Bicycle Retailer & Industry News connects dealers and industry executives throughout North America, Europe and Asia. Whether through our highly trafficked website, email blasts or print, we reach the global bicycle market year-round.

Our readers have come to expect a keen focus on analysis, trends, data and the day-to-day reporting of major events affecting the industry.

**VOICE** Respected and knowledgeable editors deliver the news the industry needs to know now.

**FREQUENCY** We touch thousands of dealers and industry decision makers every day at www.bicycleretailer.com and in print 12 times a year.

**INFLUENTIAL** Our coverage helps decision makers at all levels understand the trends shaping the industry.

**TRUST** Since its founding in 1992, Bicycle Retailer & Industry News continues to be a trusted source of information worldwide.
STATISTICS FOR BICYCLERetailer.COM

342,000 page views/month
128,000 unique visits/month
57%/43% mobile/desktop

VISITOR DEMOGRAPHICS FOR BICYCLERetailer.COM

77% Male
23% Female
67% 25-54
69% HHI $100k+
78% College or graduate school
64% Based in the U.S.

DIGITAL ADVERTISING RATES

<table>
<thead>
<tr>
<th>Position</th>
<th>Size</th>
<th>Half month</th>
<th>Full month</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sidewalls (Exclusive)</td>
<td>2000 x 1100 pixels</td>
<td>$1,700</td>
<td>$2,500</td>
</tr>
<tr>
<td>Leaderboard Banner</td>
<td>Desktop 1004 x 90 pixels</td>
<td>$1,210</td>
<td>$1,815</td>
</tr>
<tr>
<td></td>
<td>Tablet 728 x 90 pixels</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Phone 320 x 50 pixels</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Right Rectangle - High *</td>
<td>300 x 250 pixels</td>
<td>$860</td>
<td>$1,320</td>
</tr>
<tr>
<td>In-Article Rectangle (Exclusive)</td>
<td>300 x 250 pixels</td>
<td>$875</td>
<td>$1,350</td>
</tr>
<tr>
<td>Homepage Newsfeed</td>
<td>600 x 150 pixels</td>
<td>$780</td>
<td>$1,200</td>
</tr>
<tr>
<td>Right Skyscraper</td>
<td>300 x 600 pixels</td>
<td>$750</td>
<td>$1,150</td>
</tr>
<tr>
<td>Right Rectangle - Mid *</td>
<td>300 x 250 pixels</td>
<td>$645</td>
<td>$990</td>
</tr>
<tr>
<td>Right Rectangle - Low</td>
<td>300 x 250 pixels</td>
<td>$425</td>
<td>$650</td>
</tr>
</tbody>
</table>

Exclusive Weekly Advertising Opportunities

<table>
<thead>
<tr>
<th>Position</th>
<th>Size</th>
<th>Weekly</th>
<th>Monthly</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sidewalls</td>
<td>2000 x 1100 pixels</td>
<td>$1,000/week</td>
<td></td>
</tr>
<tr>
<td>Homepage Native Ad</td>
<td>Image, Headline, Text, Link</td>
<td>$750/week</td>
<td></td>
</tr>
<tr>
<td>Homepage Autoplay Video</td>
<td>MP4, MOV, AVI, WMV, YouTube, Vimeo</td>
<td>$500/week</td>
<td></td>
</tr>
</tbody>
</table>

Creative Requirements

Only JPEG, GIF, PNG or HTML5 formats are accepted. Double density ads can also be supplied for retina displays. 150KB max file size for banners; 300KB max file size for sidewalls.

All animation, including loops, must stop at 30 seconds.

Video ad units max size is 512 MB with a max length of 30 seconds.

Sidewalls require 1024 pixels of white space in the center.

Our ad reps can discuss new or alternate digital advertising opportunities, and our on-site digital manager can advise and assist you with creating special advertising units.

Questions about specs for Web, or how to submit materials, please contact Ron Bertola at rbertola@outsideinc.com.

* Ads rotate through two positions.

Weekly Newsletter
The editorial staff produces one newsletter each week—a digest of key articles that have appeared on our website as well as a weekly wrap-up of new hires and a list of Help Wanted classified ads.

Sponsored Emails
Advertisers can send exclusive, customized and targeted messages directly to our retail list as well as targeted messages that reach OE manufacturers. Price: Dealers Only: $2,500; Full list: $5,000. Audience: Approximately 5,900+ qualified bicycle industry subscribers, with 1,900+ independent and retail chain bicycle dealers.

