

2011 MEDIA KIT

# Bicycle Retailer

AND INDUSTRY NEWS





**W**e reach the dealers who count in North America. And we reach industry executives worldwide who dealers count on.

With an audited circulation of 10,226 qualified readers, Bicycle Retailer & Industry News reaches subscribers as distant as Finland and South Africa, Australia and Pakistan, plus all points in between.

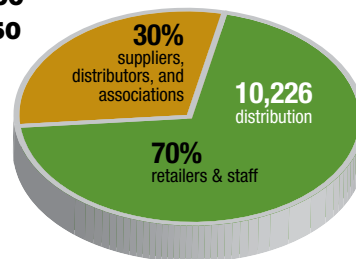
But our core readership remains—as it has from the beginning—North America’s retail establishments with more than 70 percent of our circulation going to dealers and staff in the U.S. and Canada.

**Print Advertising Facts**

- 90 cents of every dollar spent with Bicycle Retailer remains in the industry.
- We’ve been connecting suppliers to retailers since 1992—almost 20 years.
- Bicycle Retailer reaches approximately 4,500 dealers 18 times a year, as well as five days a week on our website, [www.bicycleretailer.com](http://www.bicycleretailer.com).
- We support the NBDA, Bikes Belong, BPSA, IMBA and the OIWC.
- **We are driven to help you succeed!**

**Plus Bonus Circulation**

- Taipei Cycle Show — **1,000**
- Eurobike — **1,500**
- Interbike — **1,500**
- ExpoCycle — **750**



**Display Advertising Net Rates**

	1X	3X	6X	9X	12X	18X
<b>Full Page</b>	\$4,700	\$4,400	\$4,265	\$3,985	\$3,785	\$3,300
<b>Jr. Page</b>	\$3,600	\$3,335	\$3,225	\$3,025	\$2,870	\$2,500
<b>1/2 Page</b>	\$3,145	\$2,990	\$2,895	\$2,700	\$2,580	\$2,200
<b>1/3 Page</b>	\$2,605	\$2,375	\$2,195	\$2,055	\$1,835	\$1,700
<b>1/4 Page</b>	\$2,125	\$1,725	\$1,675	\$1,560	\$1,405	\$1,300
<b>1/6 Page</b>	\$1,315	\$1,125	\$1,075	\$1,015	\$965	\$900

**Cover Position Net Rates**

	1X	3X	6X	9X	12X	18X
<b>Cover II:</b>	\$5,000	\$4,775	\$4,465	\$4,165	\$4,075	\$3,695
<b>Cover III:</b>	\$4,750	\$4,540	\$4,415	\$4,135	\$3,915	\$3,425
<b>Cover IV:</b>	\$5,300	\$4,995	\$4,785	\$4,600	\$4,225	\$3,600

**Publication Trim Size:** 10.25" x 11.875"  
**Printing Process:** Web Offset  
**Binding Method:** Perfect  
**Screen:** 133 line  
**Density:** 280% maximum tone density

**Full Page**  
 Non-bleed: 9.25" x 11.125" / 235 x 283mm  
 Trim: 10.25" x 11.875" / 260 x 302mm  
 Bleed: 10.5" x 12.125" / 267 x 308mm

**Full Page Spread**  
 Non-bleed: 19.5" x 11.125" / 495 x 283mm  
 Trim: 20.5" x 11.875" / 520 x 302mm  
 Bleed: 20.75" x 12.125" / 528 x 309mm

**1/2 Page**  
**Horizontal:**  
 9.25" x 5.25"  
 235 x 133mm

**Contact Ron Bertola at:**  
**Email:** [rbertola@bicycleretailer.com](mailto:rbertola@bicycleretailer.com)  
**Phone:** (949) 206-1677 ext. 207  
**Fax:** (949) 206-1675

**Jr. Page:**  
 6" x 8.75"  
 152 x 224mm

**1/3 Page:**  
 6" x 5.25"  
 152 x 133mm

**1/2 Page**  
**Vertical:**  
 4.375" x 10.875"  
 110 x 275mm

**1/6 Page:**  
 4.375" x 3.5"  
 110 x 89mm

**1/4 Page:**  
 4.375" x 5.25"  
 110 x 133mm



**A** high-impact magazine dealers read every day at breakfast, over a cup of coffee, taking a break from the convention floor or on the plane going home. They discover new products, fascinating interviews, a complete event calendar and don't forget the always popular Show Daily "Beer Calendar."

