

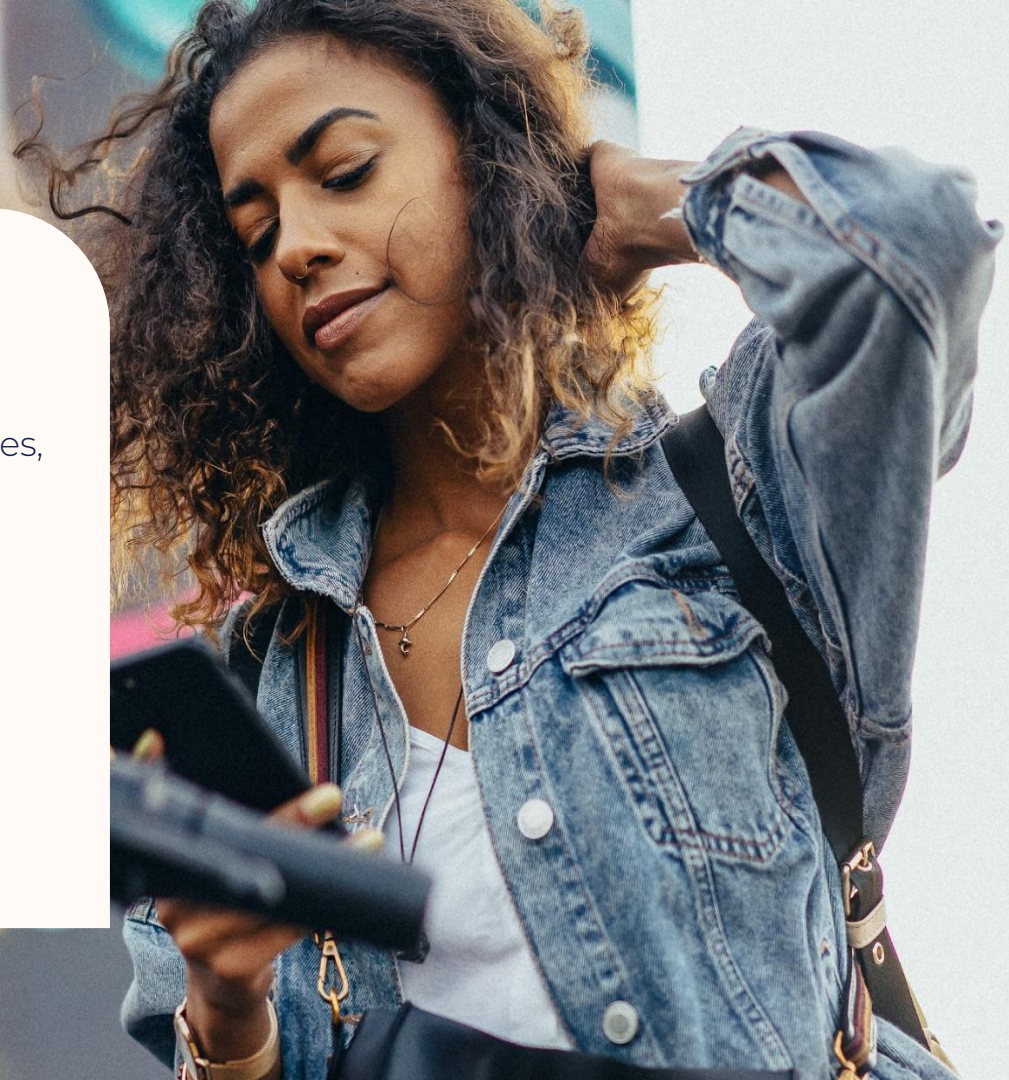
# Mediabook 2025

nextbike.media



# Content

1. Introduction
2. Overview advertising on nextbikes, eBikes, scooters
3. Insights & planning
4. Specials & offer packages
5. Offer add-on
6. Contact us



## Brand messages that move.

As the marketing unit for the world's largest micromobility fleets with more than 118 million rentals in 2024, our bikes, eBikes and eScooters are right where urban life happens.

Our vehicles offer a lot of tangible added value

- For the cities by making them cleaner and more liveable - in 2024 alone, 20 million kg of CO2 were substituted by nextbike rides.
- For our millions of users in Germany who simply love their flexible mobility and consciously want to live more sustainably.
- For advertisers who generate an extraordinarily high number of contacts with the urban-positioned bikes and automatically benefit from the sustainable image of sharing.



