

Outside

Bicycle Retailer

MEDIA KIT 2025

and **INDUSTRY NEWS**



JOURNALISM FOR THE TRADE

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.

DIGITAL ADVERTISING OVERVIEW

STATISTICS FOR BICYCLERETAILER.COM

379,000 page views/month (+10% YOY)
140,000 unique visits/month (+21% YOY)
51%/49% mobile/desktop

VISITOR DEMOGRAPHICS FOR BICYCLERETAILER.COM

75% Male **73%** HHI \$100k+
25% Female **78%** College or graduate school
68% 25-54 **64%** Based in the U.S.



Sources: Google Analytics January-September 2024, *2022 Outside Audience Survey

DIGITAL ADVERTISING RATES

Position	Size	Media Value
Sidewalls (Exclusive 100% Share of Voice)	2000 x 1100 pixels	\$1,450/week
Leaderboard Banner	Desktop 1004 x 90 pixels Tablet 728 x 90 pixels Phone 320 x 50 pixels	\$2,500/month
Right Rectangle - High *	300 x 250 pixels	\$1,725/month
In-Article Rectangle	300 x 250 pixels	\$1,575/month
Homepage Newsfeed	600 x 150 pixels	\$1,550/month
Right Skyscraper	300 x 600 pixels	\$1,475/month
Right Rectangle - Mid *	300 x 250 pixels	\$1,275/month
Right Rectangle - Low	300 x 250 pixels	\$825/month
Homepage Native Ad	Image, Headline, Text, Link	\$2,000/month
Homepage Autoplay Video	MP4, MOV, WAV (up to 30MB) - GAM Hosted	\$550/week
Custom Sponsored Email	Image, Subject Line, Text, Link	\$5,000

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**.

Unless specified as exclusive, website positions include several advertisers in rotation.

Sidewalls require 1024 pixels of white space in the center.

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

* Ads rotate through two positions.

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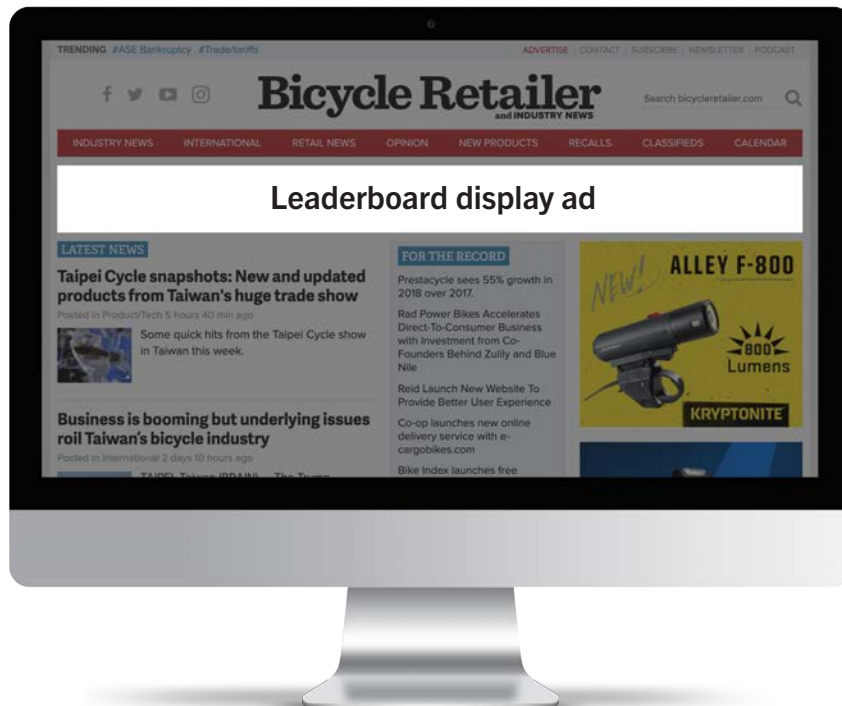
DIGITAL ADVERTISING BANNER AD PLACEMENTS



SIDEWALL

The sidewall ad replaces the website background and is offered as an exclusive to a single advertiser with 100% share of voice.

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 1324px. 300kb max file size.



