

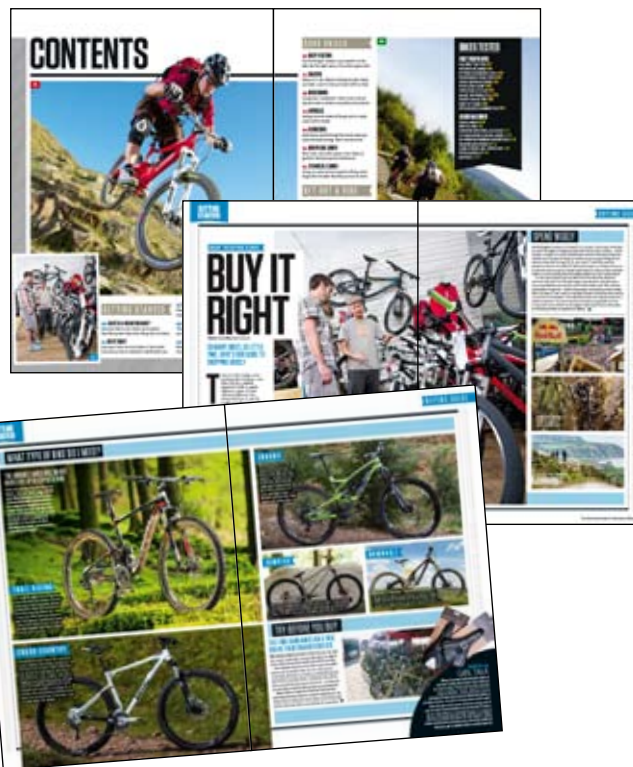
A NEW BOOKAZINE IN SERIES «LILIT BIBLIOTEKA»

ESSENTIAL GUIDE TO MOUNTAIN BIKING



Isn't MTB the most popular type of sports in Latvia? Probably not yet, but it has got all the chances to become such. By seeing rapidly progressing number of enthusiasts racing in numerous MTB events all around the country as well as on the streets and in forests of Latvia we can definitely forecast that.

Moreover, not every MTB user is riding hard for the place in top corridors of SEB MTB Marathon. This is also a perfect way to travel around the country as well as it is a perfect vehicle for transporting the rider both in the city and countryside.



Purchasing a new bike is not enough; one has to train certain skills of cross country riding. It is essential to make a perfect choice of equipment, accessories and outfit as well. Every biker sooner or later becomes addicted to upgrades and improvements of his bike and kit in order to ride faster and safer. All of this requires certain knowledge and understanding of the wide choice of products available in stores and on the net.

That is the main reason why «Agentura Lilita» in cooperation with the leading cycling magazine publisher «Immediate Media» has decided to publish a second cycling *bookazine*, this time going deeper specifically in cross country or MTB riding.

The *bookazine* «Essential guide to Mountain Biking» will be published on May 15th, have 160 pages, A4 format and will be available in all press points of sale («Rimi», «Narvessen», «Maxima», «Sky», etc.) as well as by mail-order via www.abonesana.lv. It will also be sold on larger MTB events during the season.

The main topics of the *bookazine* are riding skills, training methods, preparation for racing, right choice of accessories and parts according to different budget levels. Plus tips on food and drinks, best ways to keep motivated and avoid injuries. There will be reportage type materials from the most popular mass events, best riding routes across the country and interviews with some popular riders. It is an honor for us that Normunds Avotins, one of the best journalists in Latvia, has become the editor in chief of this *bookazine*.



By placing advertising in the *bookazine* «Essential guide to Mountain Biking» a perfect targeted readership is reached. Such advertising will be harmonically integrated in the content and deliver the best possible result.

In addition to advertisement placement inside the bookazine we offer purchasing an unlimited amount of the copies of this edition for distribution in promotional purposes, for example, as a gift to every customer. The price in such case is 1 EUR/copy.

AD SIZE	PRICE w/o VAT
SPREAD	890 EUR
A4 (single page)	580 EUR
1/2 in an ad block	380 EUR
1/4 in an ad block	220 EUR
1/8 in an ad block	150 EUR

- **DISCOUNTS:**
 - for media agencies – 8%;
 - for regular «Agentura Lilita» clients – current volume discounts.
- **ADVERTISEMENT BOOKING AND LAYOUT SUBMISSION DEADLINE – 05.05.2015.**
- **ON SALE DATE –15.05.2015.**

More information in Ad department of «Agentura Lilita»!



www.lilita.lv