E-NEWSLETTER RATES AND SPECS

<table>
<thead>
<tr>
<th>Position</th>
<th>Size</th>
<th>Weekly</th>
<th>Monthly</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard Banner</td>
<td>970 x 250 pixels</td>
<td>$375</td>
<td>$1,125</td>
</tr>
<tr>
<td>Middle Banner</td>
<td>728 x 90 pixels</td>
<td>$235</td>
<td>$705</td>
</tr>
<tr>
<td>Native Ad</td>
<td>Image, headline, text, link</td>
<td>$500</td>
<td>$1500</td>
</tr>
<tr>
<td>Lower Square</td>
<td>300 x 250 pixels</td>
<td>$195</td>
<td>$450</td>
</tr>
<tr>
<td>Video</td>
<td>YouTube or Vimeo link</td>
<td>$500</td>
<td></td>
</tr>
</tbody>
</table>

Newsletter Statistics

16,000 subscribers
43.9% open rate – 3x industry average
6.4% click rate – 2x industry average

Email Requirements
Only JPEG, GIF, and PNG format accepted. 75KB max file size for banners for highest performance and click through rates. High resolution, double density files are acceptable. Video advertisements need to be a link to a video hosted on YouTube, Vimeo, or Wistia.

Questions about specs for Email, or how to submit materials, please contact Ron Bertola at rbertola@outsideinc.com.
DIGITAL ADVERTISING  BANNER AD PLACEMENTS

SIDEWALL
The sidewall ad replaces the website background and is offered as an exclusive to a single advertiser.

Size: 2000px wide x 1100px tall. Requires 1024px white space in the center. Important creative and calls to action should remain in an area no wider than 1440px. 300kb max file size.

Price: $1,700/half month, $2,500/Month, $1,000/Weekly

LEADERBOARD
The sidewall ad replaces the website background and is offered as an exclusive to a single advertiser. Limited to four advertisers in rotation.

Size: Three ad sizes should be supplied, one for each device display.
Desktop: 1004 x 90 pixels
Tablet: 728 x 90 pixels
Phone: 320 x 50 pixels

Price: $1,210/half month, $1,815/month
RIGHT RECTANGLE - HIGH
The right rectangle high position ad rotates through the top to ad slots. Ad is run of site. Limited to four advertisers in rotation.

Size: 300px wide x 250px tall
Price: $860/half month, $1,320/month

IN-ARTICLE RECTANGLE
The in-article ad appears to the left of the second paragraph on every article page throughout the site. On mobile devices, the ad appears after the first paragraph and before the second paragraph. This ad is exclusive to a single advertiser.

Size: 300px wide x 250px tall
Price: $875/half month, $1,350/month
HOMEPAGE NEWSFEED
The homepage newsfeed ad appears after the second story teaser on the homepage. Limited to four advertisers in rotation.

Size: 600px wide x 150px tall. Add resizes dynamically to fit the device it is viewed on.

Price: $780/half month, $1,200/month

HOMEPAGE NATIVE
The homepage native ad is designed to look like an article on Bicycleretailer.com. Ad will appear as the fifth story and is exclusive to one advertiser for one week.

Size: This ad is sized dynamically based on provided content. Advertisers must submit the following:
- **Headline**: 40-80 characters or approximately 5-10 words.
- **Body text**: 200 characters or approximately 30 words maximum.
- **Image**: 200px x 200px.
- **URL**: A link to a landing page.

Price: $750/week
**DIGITAL ADVERTISING BANNER AD PLACEMENTS**

**HOMEPAGE AUTOPLAY VIDEO**
The homepage autoplay video is designed to begin playing as soon as the user scrolls it into the viewport. Video will be muted, but user interaction can enable sound or replay. Video can link out and may include a title.

**Specs:**
- Video headline (~40 characters)
- Video CTA link
- File type: MP4, MOV, WAV
- File size: 30MB or less
- Poster file: screenshot or still image that can act as a placeholder while the video loads, 1920x1080 or 1280x720 jpeg or png

**Price:** $500/week

**SKYSCRAPER**
Appears in the right sidebar and is delivered sitewide. Limited to four advertisers in rotation.

**Size:** 300px wide x 600px tall

**Price:** $750/half month, $1,150/month
DIGITAL ADVERTISING

BANNER AD PLACEMENTS

MIDDLE AND LOWER RECTANGLES

The middle rectangles appear in two positions in the right sidebar, above and below the skyscraper ad respectively, and the lower rectangle appears in the bottommost position in the right sidebar. Both ads are run of site. Limited to four advertisers in rotation.