LEADERBOARD

The leaderboard ad appears at the top of the site on all pages with visibility across desktop, tablet, and mobile devices. Position includes several 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

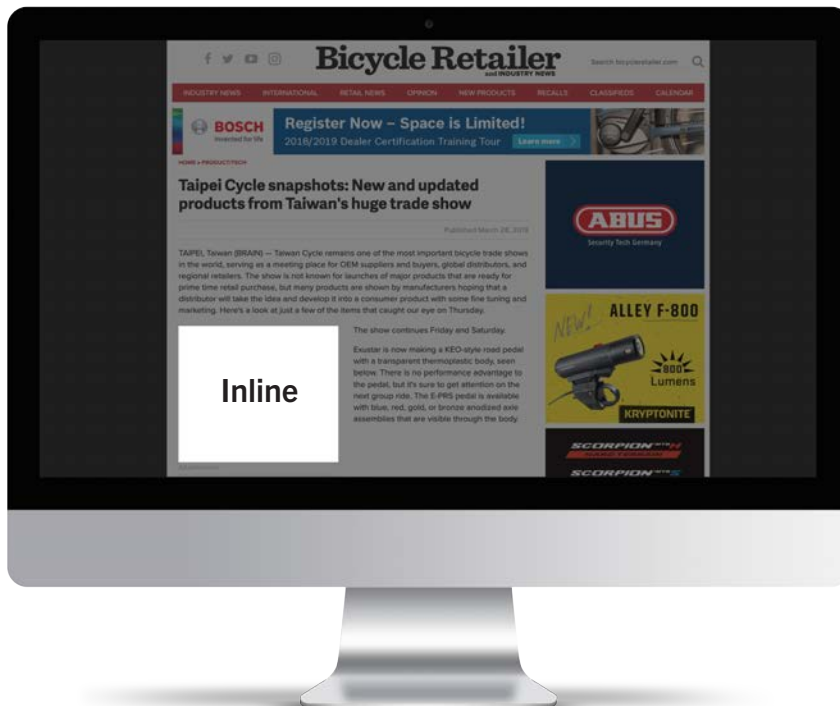
DIGITAL ADVERTISING BANNER AD PLACEMENTS



RIGHT RECTANGLE - HIGH

The right rectangle high position ad rotates through the top to ad slots. Ad is run of site. Position includes several advertisers in rotation.

Size: 300px wide x 250px tall

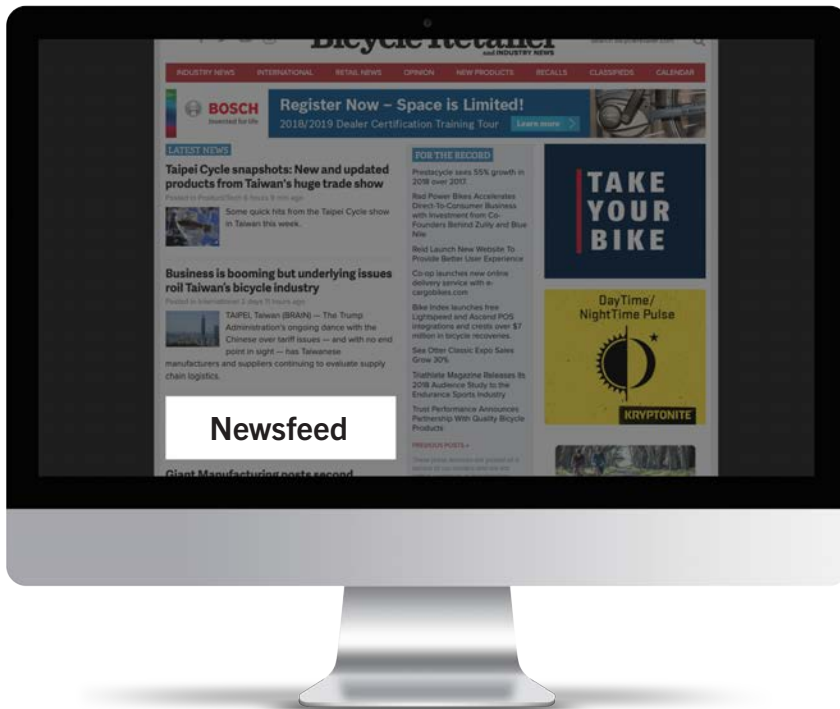


IN-ARTICLE RECTANGLE

The in-article ad appears to the left of the second paragraph on every article page through out the site. On mobile devices, the appears after the first paragraph and before the second paragraph. Position includes several advertisers in rotation.

Size: 300px wide x 250px tall

DIGITAL ADVERTISING BANNER AD PLACEMENTS



HOMEPAGE NEWSFEED

The homepage newsfeed ad appears after the second story teaser on the homepage. Position includes several advertisers in rotation.

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



HOMEPAGE NATIVE

The homepage native ad is designed to look like an article on Bicycleretailer.com. Ad will appear as the fifth story. Position includes several advertisers in rotation.

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.

DIGITAL ADVERTISING BANNER AD PLACEMENTS



SKYSCRAPER

Appears in the right sidebar and is delivered site-wide. Position includes several advertisers in rotation.

