

# Bicycle Retailer

Published by the NBDA

AND INDUSTRY NEWS

Connecting bicycle suppliers to retailers since 1992



## 2018 MEDIA KIT

[f](#) bicycleretailer | [t](#) @bicycleretailer | [i](#) bicycleretailer | [bicycleretailer.com](http://bicycleretailer.com)

# 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

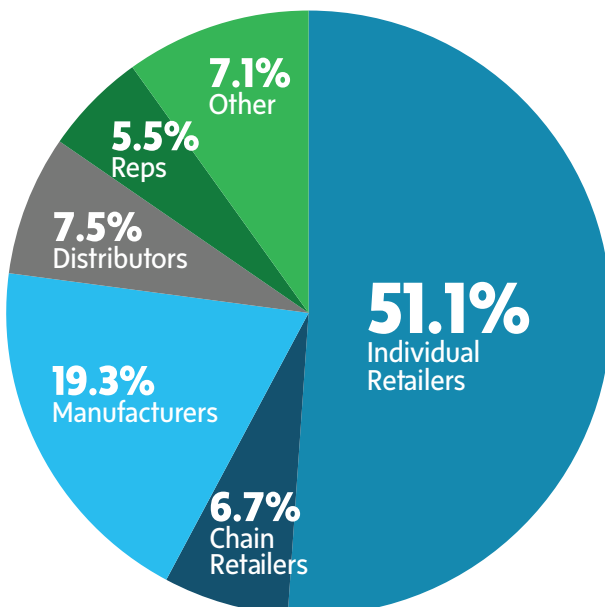
**5,000+**

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 nearly 60 percent of our circulation going to store owners and their staff in the U.S. and Canada.



## WHY ADVERTISE IN BRAIN?

### VOICE

We have a respected and knowledgeable editorial team readers rely on for information.

### FREQUENCY

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

### INFLUENCE

We impact retail purchasing decisions of buyers who decide which brands and products are sold.

### REACH

We maintain the most current print and digital retail 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	\$3,195
Jr. Page	\$3,600	\$3,420	\$3,240	\$3,060	\$2,880
1/2 Page	\$3,145	\$2,990	\$2,830	\$2,670	\$2,515
1/3 Page	\$2,420	\$2,300	\$2,180	\$2,060	\$1,935
1/4 Page	\$1,845	\$1,750	\$1,660	\$1,570	\$1,475
1/6 Page	\$1,215	\$1,155	\$1,090	\$1,030	\$975
Spread	\$5,990	\$5,695	\$5,395	\$5,095	\$4,795

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.

## ISSUE EDITORIAL CONTENT

ADS CLOSE ADS DUE

JAN	<b>Sales Training Guide / Digital Directory</b>	DEC 1	DEC 8
FEB	<b>Indoor Cycling Market</b>	JAN 5	JAN 12
MAR 1	<b>CABDA Coverage</b>	FEB 2	FEB 9
MAR 15	<b>E-Bike Market Report / NAHBS Coverage</b>	FEB 16	FEB 23
APR 1	<b>BRAIN Survey / Gear Guide</b>	MAR 2	MAR 9
	<b>Sea Otter Festival Guide</b>	MAR 2	MAR 9
APR 15	<b>Sea Otter Preview *</b>	MAR 16	MAR 23
MAY 1	<b>Industry Roundtable</b>	MAR 30	APR 6
MAY 15	<b>BLC / Sea Otter Wrap-up</b>	APR 13	APR 20
JUN 1	<b>Public Companies and Compensation</b>	APR 27	MAY 4
JUN 15	<b>Kansas City Dealer Tour</b>	MAY 18	MAY 25
JUL 1	<b>Eurobike Issue *</b>	JUN 1	JUN 8
JUL 15	<b>Bike Parks and Resorts</b>	JUN 15	JUN 22
AUG 1	<b>Statistics Package / Eurobike Wrap-up</b>	JUN 29	JUL 6
AUG 15	<b>E-Bike Market Report</b>	JUL 20	JUL 27
SEP	<b>Interbike Issue / Reno Guide / Gear Guide **</b>	AUG 3	AUG 10
	<b>Interbike Show Daily</b>	AUG 31	SEP 7
OCT	<b>America's Best Bike Shops / Industry Roundtable</b>	SEP 14	SEP 21
NOV	<b>Interbike Wrap-up / Taiwan Issue *</b>	SEP 28	OCT 5
DEC	<b>Cyclofest Coverage / Taiwan Coverage</b>	NOV 2	NOV 9

\* Plus bonus distribution \*\* Plus bonus Interbike distribution

## DIGITAL EDITION SPONSORSHIP

**5,000+**

Digital circulation

**45%**

Average open rate

Exclusive opportunity to be the presenting sponsor of the digital edition. Includes a full-page digital ad on the left hand page facing the issue cover with link. Plus, email includes sponsor logo.

