

2017

MEDIA KIT

Connecting bicycle
suppliers to retailers
since 1992

Bicycle Retailer
Published by the NBDA **AND INDUSTRY NEWS**

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PRINT AUDIENCE

Reach retailers with your targeted marketing message with the leading bicycle trade journal.

27,000
Total print readership
3 readers per copy!*

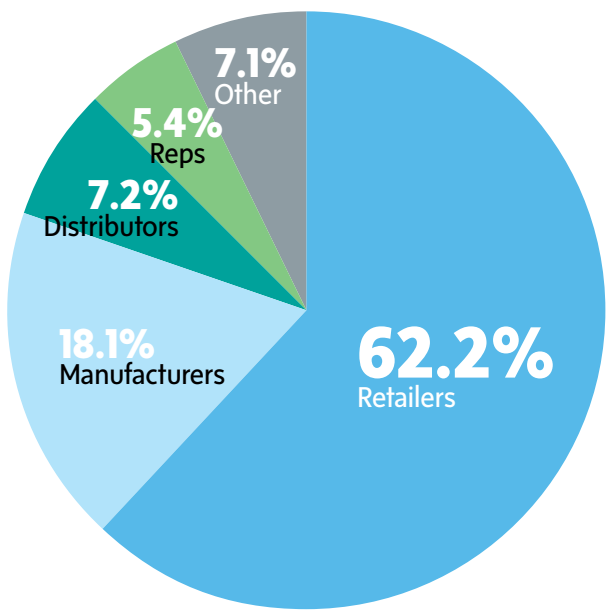
9,000+
Print circulation

4,500+
Digital circulation

* Source: BRAIN reader survey conducted online June 2014 with 1,181 total respondents.

Bicycle Retailer & Industry News reaches the retailers who count in North America. And we reach industry executives who retailers count on.

But our core readership remains — as it has for more than 25 years — North America’s retailers with more than 60 percent of our circulation going to store owners and their staff in the U.S. and Canada.



WHY ADVERTISE IN BRAIN?

FREQUENCY

We reach retailers 18 times a year — twice a month in season.

INFLUENCE

We impact retail purchasing decisions. Our readers are store owners, managers, buyers and salespeople who decide which brands and products are sold.

REACH

We maintain a current, comprehensive print and digital subscriber list.

TRUST

We’re a trusted partner, connecting suppliers to retailers, since 1992.



DISPLAY ADVERTISING NET RATES

	1X	3X	6X	9X	12X
Full Page	\$3,995	\$3,795	\$3,595	\$3,395	\$3,335
Jr. Page	\$3,600	\$3,420	\$3,240	\$3,060	\$2,870
1/2 Page	\$3,145	\$2,990	\$2,830	\$2,670	\$2,580
1/3 Page	\$2,685	\$2,420	\$2,280	\$2,150	\$1,900
1/4 Page	\$2,050	\$1,845	\$1,745	\$1,640	\$1,450
1/6 Page	\$1,315	\$1,215	\$1,150	\$1,080	\$995
Spread	\$5,990	\$5,695	\$5,395	\$5,095	\$4,995

All ads run in print and digital edition.

COVER POSITION NET RATES

	1X	3X	6X	9X	12X
Cover II:	\$4,595	\$4,365	\$4,135	\$3,905	\$3,835
Cover III:	\$4,195	\$3,985	\$3,775	\$3,565	\$3,500
Cover IV:	\$4,795	\$4,555	\$4,315	\$4,075	\$4,000

Other premium positions and preferred placement available upon request.

CUSTOM INSERT OPTIONS

	B & W	2-Color	4-Color
Business Reply Card 7" X 5"	\$2,600	\$3,100	\$3,300

Catalog insert and tip-in brochure pricing based on size and weight. Pricing available upon request.

DIGITAL EDITION

	Per Issue
Opening full page sponsor ad	\$1,500

Dynamic digital edition sent to subscribers who elect to receive it via email. Includes sponsor logo in email.

SPECIAL EDITIONS

INTERBIKE SHOW DAILY

Support your tradeshow investment and give retailers a reason to seek out your booth. Our three-day package includes the same size ad in all three issues, that can be tailored each day.

Daily packages: **Start at \$2,000;**
Full page **\$7,500**



INDUSTRY DIRECTORY

Stand out all-year long in the annual industry directory. The directory puts company information right at retailers' fingertips making it a go-to resource throughout the year.

Directory ads: **Start at \$750; Full page \$1,800 standard trim size polybagged with January issue**

SALES TRAINING GUIDE

Tell your product story in your own words. The combination of product information with your brand advertisement delivers a powerful one-two punch for your brand.

Two-page spread: **\$3,195 January issue**

SEA OTTER GUIDE

Extend your presence at the Sea Otter Classic with targeted advertising and reach a cross-section of cycling enthusiasts.

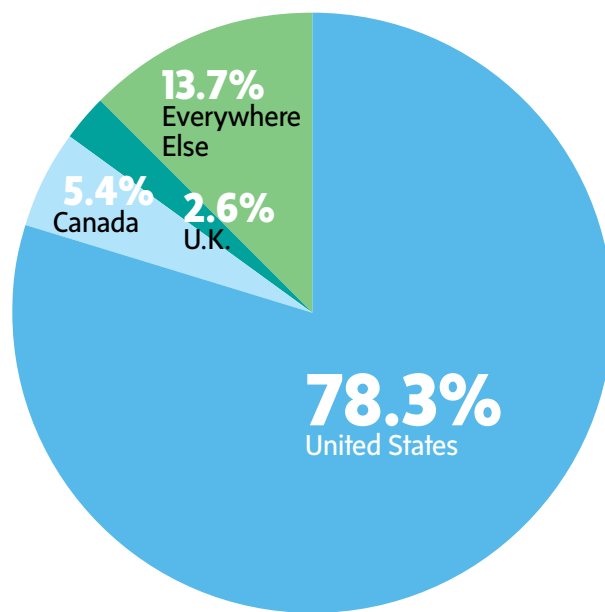
Guide ads: **Start at \$1,650; Full page \$3,800.** Standard trim size distributed onsite and polybagged with April 15 issue.