Size: 300px wide x 250px tall

Price for Middle: $645/half month, $990/month

Price for Lower: $425/half month, $650/month
DIGITAL ADVERTISING  CUSTOM OPPORTUNITIES

GIVEAWAYS, SWEEPSTAKES AND SURVEYS

BRAIN is offering the opportunity for brands to partner with us to run a giveaway. A custom survey will enable brands to get direct feedback from our influential audience on questions of their choosing. Additionally, brands will acquire important email addresses to build their lists from interested contacts.

The giveaway will be promoted through BRAIN’s website, social media, and email channels throughout the duration of the giveaway.

Price: $2,500

*Brands are responsible for supplying survey questions, the giveaway award, and fulfillment. BRAIN will provide a complete list of survey answers and email addresses of entrants upon close of the giveaway. Inquire for more details.*

EMAIL BLASTS

BRAIN is offering a limited number of opportunities to engage directly with its list of North American bicycle dealers, suppliers and executives through customized email blasts. This email list can be segmented to reach your target audience.

**Guidelines:**

*Email subject line:* Max 150 characters  
*Preview text line:* Max 150 characters  
*Body copy:* 100-200 words performs best, but can be any reasonable length.  
*Header image:* 600px W x 250px H.  
*Logo:* If not in the header image, a logo image can also be provided.  
*Call to action/URL:* A call to action plus a link to a landing page.

**Price:** Dealers Only: $2,500; Full list: $5,000  
**Audience:** Approximately 5,900+ qualified bicycle industry subscribers, with 1,900+ independent and retail chain bicycle dealers.

*Email can be customized to meet your specifications. Please inquire.*
DIGITAL ADVERTISING  EMAIL AD PLACEMENTS

**Digital Advertising**

**Email Ad Placements**

**Email Requirements**

- Only JPEG, GIF, and PNG format accepted.
- 75KB max file size for banners for highest performance and click through rates. High resolution, double density files are acceptable.
- Video advertisements need to be a link to a video hosted on YouTube, Vimeo, or Wistia.

Questions about specs for Email, or how to submit materials, please contact Ron Bertola at rbertola@outsideinc.com.

### Newsletter Statistics

- **16,000** subscribers
- **43.9%** open rate – 3x industry average
- **6.4%** click rate – 2x industry average

### E-Newsletter Rates and Specs

<table>
<thead>
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<th>Position</th>
<th>Size</th>
<th>Weekly</th>
<th>Monthly</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard Banner</td>
<td>970 x 250 pixels</td>
<td>$375</td>
<td>$1,125</td>
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<tr>
<td>Middle Banner</td>
<td>728 x 90 pixels</td>
<td>$235</td>
<td>$705</td>
</tr>
<tr>
<td>Native Ad</td>
<td>Image, text, link</td>
<td>$500</td>
<td>$1500</td>
</tr>
<tr>
<td>Lower Square</td>
<td>300 x 250 pixels</td>
<td>$195</td>
<td>$450</td>
</tr>
<tr>
<td>Video</td>
<td>YouTube or Vimeo link</td>
<td>$500</td>
<td></td>
</tr>
</tbody>
</table>

### Newsletters

- **BRAIN Weekly Digest**

  **Leaderboard**
  
  Penn Cycle reopens as Freewheel Bike
  
  MINNEAPOLIS (BRAIN) — Twin Cities retailer Penn Cycle closed its six locations Monday, March 18, and reopened Friday under the Freewheel Bike.

  Read More

  **Middle Banner**
  
  NAHB draws record exhibitors, announces 2020 venue
  
  SACRAMENTO, Calif. (BRAIN) — The North American Handmade Bicycle Show, which closed Sunday, boasted a record number of exhibitors for the 15-year-old event, about 210.

  2 Comments

  Read More

  **Native Ad**

  Help keep them on their game
  
  Syncracy consumer financing is your competitive advantage.