Advertisers who run similar size units with 6x, 9x, 12x or 18x schedules in the magazine earn additional discounts in the Show Daily of 5%, 10%, 15% and 20%. Dealers and staff who stay home can also read our nifty digital Show Dailies online. As an added bonus, your ad's URL comes alive. A dealer can click on it and go straight to your website without leaving the office.

**Show Daily Advertising Net Rates**

4-Color		Covers	
Tab Page	\$8,500	Cover 2	\$9,800
Jr. Page	\$6,200	Cover 3	\$8,900
1/2 Page	\$5,600	Cover 4	\$10,500
1/3 Page	\$4,400		
1/4 Page	\$3,300		
1/6 Page	\$2,500		

**Ad Closing: Aug. 19. Materials Due: Aug. 26. Reminder:** Regular marketplace and classified rates are available. Contact Irene Moyes at (505) 466-3211 or via email at imoyes@aol.com

**MARKETPLACE / CLASSIFIED Rates**

**Marketplace**

**S**mall-space advertising in our Marketplace section is a cost effective way to reach thousands of dealers in the U.S. and Canada. It's also a great way to keep your company's products and services in front of dealers year-round at a price you can afford. Our reach guarantees response.

**Contact Irene Moyes at:**  
 Email: imoyes@aol.com  
 Phone/Fax: (505) 466-3211



**Classifieds**

**P**lacing a classified ad is easy and you get great coverage on the web and in print. We post your classified ad on our website immediately for two weeks and in the next issue of the magazine. The rate is \$60 per column inch, or about 35 words without a logo. A logo adds one inch. We require pre-payment with either a VISA or MasterCard.

**Contact Ron Bertola at:**  
 Email: rbertola@bicycleretailer.com  
 Phone: (949) 206-1677 ext. 207  
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**Marketplace Advertising Net Rates**

	1X	3X	6X	9X	12X	18X
6 inches	\$645	\$620	\$585	\$550	\$530	\$430
5 inches	\$520	\$495	\$470	\$435	\$420	\$345
4 inches	\$425	\$410	\$390	\$365	\$350	\$285
3 inches	\$345	\$330	\$315	\$290	\$280	\$225
2 inches	\$250	\$240	\$230	\$215	\$205	\$170
1 inch	\$165	\$160	\$150	\$140	\$135	\$110

**Marketplace Specs**

6" (Vertical)	2 1/4" X 6"
6" (Horizontal)	4 1/2" X 3"
5" (Vertical)	2 1/4" X 5"
5" (Horizontal)	4 1/2" X 2 1/2"
4" (Vertical)	2 1/4" X 4"
4" (Horizontal)	4 1/2" X 2"
3" (Vertical)	2 1/4" X 3"
2" (Vertical)	2 1/4" X 2"
1" (Vertical)	2 1/4" X 1"

Standard 2 color is available at a 15% premium, 4 color 25% premium. All rates net.

**W**hen Bicycle Retailer & Industry News sends its editors to an event, they deliver the news NOW! Get it on your smart-phone. Get it on the web. Get it in your email. Get it NOW! If you want to stay on top of the news, no other magazine in the industry delivers it quite like we do.

Each day—whether at Eurobike, Taichung Bike Week, Taipei Cycle Show or Sea Otter—our editors talk with dozens of industry leaders so we can deliver information and analysis that's unique and timely. We email them to more than 8,000 industry leaders, suppliers and retailers every day we're at an event. We also post them on the most-read website in the industry. And with an open rate of 40 percent or more, we reach your customers whether they are walking the show, at work in the office or selling your products at retail.

**Here's the program.** We will deliver e-newsletters daily from Taichung Bike Week, Taipei Cycle Show, Sea Otter and Eurobike. These are the most important events on the calendar. What happens there shapes future sales. Help shape YOUR future sales with our e-newsletter program.

## E-Newsletter Net Rates

**Full page: \$2,255**

**Half page: \$1,550**

**Third page: \$1,230**

**Quarter page: \$ 850**

Discounts for multiple editions:

Buy two events earn a 5% discount off the regular rate.

Buy three events earn a 7% discount off the regular rate.

Buy all four events and earn a 10% discount off the regular rate.

Space is limited, so order now.



## DEALER TOURS

**B**icycle Retailer & Industry News' Dealer Tour program is an exclusive opportunity for a limited number of companies to join our editors as they visit dealers in their stores.

Meet dealers face-to-face, see their store, ask questions and study how they merchandise your products. It's also a great chance to meet our editors and talk about your company's future plans. The package includes full pages of advertising, daily web features, a personal blog and guest column in a special section with bonus distribution.

