

For the second time in five years *Adventure Cyclist* has won a Lowell Thomas Award, considered the Pulitzer of travel writing, from the Society of American Travel Writers. Aaron Teasdale's article about riding Tanzania's Great Rift Valley and Serengeti Plain, "Across Maasai Land," recently won the gold award for the "Best Adventure Travel Article of 2008." View it at: www.adventurecycling.org/maasai.

AWARD-WINNING STORIES!



Editorial Calendar Published 9 times per year, every issue of *Adventure Cyclist* includes product reviews, news from the cycling world, how-to information, and travel features.

DECEMBER/JANUARY
Micro Adventures

You don't have to take extended leave to travel by bike. Bike overnights and short trips can be just as adventurous and just as fun.

FEBRUARY
Bike Event Guide

Adventure Cyclist's annual Bike Event Guide provides the when, where, and how about road and mountain-bike events around the world.

MARCH
Bike Tour Company Guide

Bicycle travel at its best: Hassle-free riding with professionals handling the details. The most comprehensive Bicycle Tour Operator Guide published.

APRIL
The Cyclists' Travel Guide: Bikes, Resources, and How-To

Bicyclists want to know and *Adventure Cyclist* supplies the answers. This issue features our annual Touring Bike Buyers' Guide, advice on how to make your dream tour happen, gear advice, and more.

MAY
A History: Bicycle Adventures Past

Thomas Stevens is well known as the first cyclist to ride around the world, but he wasn't the only early bike-travel visionary to set out in search of adventure.

JUNE
The Alternative Bicycle

From folding bikes to recumbents to sand-and-snow bikes, *Adventure Cyclist* offers the scoop for cyclists with an eye for something different.

JULY
The Summer Gear Guide

For day trips to epic adventures, *Adventure Cyclist's* guide to the gear that makes cycling great.

AUGUST/SEPTEMBER
Family Bike Adventures

Just because you have kids doesn't mean bike travel has to take a back seat.

OCTOBER/NOVEMBER
Holiday Gear Guide

A shopper's guide to the best cycling gear, equipment, accessories, and bikes.

2010 Rates: Rate Card #19

Rate Base/Circulation = 44,500

4 Color	1x	3x	6x	9x
Full Page	\$3,525	\$3,345	\$3,175	\$2,995
2/3 Page	\$2,795	\$2,655	\$2,525	\$2,395
1/2 Page	\$1,885	\$1,795	\$1,705	\$1,615
1/3 Page	\$1,585	\$1,505	\$1,425	\$1,355
1/4 Page	\$995	\$945	\$895	\$855

Covers				
Cover 2	\$3,925	\$3,725	\$3,535	\$3,355
Cover 3	\$3,925	\$3,725	\$3,535	\$3,355
Cover 4	\$2,995	\$2,855	\$2,710	\$2,575

Black & White				
Full Page	\$2,525	\$2,395	\$2,275	\$2,165
2/3 Page	\$1,725	\$1,635	\$1,555	\$1,475
1/2 Page	\$1,125	\$1,065	\$955	\$905
1/3 Page	\$995	\$925	\$880	\$835
1/4 Page	\$795	\$715	\$680	\$645

Marketplace	1x	3x	6x	9x
(A) 2 1/4" x 1"	\$195	\$185	\$175	\$165
(B) 2 1/4" x 2"	\$275	\$265	\$255	\$245
(C) 2 1/4" x 3"	\$355	\$345	\$335	\$325
(D) 2 1/4" x 5"	\$425	\$375	\$350	\$325

(Marketplace rates are the same for color or black & white ads)

Classified
The first 30 words cost \$115; each additional word costs \$2. Frequency and agency discounts do not apply. Prepayment is required for all classified advertising and can be made using Visa, Mastercard, Discover, or AMEX.

Advertising Material

Mechanical Specifications: *Adventure Cyclist* is printed computer-to-plate.

We only accept advertising material in PDF format. Email is acceptable for PDF files smaller than 2 MBs (email your ad to magazine@adventurecycling.org)

For ad files larger than 2 MB, please upload your ad to: <http://adventurecycling.org/upload>

Please follow the uploading instructions and click on "Advertising" as your contact. Once the file is successfully uploaded, you will get a confirmation that it has been received by *Adventure Cyclist*.

A laser print is requested for proofing against the digital file. No additional charge for bleed ads. Available for spreads and full pages only.

Closing Dates

Adventure Cyclist is published 9 times per year.

Issue	Closing	Material	On Sale
February	12/03/09	12/17/09	02/02/10
March	01/01/10	01/15/10	03/02/10
April	02/05/10	02/15/10	04/02/10
May	03/02/10	03/16/10	05/01/10
June	04/02/10	04/16/10	06/01/10
July	05/01/10	05/15/10	07/01/10
August/Sept	06/01/10	06/15/10	08/01/10
Oct/Nov	08/01/10	08/15/10	10/01/10
Dec/Jan	10/01/10	10/15/10	12/02/10

Terms and Conditions

Contracts: A signed contract is required for placement of ads in *Adventure Cyclist*. New advertisers are required to pre-pay.

Agency Discounts: 15% to recognized advertising agencies that provide production-ready advertising material. Display ads only.

Frequency Discounts: Frequency rates are based on the number of insertions during the calendar year. Advertisers billed at the frequency rate who fail to fulfill the contract will be charged the rate earned.

Payment: Invoices are rendered upon publication (the first of the month). Payment terms are net 30 days. Finance charges of 1.5% per month will be applied to invoices outstanding beyond 30 days. Prepayment is required for all new advertisers, all non-U.S. advertisers, and all Classified and Marketplace advertisers.