  [Sponsorship ad]

  Penn Cycle reopens as Freewheel Bike
  
  MINNEAPOLIS (BRAIN) — Twin Cities retailer Penn Cycle closed its six locations Monday, March 18, and reopened Friday under the Freewheel Bike.

  Read More

  **Video**

  [Video]

  **Lower Square**

  From the around the web

  - Podcast: The War on Cars meets Car Talk
    - TheWarOnCars.com
  - Interview: Pez talks to former pro Peter Wightman of Deloitte
    - PezCyclingNews
  - Gear exchange revives a small town
    - Drift
  - NRMA disputes That’s Where It’s At: The Battle of the Big Three
calls for new testing standards
    - NRMA.com
ADVERTISING RATES

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>12x</th>
<th>9x</th>
<th>6x</th>
<th>3x</th>
<th>1x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$2,852</td>
<td>$3,030</td>
<td>$3,209</td>
<td>$3,387</td>
<td>$3,776</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$2,245</td>
<td>$2,384</td>
<td>$2,526</td>
<td>$2,669</td>
<td>$2,973</td>
</tr>
<tr>
<td>1/3 Page*</td>
<td>$1,741</td>
<td>$1,840</td>
<td>$1,947</td>
<td>$2,062</td>
<td>$2,169</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$1,317</td>
<td>$1,402</td>
<td>$1,482</td>
<td>$1,562</td>
<td>$1,646</td>
</tr>
<tr>
<td>Spread</td>
<td>$4,280</td>
<td>$4,548</td>
<td>$4,815</td>
<td>$5,083</td>
<td>$5,347</td>
</tr>
<tr>
<td>Cover II</td>
<td>$3,423</td>
<td>$3,485</td>
<td>$3,691</td>
<td>$3,896</td>
<td>$4,101</td>
</tr>
<tr>
<td>Cover III</td>
<td>$3,124</td>
<td>$3,182</td>
<td>$3,369</td>
<td>$3,556</td>
<td>$3,744</td>
</tr>
<tr>
<td>Cover IV</td>
<td>$3,360</td>
<td>$3,637</td>
<td>$3,760</td>
<td>$3,970</td>
<td>$4,129</td>
</tr>
<tr>
<td>Cover Banner</td>
<td>$1,733</td>
<td>$1,916</td>
<td>$2,100</td>
<td>$2,363</td>
<td>$2,625</td>
</tr>
</tbody>
</table>

All ads run in print and digital edition. Web links included in your ad will be active in the digital edition. Other premium positions and preferred placement available upon request.

* This 1/3 page ad is exclusive to the monthly Tradewatch report

Custom Delivery Options

We can offer a number of print options ranging from custom catalogs, bind-in cards, tip-ins and other products. Key pricing factors include size and weight. We also offer customized editorial content for special projects.

Digital Edition Sponsorship

We offer an exclusive sponsorship for our digital edition delivered 12 times a year to more than 5,000 digital subscribers. Your full-page digital message opens the edition. Your message includes a logo and a link to your web page. In addition, your sponsorship includes a logo and link to the magazine’s email announcement that delivers the digital edition to our subscriber base. Rate: $1,500/issue

PRINT AD SPECS

1/2 Page Horizontal
9.25” x 5.25”
235 x 133mm

1/3 Page Horizontal
9.25” x 3.5”
235 x 89mm

Cover banner
5.75” x 1.75”
146mm x 44mm

Full Page with bleed
10.5” x 12.125”
267 x 308mm
(10.25”x11.875” trim)

1/2 Page Vertical
4.375” x 10.875”
110 x 275mm

1/4 Page
4.375” x 5.25”
110 x 133mm

Advertising Dates

<table>
<thead>
<tr>
<th>Issue</th>
<th>Ads Close</th>
<th>Ads Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>December 10</td>
<td>December 15</td>
</tr>
<tr>
<td>February</td>
<td>January 7</td>
<td>January 12</td>
</tr>
<tr>
<td>March</td>
<td>February 4</td>
<td>February 9</td>
</tr>
<tr>
<td>April</td>
<td>March 11</td>
<td>March 16</td>
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<tr>
<td>May</td>
<td>April 8</td>
<td>April 13</td>
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<tr>
<td>June</td>
<td>May 6</td>
<td>May 11</td>
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<tr>
<td>July</td>
<td>June 10</td>
<td>June 15</td>
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<tr>
<td>August</td>
<td>July 8</td>
<td>July 13</td>
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<tr>
<td>September</td>
<td>August 12</td>
<td>August 17</td>
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<tr>
<td>October</td>
<td>September 9</td>
<td>September 14</td>
</tr>
<tr>
<td>November</td>
<td>October 7</td>
<td>October 12</td>
</tr>
<tr>
<td>December</td>
<td>November 11</td>
<td>November 16</td>
</tr>
</tbody>
</table>

Print Requirements

Electronic files: All ad creative, photography, and illustrations must be created at a minimum of 300 dpi, saved as CMYK files and without spot colors. Files should be delivered as a press quality PDF.