Opening full page sponsor ad

Per Issue: **\$1,500**

**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:**

**Email:** 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

## 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.

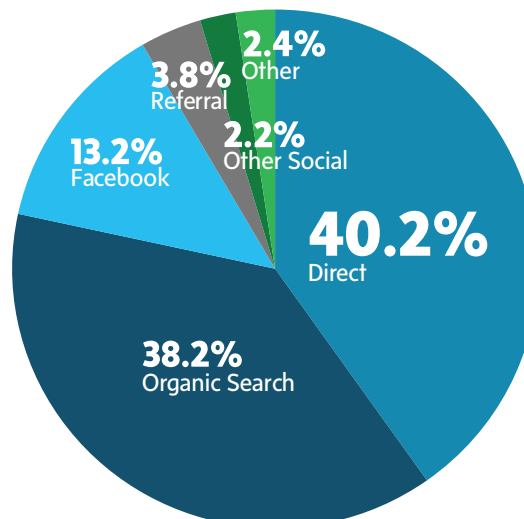
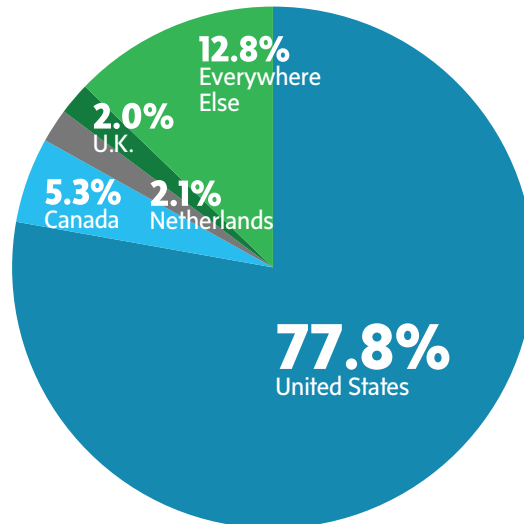
**Send Materials:** E-mail materials to Ron Bertola at rbertola@bicycleretailer.com. Call with questions: 949-206-1677 ext. 207

# 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 **200,000** monthly visits, we continue to attract loyal readers.



**2.6 MILLION**  
Annual visits

**219,538**  
Visits per month

**87,667**  
Unique visitors per month

**411,670**  
Page views per month

**1:59 MINUTES**  
Time on site

**17,000**  
bicycleretailer

**16,000**  
@bicycleretailer

**1,650**  
bicycleretailer

[www.bicycleretailer.com](http://www.bicycleretailer.com)

\* Source: Google Analytics  
Sept. 1, 2016 - Aug. 31, 2017

## WEBSITE SPECS AND RATES

	Position	Size	Half Month	Full Month
<b>A</b>	Leader Banner	Desktop 1004 x 90 pixels Tablet 728 x 90 pixels Phone 320 x 50 pixels	<b>\$1,210</b>	<b>\$1,815</b>
<b>B</b>	Right Rectangle - High *	300 x 250 pixels		<b>\$1,320</b>
<b>C</b>	Right Rectangle - Mid *	300 x 250 pixels		<b>\$990</b>
<b>D</b>	Right Vertical	300 x 600 pixels		<b>\$1,150</b>
<b>E</b>	Right Rectangle - Low	300 x 250 pixels		<b>\$650</b>
<b>S</b>	Sidewalls (Exclusive)	2000 x 1100 px (w x h) with a 1024 px vertical white space in the center. Desktop viewing only.	<b>\$2,400</b>	<b>\$3,600</b>

All ads run of site.

\* Ads rotate through two positions.

