanne.

OPENING HOURS ZURICH AND LAUSANNE

- Friday 3-8 pm
- Saturday 10 am-8 pm
- Sunday 10 am-5 pm

SAMPLING AREA

- Zurich: Europaplatz, Gustav-Gull-Platz, Lagerstrasse and Kasernenstrasse
- Lausanne: Place de la Navigation–Quai Jean Pascal Delamuraz–Place des Bateaux

SAMPLING

- 2 people per day, 2 x 2 hours during opening hours
- Sampling day(s) and deployment times can be selected by arrangement
- No storage space can be provided

PRICES

- CYCLE WEEK Zurich: CHF 2'500/day, excl. 8.1% VAT
- CYCLE WEEK Lausanne: CHF 2'000/day, excl. 8.1% VAT

Prices apply to bookings made by March 30; a 20% surcharge applies thereafter. Booking via: <https://aussteller.cycleweek.ch/>



LET'S RIDE TOGETHER.

CYCLE WEEK

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#cycleweek



cycleweek.ch



Exhibitors

CYCLE WEEK
DAS NATIONALE
VELOFESTIVAL