Size: 300px wide x 600px tall

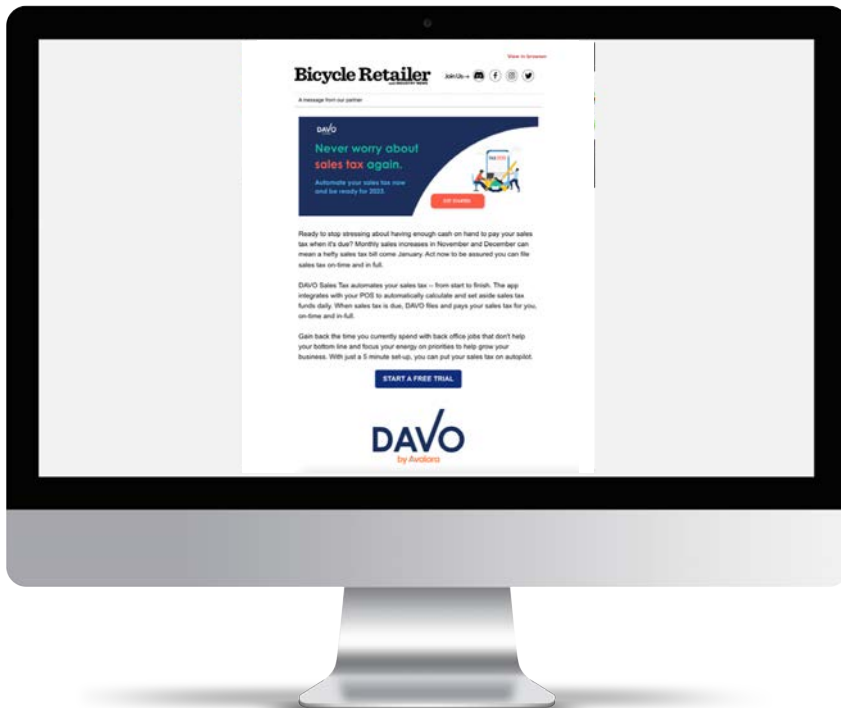


MIDDLE AND LOWER RECTANGLES

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. Position includes several advertisers in rotation.

Size: 300px wide x 250px tall

DIGITAL ADVERTISING CUSTOM OPPORTUNITIES



CUSTOM SPONSORED EMAIL

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.

Guidelines:

Email subject line: Provide 2 Options for A/B Testing. Max 150 characters per subject line

Preview text line: Max 150 characters

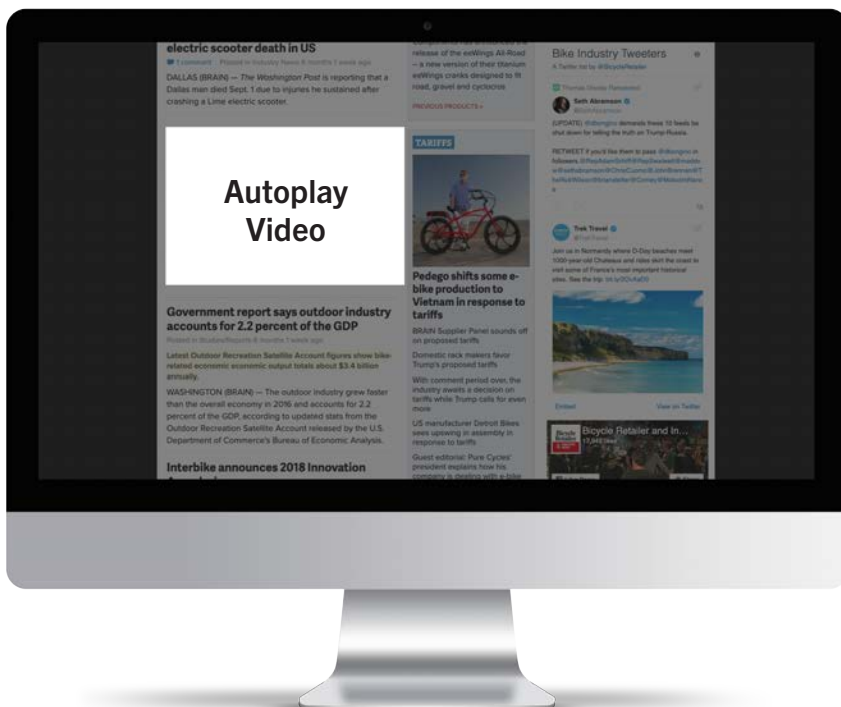
Body copy: 100-200 words performs best, but can be any reasonable length.

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.

Audience: Approximately 9,500 qualified bicycle industry subscribers, including 2,500+ independent and retail chain bicycle dealers.



HOMEPAGE AUTOPLAY VIDEO

The homepage autoplay video is designed to begin playing as soon as the user scrolls over the ad. Video will be muted, but user interaction can enable sound or replay. Video can link out and may include a title.

