

Outside

# Bicycle Retailer

**MEDIA KIT 2024**

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](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

**340,000** page views/month

**114,000** unique visits/month

**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-August 2023, \*2022 Outside Audience Survey

## DIGITAL ADVERTISING RATES

Position	Size	Media Value
Sidewalls (Exclusive 100% Share of Voice)	2000 x 1100 pixels	\$1,325/week
Leaderboard Banner	Desktop 1004 x 90 pixels Tablet 728 x 90 pixels Phone 320 x 50 pixels	\$2,100 /month
Right Rectangle - High *	300 x 250 pixels	\$1,575 /month
In-Article Rectangle	300 x 250 pixels	\$1,425 /month
Homepage Newsfeed	600 x 150 pixels	\$1,395 /month
Right Skyscraper	300 x 600 pixels	\$1,325 /month
Right Rectangle - Mid *	300 x 250 pixels	\$1,150 /month
Right Rectangle - Low	300 x 250 pixels	\$750 /month
Homepage Native Ad	Image, Headline, Text, Link	\$1,725/month
Homepage Autoplay Video	MP4, MOV, AVI, WMV, YOUTUBE, VIMEO	\$500/week
Customer Sponsored Email	Image, Subject Line, Text, Link	\$5,000/month

## 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](mailto: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.

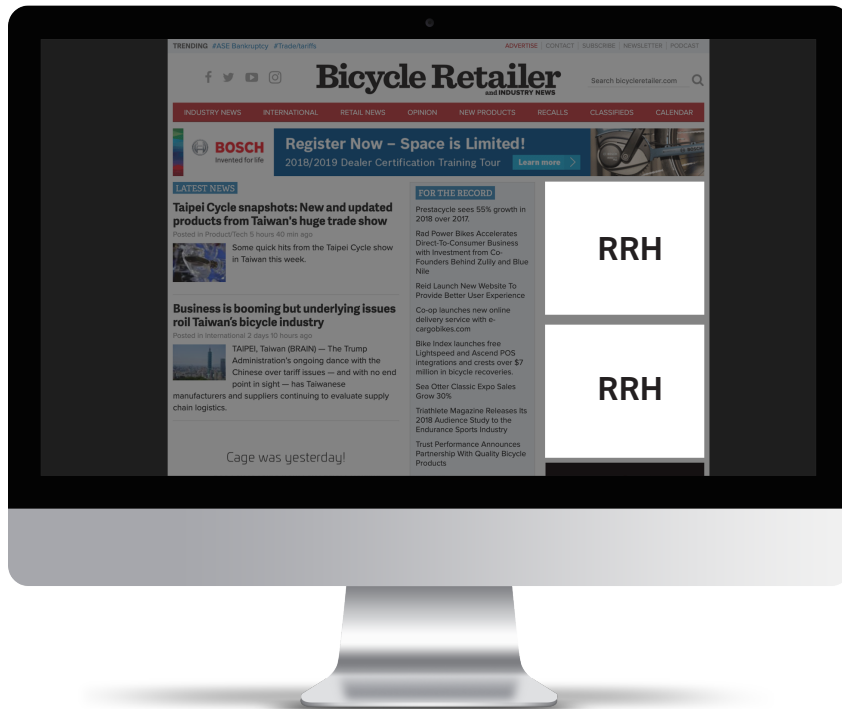


## LEADERBOARD

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 Bicyclicretailer.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.