### Nationwide



> 110 cities



> 25.000



> 150.000



> 5.200

# Werbung auf Bikes, E-Scootern & Carsharing

## Adbike

> 25.000 bikes with  
> 50.000 advertising spaces  
in 52 cities in Germany



## Adcar

> 5.200 cars with  
> 10.000 advertising spaces  
in 9 cities in Germany

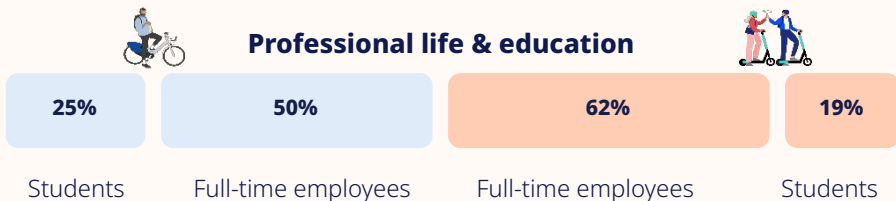


## Adscooter

>150.000 Scooter with  
>300.000 advertising spaces  
in 102 cities in Germany

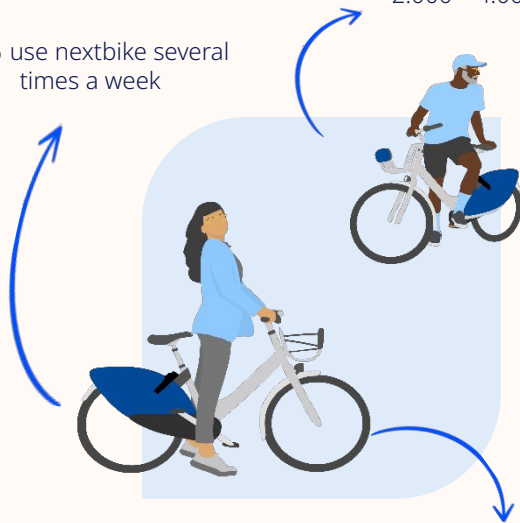


# Who uses our vehicles

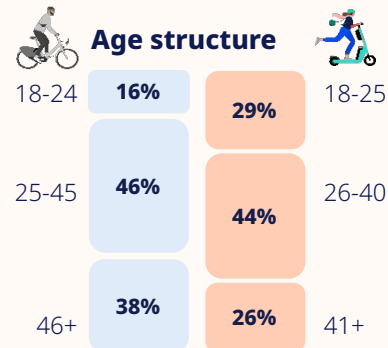
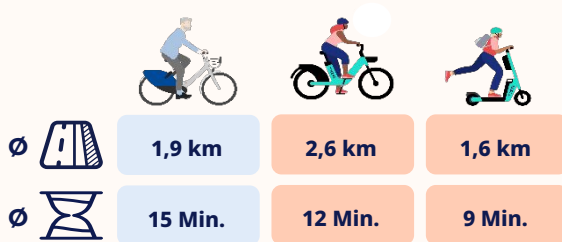


52% have a net household income of 2.000 – 4.000 €, 29% > 4.000 €

27% use nextbike several times a week



Over 45% use nextbike to get to work/university



The majority of nextbike and Dott users are above average educated and well off.

## Effect & contact strength



**Advertising on bikes and scooters is not only convincing in terms of quantity. Analyses and studies prove it: The quality is also right.**

A study conducted by Innofact AG on the Ecosia campaign shows a measured increase in advertising perception (recognition) of **around 38% (cf. zero wave).**

The (unaided) perception of advertising among people who have seen search engine advertising rose from 11% to 29.3%.

The Senozon agency also used movement data from Telefonica (O2) to determine how many people spent at least 60 seconds within a maximum radius of 25 m from the nextbikes.

The advertising on nextbikes is potentially seen up to **5,000 times\* per day** (peak daily value).

**We will be happy to provide further insights and more detailed information in a personal meeting.**



### Gross contact opportunities/bike/day\*

Berlin	<b>3.839</b>
Frankfurt	<b>4.284</b>
Düsseldorf	<b>1.995</b>
Köln	<b>2.079</b>