<b>V</b>	Video Embed	We can accept a YouTube or Vimeo link **	One week on the home page: <b>\$500</b>
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\*\* Send a URL link for your video to Ron Bertola at [rbertola@bicycleretailer.com](mailto:rbertola@bicycleretailer.com)

## WEB SPECS

**Web Specs:** Submit creative according to position specs. Art work specs are 72 dpi in JPG, GIF, PNG or SWF format. Max file size is 30KB except sidewalls. For other ad formats, please inquire.

**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

## E-NEWSLETTER SPECS AND RATES

	Position	Size	Weekly	Monthly
<b>A</b>	Leader Banner	600 x 150 Pixels	<b>\$350</b>	<b>\$1,050</b>
<b>B</b>	Middle Banners	600 x 100 pixels	<b>\$220</b>	<b>\$660</b>
<b>C</b>	Lower Square	300 x 300 pixels	<b>\$550</b>	<b>\$1,650</b>

<b>V</b>	Video Embed	YouTube, Vimeo, Wistia, etc. **	weekly <b>\$500</b>
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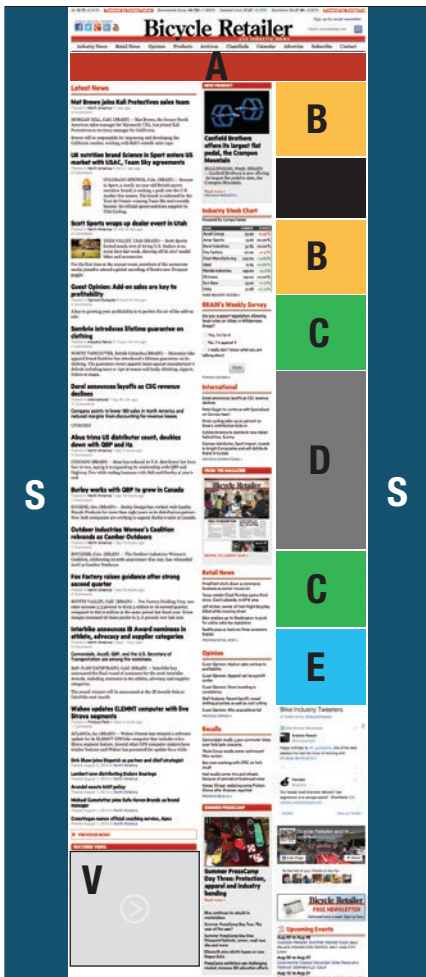
\*\* Send video URL to Ron Bertola at [rbertola@bicycleretailer.com](mailto:rbertola@bicycleretailer.com). Other services may be available, please inquire.

**Weekly Friday e-newsletter with top web news curated by BRAIN editors. Sent to 20,000+ industry email addresses with 35% average open rate.**

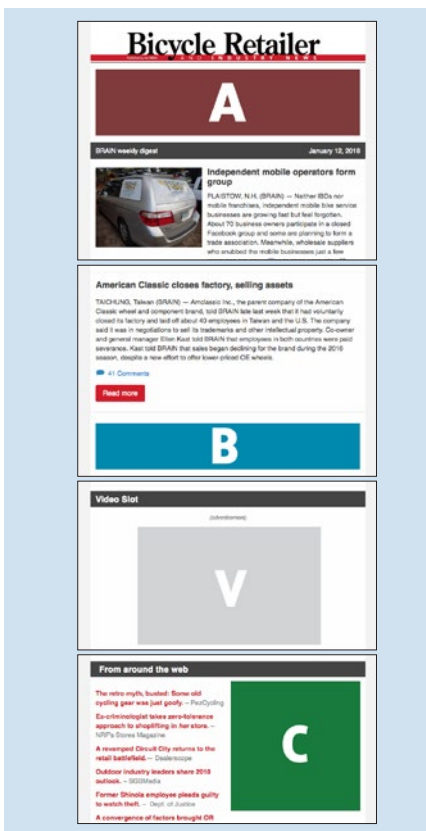
## NEWSLETTER SPECS

No Flash SWF format files. / PNG, GIF, or JPG format accepted. High resolution, double density files are acceptable.

*Abridged newsletter example, with ad placements highlighted*



**Each web advertising position rotates through no more than four ads — ensuring your message gets seen.**



# 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.

## KANSAS CITY

May 22-24, 2018

Special section in June 15 issue

**\$5,000** per Tour\*

**Includes event participation and full-page ad.**













\*In addition to travel and expenses.