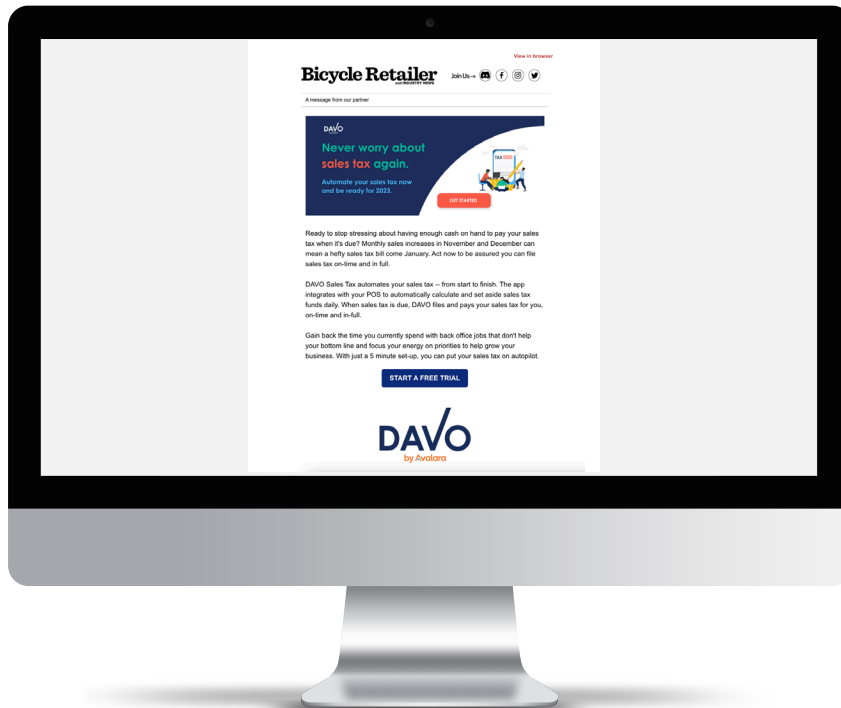
Size: 300px wide x 600px tall



## 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



## 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 8,500+ qualified bicycle industry subscribers, including 2,500+ independent and retail chain bicycle dealers.



## Bicycle Retailer

and INDUSTRY NEWS

BRAIN Weekly Digest
March 25, 2022

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

# Lower Square

## Newsletter Statistics

- 9,150** subscribers to BRAIN weekly editorial e-newsletter
- 1,375** subscribers to BRAIN weekly electric bike editorial e-newsletter
- 29.8%** open rate — 3x industry average
- 8.76%** click rate — 2x industry average

## WEEKLY EDITORIAL NEWSLETTER

Position	Size	Monthly
Leaderboard Banner	800x600 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	800x600 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](mailto: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

## 2024 PRINT ISSUE THEMES

Issue	Theme
January	Ebike   Crystal Ball Features
February	Saddles/Bike Fit   10 Biggest Stories of 2023
March	Tires - Tube -Sealant Products   2023 Stats Package
April	Emerging Categories   Taipei Coverage   BLC Coverage
April	Sea Otter Guide + Gear Guide
May	Shop Tools
June	Nutrition   Sea Otter Coverage
July	Racks/Storage   TdF   Big BRAIN 10
August	Back to School   Eurobike Coverage
September	Bike -Sale Add-Ons (Accessories, Helmets)
October	POS/Business software
November	Lights
December	Calendar of 2024 Events



## Advertising Dates

Issue	Ads Close/Ads Due	Mail Date
January	Fri 12/08/23	Tue 12/27/23
February	Fri 1/05/24	Mon 1/22/24
March	Fri 2/09/24	Mon 2/26/24
April	Fri 3/08/24	Mon 3/25/24
May	Fri 4/05/24	Thu 4/23/24
June	Fri 5/03/24	Fri 5/20/24
July	Fri 6/07/24	Mon 6/24/24
August	Tue 7/02/24	Thu 7/22/24
September	Fri 8/09/24	Mon 8/26/24
October	Fri 9/06/24	Mon 9/23/24
November	Fri 10/11/24	Thu 10/31/24
December	Fri 11/08/24	Tue 11/25/24
January 2025	Fri 12/13/24	Tue 12/31/24

## 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

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

## 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.

## 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"

## 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).

## 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). Pay via credit card.

**Post your own classified at [bicycleretailer.com/classifieds](http://bicycleretailer.com/classifieds).**

