

The Sea Otter Classic Festival & Gear Guide

Reach the widest consumer and trade audience possible in print and online

New for 2019: *Bicycle Retailer & Industry News* has teamed up with *VeloNews* to produce the official Guide to the 2019 Sea Otter Classic. Take advantage of this year's expanded distribution with a targeted advertising message that reaches a cross-section of cycling enthusiasts-racers, families and youth.

- **Sea Otter** staff will distribute 9,000 copies of the Guide onsite at registration, exhibitor booths and at Monterey hotels.
- **VeloNews** will distribute 23,000 copies of the guide in the May Issue (shipping March 26).
- **Bicycle Retailer** will mail 8,000 copies of the Guide with the April 1 issue to dealers nationwide.
- **Digital distribution** will be far-reaching as the guide is shared across the *Bicycle Retailer* and *VeloNews* website, email, and social media channels as well as the *Triathlete.com* website reaching up to an estimated 1.5-2 million of the most enthusiastic cycling readers.



NET ADVERTISING RATES

Full Page:	\$3,950
Half Page:	\$2,950
Quarter Page:	\$1,895
Sixth Page:	\$950
<hr/>	
Cover II:	\$4,150
Cover III:	\$3,750
Cover IV:	\$4,295
<hr/>	
Gear Guide:	\$450
<hr/>	
Total Press Run:	40,000
Ad Close Date:	March 8
Materials Due Date:	March 15
Send materials to rbertola@bicycleretailer.com	

Full Page Bleed
8.25" x 10.75"

Trim Size
8" x 10.5"

Half Page Horizontal
7" x 4.5"

Half Page Vertical
3.25" x 9.5"

**Unique ad sizes will be considered on request*

Quarter Page
3.375" x 4.5"

Sixth Page
3.375" x 3"

Bicycle Retailer
and INDUSTRY NEWS
www.bicycleretailer.com

VeloNews
www.velonews.com

Karl Wiedeman Bicycle Retailer & Industry News, East Coast Sales
kwiedeman@bicycleretailer.com, (203) 906-5806

Barry Kingwill or Jim Kingwill Bicycle Retailer & Industry News, Midwest Sales
barry@kingwillco.com or jim@kingwillco.com, (847) 537-9196

Ellen Butler Bicycle Retailer & Industry News, Western Sales
ebutler@bicycleretailer.com, (720) 288-0160

Mark Gouge VeloNews Publisher
mgouge@pocketoutdoormedia.com, (303) 385-7755

Lars Finanger Triathlete Director of Sales and Brand Development
lfinanger@pocketoutdoormedia.com, (303) 828-8034

Shannon Standefer Women's Running & Competitor Running Sales Director
sstandefer@pocketoutdoormedia.com, (303) 245-2111