## INDUSTRY ROUNDTABLES

Join us for an informal private roundtable discussion moderated by the BRAIN editors on hot topics facing the industry. Sponsorship includes prominent brand placement on social media, Facebook Live and in print coverage.

Special section in May 1 and October 1 issues

**\$2,000** per Roundtable

GEAR GUIDE		GEAR GUIDE	
<p><b>Lezyne Laser Drive</b></p> <p>The highly innovative Laser Drive is a compact, high-visibility safety light with four ultra-bright LEDs and two lasers. The Laser Drive beams two safety rays on the ground for added safety. Features a 30-minute auto-shutdown, rechargeable dual-battery construction, a 30-day battery life, and a variety of optional accessories. The Laser Drive is available in black, blue, and pink. The Laser Drive is available in black, blue, and pink.</p> <p><b>MSRP: \$29.99</b>  <b>Lezyne Laser Drive</b>  <a href="http://www.lezyne.com">www.lezyne.com</a></p> 	<p><b>Lezyne Classic Shallow Brass Bell</b></p> <p>Engineered to reduce the amount of vibration that is transferred to the rider, the Lezyne Classic Shallow Brass Bell is a high-quality, shallow brass bell. The bell is made of brass and is designed to reduce the amount of vibration that is transferred to the rider. The bell is made of brass and is designed to reduce the amount of vibration that is transferred to the rider.</p> <p><b>MSRP: \$19.99</b>  <b>Lezyne Classic Shallow Brass Bell</b>  <a href="http://www.lezyne.com">www.lezyne.com</a></p> 	<p><b>ENVE M Series M525</b></p> <p>The ENVE M Series M525 is the lightest wheel in the world. It is made of carbon fiber and is designed to reduce the amount of vibration that is transferred to the rider. The wheel is made of carbon fiber and is designed to reduce the amount of vibration that is transferred to the rider.</p> <p><b>MSRP: \$1,200</b>  <b>ENVE M Series M525</b>  <a href="http://www.enve.com">www.enve.com</a></p> 	<p><b>ENVE M Series M730 &amp; M735</b></p> <p>The ENVE M Series M730 and M735 are the lightest wheels in the world. They are made of carbon fiber and are designed to reduce the amount of vibration that is transferred to the rider. The wheels are made of carbon fiber and are designed to reduce the amount of vibration that is transferred to the rider.</p> <p><b>MSRP: \$1,200</b>  <b>ENVE M Series M730 &amp; M735</b>  <a href="http://www.enve.com">www.enve.com</a></p> 
<p><b>ABUS NetFit</b></p> <p>The ABUS NetFit is a revolutionary new way to secure your bike. It is made of high-strength steel and is designed to reduce the amount of vibration that is transferred to the rider. The NetFit is made of high-strength steel and is designed to reduce the amount of vibration that is transferred to the rider.</p> <p><b>MSRP: \$49.99</b>  <b>ABUS NetFit</b>  <a href="http://www.abus.com">www.abus.com</a></p> 	<p><b>JetBlack WhipperDrive™ Smart</b></p> <p>The JetBlack WhipperDrive™ Smart is a revolutionary new way to secure your bike. It is made of high-strength steel and is designed to reduce the amount of vibration that is transferred to the rider. The WhipperDrive™ Smart is made of high-strength steel and is designed to reduce the amount of vibration that is transferred to the rider.</p> <p><b>MSRP: \$149.99</b>  <b>JetBlack WhipperDrive™ Smart</b>  <a href="http://www.jetblack.com">www.jetblack.com</a></p> 	<p><b>Tern GSD</b></p> <p>The Tern GSD is a revolutionary new way to secure your bike. It is made of high-strength steel and is designed to reduce the amount of vibration that is transferred to the rider. The GSD is made of high-strength steel and is designed to reduce the amount of vibration that is transferred to the rider.</p> <p><b>MSRP: \$299.99</b>  <b>Tern GSD</b>  <a href="http://www.tern.com">www.tern.com</a></p> 	<p><b>MINIMUM CUSHION AND FIRM COMPRESSION. RESPONSIVE FEEL.</b></p> <p>The Swiftwick is a revolutionary new way to secure your bike. It is made of high-strength steel and is designed to reduce the amount of vibration that is transferred to the rider. The Swiftwick is made of high-strength steel and is designed to reduce the amount of vibration that is transferred to the rider.</p> <p><b>MSRP: \$29.99</b>  <b>Swiftwick</b>  <a href="http://www.swiftwick.com">www.swiftwick.com</a></p> 
<p><b>KHS Urban One II</b></p> <p>The KHS Urban One II is a revolutionary new way to secure your bike. It is made of high-strength steel and is designed to reduce the amount of vibration that is transferred to the rider. The Urban One II is made of high-strength steel and is designed to reduce the amount of vibration that is transferred to the rider.</p> <p><b>MSRP: \$499</b>  <b>KHS Urban One II</b>  <a href="http://www.khs.com">www.khs.com</a></p> 	<p><b>KHS Ultracycle Brake Safe</b></p> <p>The KHS Ultracycle Brake Safe is a revolutionary new way to secure your bike. It is made of high-strength steel and is designed to reduce the amount of vibration that is transferred to the rider. The Brake Safe is made of high-strength steel and is designed to reduce the amount of vibration that is transferred to the rider.</p> <p><b>MSRP: \$149.99</b>  <b>KHS Ultracycle Brake Safe</b>  <a href="http://www.khs.com">www.khs.com</a></p> 	<p><b>SP CONNECT</b></p> <p>The SP Connect is a revolutionary new way to secure your bike. It is made of high-strength steel and is designed to reduce the amount of vibration that is transferred to the rider. The SP Connect is made of high-strength steel and is designed to reduce the amount of vibration that is transferred to the rider.</p> <p><b>MSRP: \$149.99</b>  <b>SP Connect</b>  <a href="http://www.spconnect.com">www.spconnect.com</a></p> 	<p><b>XI Smart Cycling Helmet</b></p> <p>The XI Smart Cycling Helmet is a revolutionary new way to secure your bike. It is made of high-strength steel and is designed to reduce the amount of vibration that is transferred to the rider. The XI Smart Cycling Helmet is made of high-strength steel and is designed to reduce the amount of vibration that is transferred to the rider.</p> <p><b>MSRP: \$149.99</b>  <b>XI Smart Cycling Helmet</b>  <a href="http://www.xihelmet.com">www.xihelmet.com</a></p> 