The 2011 Dealer Tours visit San Diego, Philadelphia and Denver, urban centers with an abundance of stores and thriving advocacy programs. The program offers two tiers of pricing:

**Presenting Sponsor: \$8,000**

**Supporting Sponsor: \$5,500**

For details contact Robert Roman at (949) 206-1677 ext. 208 or email him at [roman@bicycleretailer.com](mailto:roman@bicycleretailer.com).





In a rapidly changing media, Bicycle Retailer's website remains a deep well of daily insight into the industry. That editorial clarity results in outstanding viewership at [www.bicycleretailer.com](http://www.bicycleretailer.com). But researchers now find that a multi-prong approach—web, print, video—returns the best results per dollar spent. Let our sales reps help you create an integrated advertising package that moves your products.

**Internet Advertising Facts**

- We average more than 37,000 unique visitors and more than 1,015,000 page views per month.
- Bicycle Retailer provides unique business content five days a week on the web.
- We harness RSS, Twitter and Facebook to drive added traffic to our web site.
- We are driven to help you succeed!

**2011 Web Advertising Net Rates**

Header Banner	(515x70 pixels)	\$575/month
Home Ad Banner	(345 x 93 pixels)	\$545/month
Home Ad Zone	(235x185 pixels)	\$545/month
Home Right Column Square	(170x170 pixels)	\$520/month
Home Right Column Vertical	(170x340 pixels)	\$545/month
Home Right Column Button	(170x90 pixels)	\$375/month
Inside News Header Banner	(460x170 pixels)	\$435/month
Inside News Banner	(460x170 pixels)	\$435/month
Inside Events Banner	(680x150 pixels)	\$545/month
Inside Events Details Banner	(460x170 pixels)	\$520/month

\* Ads randomly rotate with other ads in queue.

**Internet Video**

Video is fast gaining in popularity and Bicycle Retailer's website is fast becoming a prime source for posting informative and dealer-oriented video. What works best for our audience are videos that help retailers better understand your products and how selling them improves their profitability. And we offer a simple program:



**One Week: \$500 Net Rate**

Multiple weeks earn a discount. Contact your local sales rep today to learn more.

## Publishing Dates & Deadlines

	Ads Close	Ads Due
January	Nov. 26	Dec. 3
February	Jan. 4	Jan. 7
March 1	Jan. 28	Feb. 4
March 15	Feb. 18	Feb. 25
April 1	March 4	March 11
April 15	March 18	March 25
May 1	April 8	April 15
May 15	April 15	April 22
June 1	April 29	May 6
June 15	May 13	May 20
July 1	May 27	June 3
July 15	June 10	June 17
Aug. 1	June 24	July 1
Aug. 15	July 8	July 15
September	July 29	Aug. 5
October	Aug. 12	Aug. 19
Show Dailies	Aug. 19	Aug. 26
November	Oct. 7	Oct. 14
December	Oct. 28	Nov. 4

## Editorial Highlights

January	Sales Training Guide and Industry Directory
February	An Inside Look at Frostbike
March 1	Taipei Cycle Show Preview
March 15	San Diego Dealer Tour plus Taipei Cycle Show Coverage
April 15	Bicycle Leadership Conference and Sea Otter Preview
July 1	International Statistical Review
July 15	Philadelphia Dealer Tour
September	Annual Eurobike Preview
October	Annual Interbike Preview
November	Top 100 Dealer Profiles plus Show Coverage Wrap Up
December	Denver Dealer Tour and Holiday Preview

**Electronic files:** To produce the high quality our publications provide, all photography and illustrations must be created at no less than 300 dpi, saved and color corrected as CMYK files—no spot colors. **WE ARE NOT RESPONSIBLE FOR THE COLOR QUALITY OF LOW-RES IMAGES OR FOR THE COLOR QUALITY OF INCORRECTLY PRODUCED FILES.**

**Ad Creation:** We can accept final HI-RES PDF files. Check your job settings before you submit a PDF. Or you may submit Photoshop files.

**Send Materials:** E-mail materials to Ron Bertola at [rbertola@bicycleretailer.com](mailto:rbertola@bicycleretailer.com). Call with questions: 949-206-1677 ext. 207

**Web Specs:** Submit creative according to position specs. Art work specs are 72dpi in JPG, GIF or SWF format. Max file size is 30KB.

**Flash/Rich Media accepted** in SWF format with backup JPG or GIF file.

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