

# BRAIN's E-Newsletter Program Delivers Event Coverage Today!

The Next Best Thing to Being There!



## Incisive! Immediate! Insightful!

When *Bicycle Retailer & Industry News* sends its editors to an event, they deliver the news NOW! Get it on your smart-phone. Get it on the web. Get it in your email. Get it NOW! If you want to stay on top of the news, no other magazine in the industry delivers it quite like we do.

## News! Commentary! Photos! Analysis!

Each day—whether at Eurobike, Taichung Bike Week, Taipei Cycle Show or Sea Otter—our editors talk with dozens of industry leaders so we can deliver information and analysis that's unique and timely. We email them to more than 8,000 industry leaders, suppliers and retailers every day while at an event. With an open rate of 40 percent or more, we reach your customers whether they are walking the show, at work in the office or selling your products at retail.

## Here's the program.

Newsletters delivered daily from Eurobike, Taichung Bike Week, Taipei Cycle Show and Sea Otter. These are the most important events on the calendar. What happens there helps shape the future of sales. Help shape YOUR future sales via our e-mail newsletter program.

## E-MAIL NEWSLETTER RATES

Full page:	\$2,255 (per day cost: \$638.75)
Half page:	\$1,550 (per day cost: \$387.50)
Third page:	\$1,230 (per day cost: \$307.50)
Quarter page:	\$ 850 (per day cost: \$212.50)

### Discounts for multiple editions:

- Buy two events earn a 5% discount off the regular rate.
- Buy three events earn a 7% discount off the regular rate.
- Buy all four events and earn a 10% discount off the regular rate.

## For Sales Information Contact:

SO. CALIFORNIA **Robert Roman**  
 TEL: (949) 206-1677 EXT. 208  
 rroman@bicycleretailer.com

FAR WEST **Peter Kirkpatrick**  
 Tel: (541) 488-1933  
 peterkirk@pknorthwest.com

MIDWEST **Kingwill Company**  
**Barry and Jim Kingwill**  
 Tel: (847) 537-9196

barry@kingwillco.com, jim@kingwillco.com

EAST **Richard Crumb**  
 Tel: (802) 388-4538  
 crumb@hotmail.com

# Bicycle Retailer

AND INDUSTRY NEWS