Specs:

Video headline: Up to 40 characters

File type: MP4, MOV, WAV

File size: 30MB or less

Click-through URL

Poster file: IMG/PNG at 1920 x 1080 or 1280 x 720

Bicycle Retailer

March 25, 2025

March 25, 2025

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

NAHBS draws record exhibitors, announces 2020 venue

SACRAMENTO, Calif. (BRAIN) — The North American Handmade Bicycle Show, which closed Sunday, notched a record number of exhibitors for the 15-year-old event: about 210.

2 Comments

[Read More](#)

HELP KEEP THEM ON THEIR GAME
Synchrony consumer financing is your competitive

Native Ad

synchronybusiness.com/sport or call us at 844-671-9211.

SPONSORED

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

From around the web

Podcast: The War on Cars meets Car Talk
 – TheWarOnCars.com

Interview: Pez talks to former pro Paul Willerton of Defeat
– PezCyclingNews

Gear exchange revives a small Maine town

MIPS disputes Trek's WaveCell claims, calls for new testing standards
— VeloNews.com

Lower Square

Newsletter Statistics

9,500 subscribers to BRAIN weekly editorial e-newsletter

1,000 subscribers to BRAIN weekly electric bike editorial e-newsletter

43.9% open rate – 4x industry average

10.2% click rate – 3x industry average

WEEKLY EDITORIAL NEWSLETTER

Position	Size	Monthly
Leaderboard Banner	800 x 600 pixels	\$1,200 / month
Middle Banner	728 x 90 pixels	\$650 / month
Native Ad	Image, text, link	\$1,500 / month
Lower Square	300 x 250 pixels	\$400 / month
Video	YouTube or Vimeo Link	\$500 / month

WEEKLY ELECTRIC BIKE EDITORIAL NEWSLETTER

Position	Size	Monthly
Leaderboard Banner	800 x 600 pixels	\$500 / month
Middle Banner	728 x 90 pixels	\$300 / month
Native Ad	Image, text, link	\$750 / month
Lower Square	300 x 250 pixels	\$300 / month
Video	YouTube or Vimeo Link	\$300 / month

\$1,000 minimum commitment for e-newsletter sponsorships

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.

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

PRINT ADVERTISING

READERSHIP

7,900+
Print circulation

1,400+
Digital
circulation

25,100
Total readership
3 readers per copy*

51.1% IBDs • **7.5%** Distributors • **6.7%** Chain retailers
19.3% Manufacturers • **5.5%** Reps • **7.1%** Other

2025 PRINT ISSUE THEMES

Issue	Theme
January	Crystal Ball (2025 market predictions)
February	Saddles/Bike Fit market report, NY CABDA report
March	Tire/Tube market report, Chicago CABDA report
April	Taipei coverage, Bicycle Leadership Conference coverage
May	Shop Tools market report
June	Nutrition market report, Sea Otter coverage
July	Racks/Storage market report
August	Industry non-profits overview
September	Accessories/Helmets market report
October	POS Business Software market report
November	Lights market report
December	Juvenile Bike market report



Advertising Dates

Issue	Ads Close/Ads Due	Mail Date
January	Fri 12/13/24	Tue 12/31/24
February	Fri 01/10/25	Tue 1/28/25
March	Fri 02/07/25	Tue 2/25/25
April	Fri 03/07/25	Tue 3/25/25
May	Fri 04/04/25	Tue 4/22/25
June	Fri 05/09/25	Tue 5/27/25
July	Fri 06/06/25	Tue 6/24/25
August	Tue 07/01/25	Tue 7/22/25
September	Fri 08/08/25	Tue 8/26/25
October	Fri 09/05/25	Tue 9/23/25
November	Fri 10/10/25	Tue 10/28/25
December	Fri 11/07/25	Tue 11/25/25
January 2026	Fri 12/12/25	Tue 12/30/25

ADVERTISING RATES

	1 Issue	3+ Issue
Full Page	\$3,675	\$3,150
2 Page Spread	\$6,300	\$5,250
Half-Page	\$2,250	\$2,000
Cover Banner	\$2,625	\$2,350

All ads run in print and digital edition.
Other premium positions and preferred placement available upon request.

Custom Delivery Options

Print options range from custom catalogs, bind-in cards, tip-ins and other products. Pricing factors include size and weight. We also offer customized editorial content for special projects.

PRINT AND CLASSIFIEDS

PRINT AD SPECS

Page Size	Bleed	Trim
2 page spread	20.75" x 12.125"	20.5" x 11.875"
Full page	10.5 x 12.125	10.25" x 11.875
Half Horizontal	-	9.25" x 5.25"
Half Vertical	-	4.375" x 10.875"
Cover Banner	-	5.75" x 1.75"

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.

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. Pay via credit card.

Post your own classified at
bicycleretailer.com/classifieds

Online
and
in print!