### Awareness\*\*

**70,6 %** of the respondents (16-65) know nextbike (supported).

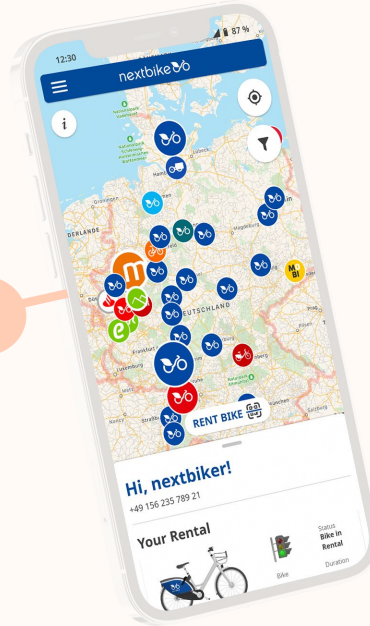
### Acceptance\*\*\*

**92 %** of users are **not bothered** by advertising on nextbikes.

# The nextbike app

4,5 stars

On average in iOS and Android



100% Inhouse developed

Several touchpoints for companies with nextbikers

Closed platform with an attractive target group

Usable in all systems

Integrate qualitative brand messages

Number of nextbike rentals in Germany in 2023

34 Mio.

Average app downloads/month (worldwide)

175.000

# The largest cities in the package

The TOP cities consist of the cities with the largest possible number of inhabitants in our portfolio in Germany.

Depending on the city, the advertising spaces are either on nextbikes or eBikes.

The requirements and cities are listed as examples and can also be customized.

## The TOP 5 cities

City	Residents	State
Berlin	3.645.000	B
Hamburg	1.841.000	HH
München	1.472.000	BY
Köln	1.080.394	NW
Frankfurt	736.414	HE

## The TOP 10 cities

City	Residents	State
Berlin	3.645.000	B
Hamburg	1.841.000	HH
München	1.472.000	BY
Köln	1.080.394	NW
Frankfurt	736.414	HE
Düsseldorf	620.500	NW
Leipzig	597.500	SN
Essen	583.393	NW
Dortmund	587.700	NW
Dresden	551.072	SN



Booking suggestion

**Gross contact opportunities**

8.3 Mio.

**nextbikes & eBikes**

1.000  
( 200 bikes / city)  
for 3 months

**media price**

Special price upon request



Booking suggestion

**Gross contact opportunities**

14 Mio.

**nextbikes & eBikes**

2.000  
( 200 bikes / city)  
for 3 months

**media price**

Special price upon request



# Our reach in the university environment



## Partnership with 63 universities & colleges

Students at these institutions travel at reduced rates and generate an above-average share of usage.

You can also reach students at all other locations with a campaign.

**How:** by offering travel credit exclusively for students with your campaign. As a mobility added value together with your individual advertising message. We will be happy to advise you!

## The university network - 19 cities

City	Residents	State
Bielefeld	333.786	NW
Bochum	364.628	NW
Bonn	327.258	BY
Dortmund	587.700	NW
Dresden	551.072	SN
Duisburg	498.110	NW
Düsseldorf	620.500	NW
Essen	583.393	NW
Freiburg i. B.	229.636	BW
Gelsenkirchen	260.305	NW
Gießen	83.628	HE
Heidelberg	156.267	BW
Herne	156.490	NW
Kaiserslautern	98.520	RP
Kassel	200.736	HE
Köln	1.080.394	NW
Mannheim	305.780	BW
Potsdam	175.710	BB
Wiesbaden	343.576	HE

<b>Booking proposal</b>	950 (per 50 bikes / city) for 2 months
<b>Gross contact opportunities</b>	3.2 Mio.
<b>Special price</b>	Per request



## Offer supplement

- All prices net plus VAT.
- Production and assembly costs: 10 € / bike and per scooter
- Our offers are always subject to change. A contract is concluded by our written order confirmation
- Requirements and restrictions in cities and countries may vary
- Subject to any required municipal approvals
- Prices (media & production) in other countries may vary
- One bike = two advertising spaces, one scooter = 2 or 4 advertising spaces
- Minimum booking period per campaign: One month
- Receipt of payment no later than 4 weeks before advertising placement (start of production)
- Receipt of print documents no later than 4 weeks before the start of the campaign
- The general terms and conditions for advertising bookings of nextbike GmbH apply

[https://www.nextbike.de/wp-content/uploads/sites/69/2024/04/2024\\_04\\_22\\_AGB\\_Werbung.pdf](https://www.nextbike.de/wp-content/uploads/sites/69/2024/04/2024_04_22_AGB_Werbung.pdf)



## Referenzen (Auswahl)

CLARK

LEIPZIG  
REGION  
BURGEN | SEEN | HEIDE | CITY

dm

URBAN  
SPORTS  
CLUB

MEDIEN  
GRUPPE  
DEUTSCHLAND  
RTL

THE  
BODY  
SHOP

AOK PLUS

E  
EDEKA

Postbank

getir

Deutsche Bank

Heineken

PayPal

ZOLL

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