WE ARE NOT RESPONSIBLE FOR THE IMAGE QUALITY OF LOW-RESOLUTION OR INCORRECTLY PRODUCED FILES.

Publication Trim Size: 10.25” x 11.875”
Printing Process: Web Offset
Paper: 50-pound gloss
Screen: 133 line
Density: 280% maximum tone density

Questions about specs for print or how to submit materials, please contact our production manager, Ron Bertola at rbertola@outsideinc.com.
BRAIN is now offering a combined print + digital package exclusively to Marketplace advertisers at discounted rates. Expand your reach with an affordable investment and get your message in front of the widest industry audience possible.

**PRINT EXCLUSIVE**

**Marketplace Print Exclusive Pricing**

**Horizontal or Vertical**

- 12x = $450/mo
- 6x = $475/mo
- 3x = $500/mo
- 1x = $700/mo

**Ad Specs**

- Vertical - 2.125” x 5.25”
- Horizontal - 4.5” x 2.5”
- Website Digital Ad - 300w x 250h pixels

**PRINT + DIGITAL BONUS PACKAGE**

**Marketplace Print + Website Display Package Pricing**

**Horizontal or Vertical + 300x250 Lower Banner**

- 12x = $750/mo
- 6x = $800/mo
- 3x = $833/mo
- 1x = $1,100/mo

**Digital Ad Creative Requirements**

Website banner Ad - 300w x250h pixels. Only JPEG, GIF, PNG or HTML5 formats are accepted. 150KB max file size for banners. All animation, including loops, must stop at 30 seconds. Feel free to submit up to 3 versions of artwork. Our system will optimize to give priority to the strongest performer.

Questions about materials, please contact Ron Bertola: rbertola@outsideinc.com

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**Classifieds**

Our classified ads reach thousands of readers on the web and in print. Whether you’re selling a shop, hiring a mechanic or searching for executive level managers, our classifieds deliver. And it’s easy. You can post your own at [www.bicycleretailer.com/classifieds](http://www.bicycleretailer.com/classifieds). Our rates are highly competitive at $90 per column inch, or about 35 words without a logo. A logo ads one inch of space. Pay via credit card.

**Post your own classified at bicycleretailer.com/classifieds.**
CONTACTS

SALES

EAST
Karl Wiedemann
(203) 906-5806
kwiedemann@outsideinc.com

MIDWEST
Barry and Jim Kingwill
(847) 537-9196
bkingwill@outsideinc.com
jkingwill@outsideinc.com

MOUNTAINS
Ellen Butler
(720) 288-0160
ebutler@outsideinc.com

WEST
Gary Newkirk
(949) 632-4223
gnewkirk@outsideinc.com

EUROPE
inMotion marcom
Uwe Weissflog
Cell: +49 (0) 170-316-4035
Tel: +49 (0) 711-35164091
uweissflog@inmotionmar.com

ITALY, SWITZERLAND
Ediconsult Internazionale
Tel: +39 10 583 684
Fax: +39 10 566 578
sport@ediconsult.com

TAIWAN
Wheel Giant Inc.
Tel: +886-4-7360794 & 5
Fax: +886-4-7357860 or 7360789
rep@mail.wheelgiant.com.tw

ACCOUNT MANAGER - B2B
Ron Bertola
(949) 300-0502
rbertola@outsideinc.com

EDITORIAL

EDITOR-IN-CHIEF
Steve Frothingham
(720) 251-6899
sfrothingham@outsideinc.com

MANAGING EDITOR
Dean Yobbi
(954) 806-3946
dyobbi@outsideinc.com

CORPORATE OFFICE

1600 Pearl Street, Suite 300
Boulder CO 80302 USA
(303) 440-0601

facebook-square twitter youtube instagram @bicycleretailer