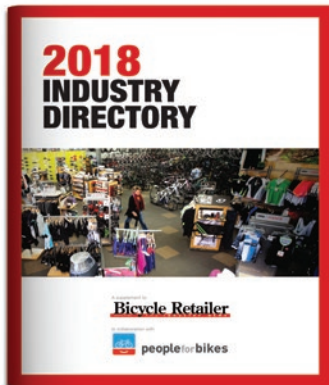
## GEAR GUIDES

Introduce your new product to retail buyers in our biannual Gear Guide. You provide the content; we lay it out in a clean format. With just six products per page, you'll stand out!

Special section in April 1 and September 1 issues

Cost = **\$650** for one / **\$1,200** for two

# SPECIAL EDITIONS



## DIGITAL 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 emailed in digital format with January issue**



## 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**



## 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: \$3,350 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 \$1,750; Full page \$3,800.** Standard trim size distributed onsite and polybagged with April 15 issue.

# 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**  
**Email: irenesmoyes@gmail.com**  
**Phone/Fax: (505) 466-3211**

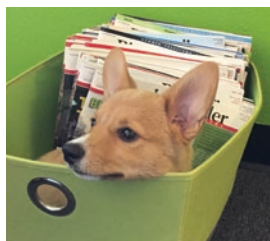
## CLASSIFIEDS

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](http://www.bicycleretailer.com/classifieds). Besides the web, we also place your classified in the next print issue.

**Classified ads: \$80** per column inch, or about 35 words without a logo. A logo adds one inch. Payment with either VISA or MasterCard.

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

# BRAIN SQUAD



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Fax: (847) 537-6519  
barry@kingwillco.com  
jim@kingwillco.com

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Bill Tanler 1929-1997

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**Bicycle Retailer**  
AND INDUSTRY NEWS

Published by the NRBA



[www.bicycleretailer.com](http://www.bicycleretailer.com)

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