DIGITAL AUDIENCE



BicycleRetailer.com is the definitive source for industry news. Bicycle Retailer's staff delivers business news five days a week — posted online multiple times during the day.

Our timely reporting brings new visitors to the site. And that unique, in-depth coverage keeps those people coming back. With more than **225,000** monthly visits, we continue to attract new readers.



* Source: Google Analytics July 1, 2015 – June 30, 2016

2,708,098
Annual sessions

225,674
Average monthly sessions
+10.8%

94,862
Average monthly users
+6.7%

442,823
Average monthly pageviews
+9.3%

2:02 MINUTES
Average session duration

bicycleretailer
 @bicycleretailer
 bicycleretailer
www.bicycleretailer.com

13,000
15,000
1,200

SPONSORSHIPS



DEALER TOURS

Spend three days taking the pulse of retail with BRAIN's editors and fellow industry suppliers. Dealer Tour sponsorship provides in-person conversation with retailers, opportunities to showcase your brand, and unique exposure in print, online and video.

\$5,000 per Tour*

Includes event participation and full-page ad.

*In addition to travel and expenses.

GRAND JUNCTION / FRUITA, CO

May 16-18, 2017

Special section in June 15 issue



APPAREL UPDATE

A spin-off of BRAIN's Retail Remodel Project, we'll focus our attention specifically on the apparel section of a store. We'll utilize video, web, social media and print to show how merchandising and section layout can transform an apparel department — *and increase sales.*

\$10,000 per Store

Includes in-store branding and full-page ad.

EDITORIAL CALENDAR

ISSUE		ADS CLOSE	ADS DUE
January	Sales Training Guide / 2017 Industry Directory	Dec. 2	Dec. 9
February	E-Bike Market Report / IBD Summit coverage	Jan. 13	Jan. 20
March 1	CABDA coverage	Jan. 27	Feb. 3
March 15	Taiwan Factory Issue plus bonus Taipei Cycle Show distribution	Feb. 10	Feb. 17
April 1	Apparel Update	Feb. 24	March 3
	Sea Otter Festival Guide	March 3	March 10
April 15	NAHBS / Taipei wrap-up plus bonus Bicycle Leadership Conference distribution	March 17	March 24
May 1	Commuter and Lifestyle	March 31	April 7
May 15	Bicycle Leadership Conference / Sea Otter wrap-up	April 14	April 24
June 1	Public Companies and Compensation	April 28	May 5
June 15	Dealer Tour Grand Junction/Fruita CO	May 19	May 26
July 1	Consumer Festivals and Events	June 2	June 9
July 15	E-MTB Market Report	June 16	June 23
Aug. 1	Annual Statistics Package	June 30	July 7
Aug. 15	New Product Launches	July 14	July 21
September	European Market Issue plus bonus Eurobike distribution	July 28	Aug. 4
October	Interbike Show Issue plus bonus Interbike distribution	Aug. 11	Aug. 18
	Interbike Show Daily	Sept. 1	Sept. 8
November	Interbike wrap-up / America's Best Bike Shops	Sept. 29	Oct. 6
December	Cyclofest coverage / Taichung Bike Week wrap-up	Nov. 3	Nov. 10

Publication Trim Size: 10.25" x 11.875"
Printing Process: Web Offset
Paper: 50-pound gloss
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:
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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

PRINT SPECS

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.
 Call with questions: 949-206-1677 ext. 207

NEWSLETTER SPECS

No Flash SWF format files. / PNG, GIF, or JPG format accepted.
 Create file to scale.

WEB SPECS

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

Sidewalls/background takeover: Max file size: 160KB. D

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

Non-SWF ads max file size 40k for above sizes

For SWF format:

- backup jpg, png or gif required
- Flash version 10.1 or lower
- AS3 or lower
- Valid clickTAG code must be in the ad for impression counting (contact us for details).

SWF Initial File Size: 50k, Max File Size: 100k

MARKETPLACE / CLASSIFIEDS

MARKETPLACE

Small-space advertising in our Marketplace section is a cost-effective way to keep your company's products and services in front of dealers year-round at a price you can afford.

MARKETPLACE ADVERTISING RATES

	1X	3X	6X	9X	12X	18X
6 inches	\$800	\$770	\$730	\$690	\$655	\$535
5 inches	\$645	\$615	\$585	\$540	\$525	\$425
4 inches	\$530	\$510	\$485	\$455	\$435	\$355
3 inches	\$425	\$415	\$390	\$360	\$350	\$275
2 inches	\$315	\$300	\$280	\$265	\$255	\$215
1 inch	\$205	\$200	\$190	\$175	\$165	\$140

Rate includes 2 color or 4 color at no extra charge. All rates net.

MARKETPLACE SPECS

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

Contact: Irene Moyes
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Phone/Fax: (505) 466-3211

CLASSIFIEDS

Whether you're looking for a professional shop mechanic, independent sales rep or experienced brand marketer, our classifieds reach thousands of qualified industry candidates online and in print. You can post it yourself at www.bicycleretailer.com/classifieds. Besides the web, we also place your classified in the next print issue.

Classified ads: \$75 per column inch, or about 35 words without a logo. A logo adds one inch. Payment with either VISA or MasterCard.

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