



## 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](http://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

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

## VISITOR DEMOGRAPHICS FOR BICYCLERETAILER.COM

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



Sources: Google Analytics, Comscore

## DIGITAL ADVERTISING RATES

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

## Exclusive Weekly Advertising Opportunities

Sidewalls	2000 x 1100 pixels	\$1,000/week
Homepage Native Ad	Image, Headline, Text, Link	\$750/week
Homepage Autoplay Video	MP4, MOV, AVI, WMV, YouTube, Vimeo	\$500/week

## 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

Position	Size	Weekly	Monthly
Leaderboard Banner	970 x 250 pixels	\$375	\$1,125
Middle Banner	728 x 90 pixels	\$235	\$705
Native Ad	Image, headline, text, link	\$500	\$1500
Lower Square	300 x 250 pixels	\$195	\$450
Video	YouTube or Vimeo link	\$500	

## 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](mailto:rbertola@outsideinc.com).

\* Ads rotate through two positions.

## 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](mailto:rbertola@outsideinc.com).

# DIGITAL ADVERTISING BANNER AD PLACEMENTS

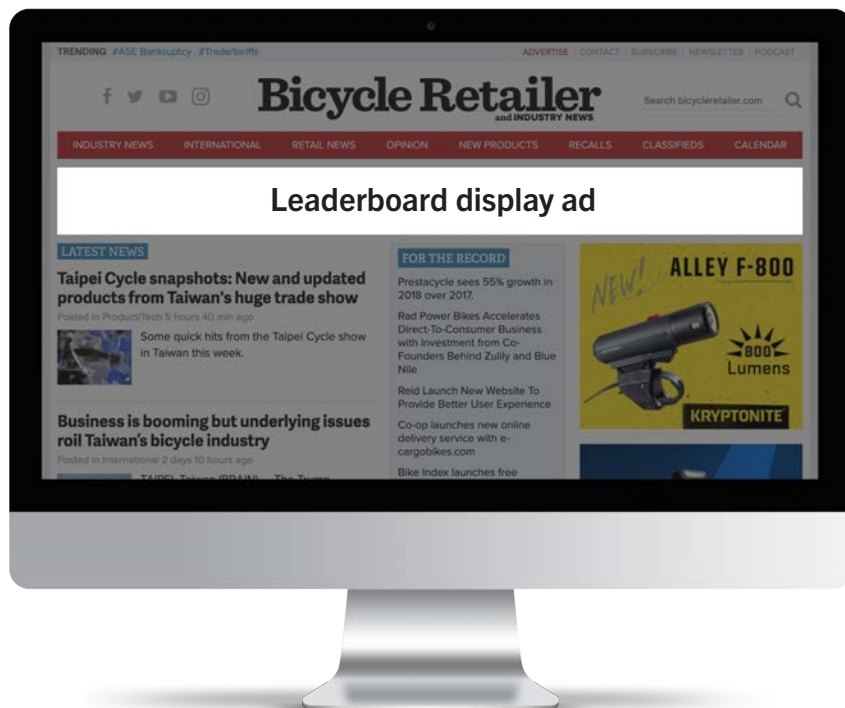


## SIDEWALL

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



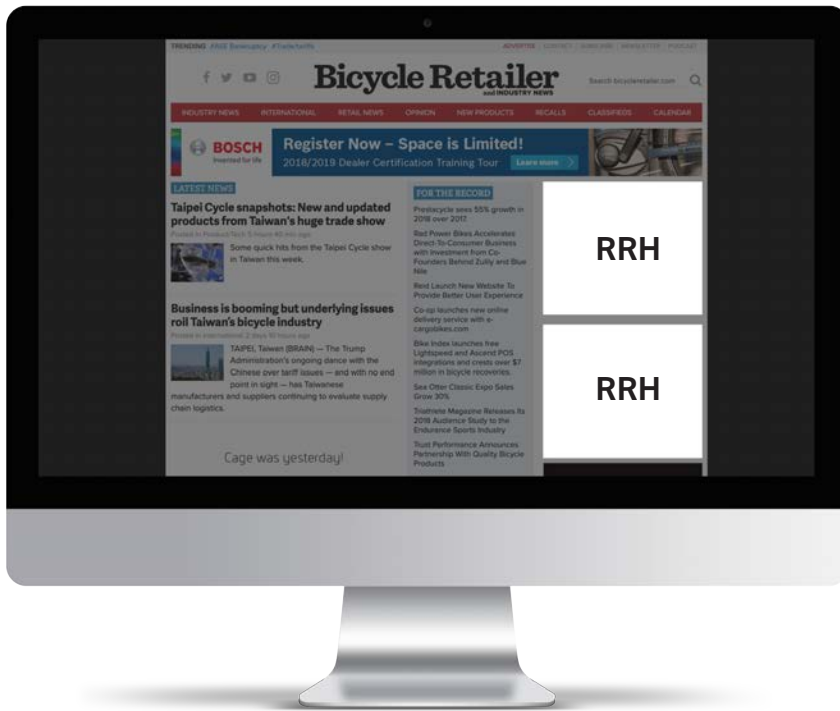
## LEADERBOARD

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

# 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. 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 through out the site. On mobile devices, the 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

# DIGITAL ADVERTISING BANNER AD PLACEMENTS



## 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 Bicycletailer.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





## 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.*



## Bicycle Retailer

and INDUSTRY NEWS

BRAIN Weekly Digest
March 25, 2019

### 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

— DirtRag
- MIPS disputes Trek's WaveCell claims, calls for new testing standards

— VeloNews.com

### Lower Square

## Newsletter Statistics

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# PRINT ADVERTISING

## READERSHIP

**9,000+**  
Print circulation

**5,000+**  
Digital  
circulation

**27,000**  
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

## ADVERTISING RATES

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

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

<p><b>1/2 Page Horizontal</b> 9.25" x 5.25" 235 x 133mm</p>	<p><b>Cover banner</b> 5.75" x 1.75" 146mm x 44mm</p>	<p><b>1/2 Page Vertical</b> 4.375" x 10.875" 110 x 275mm</p>
	<p><b>Full Page with bleed</b> 10.5" x 12.125" 267 x 308mm (10.25" x 11.875" trim)</p>	
<p><b>1/3 Page Horizontal</b> 9.25" x 3.5" 235 x 89mm</p>	<p><b>1/4 Page</b> 4.375" x 5.25" 110 x 133mm</p>	



## Advertising Dates

Issue	Ads Close	Ads Due
January	December 10	December 15
February	January 7	January 12
March	February 4	February 9
April	March 11	March 16
May	April 8	April 13
June	May 6	May 11
July	June 10	June 15
August	July 8	July 13
September	August 12	August 17
October	September 9	September 14
November	October 7	October 12
December	November 11	November 16

## 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.**

<b>Publication Trim Size:</b>	10.25" x 11.875"
<b>Printing Process:</b>	Web Offset
<b>Paper:</b>	50-pound gloss
<b>Screen:</b>	133 line
<b>Density:</b>	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](mailto:rbertola@outsideinc.com).

# MARKETPLACE & CLASSIFIEDS

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.

Need help with artwork? We can help prepare your ad materials for any 3x+ package investments.

**PRINT**

**DIGITAL**



**300 x 250 Website display ad**

## 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](mailto: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](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](http://bicycleretailer.com/classifieds).



Online and in print!



# CONTACTS

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