Cancellations: Advertising cancellations will not be accepted after the published closing date for the issue booked. Cancellation requests must be made in writing.

Acceptance: The publisher reserves the right to refuse any advertisement deemed unacceptable for the magazine.

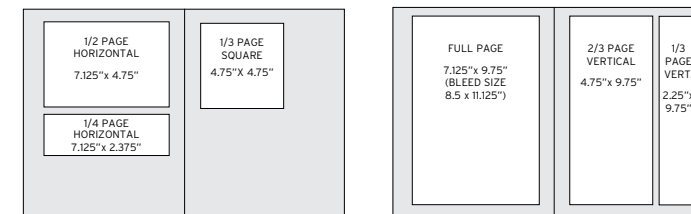
Mechanical Requirements

Saddle-stitched and trimmed to 8.375" x 10.875"

Ad Unit	Size
Spread	15.5" x 9.75" (bleed 17" x 11.125")
Full Page	7.125" x 9.75" (bleed 8.5" x 11.125")
Cover 4*	7.125" x 9.75" (bleed 8.5" x 11.125")
2/3 Page Vertical	4.75" x 9.75"
1/2 Page Horizontal	7.125" x 4.75"
1/3 Page Square	4.75" x 4.75"
1/3 Page Vertical	2.25" x 9.75"
1/4 Page Horizontal	7.125" x 2.375"

* Cover 4 has mailing panel on top 2.25"

Direct all rate, material, and production correspondence to: Rick Bruner, Advertising Director
Adventure Cyclist, 150 E. Pine Street, Missoula, MT 59802
Phone: (509) 493-4930
Email: advertising@adventurecycling.org

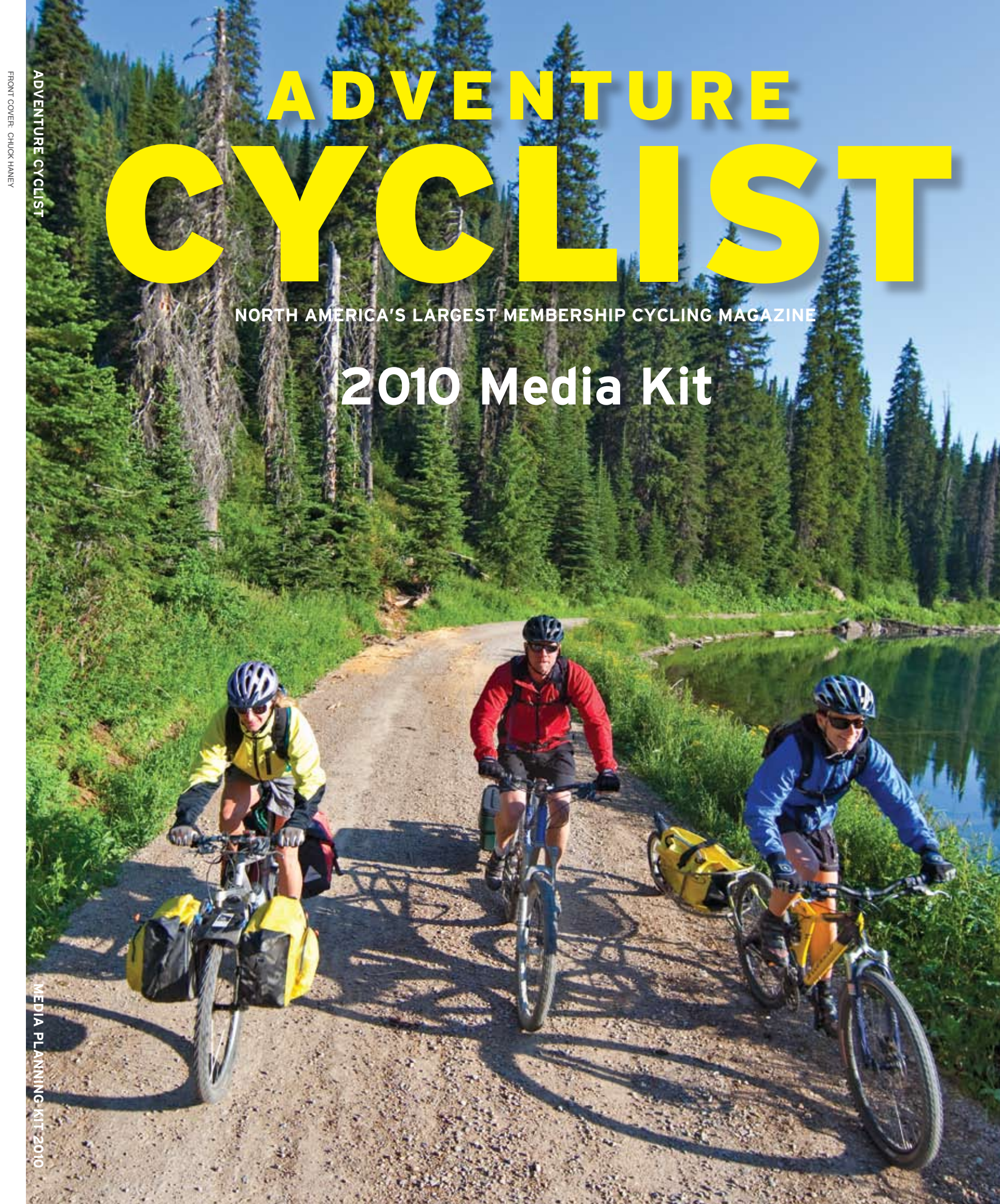


FRONT COVER: CHUCK HANER
ADVENTURE CYCLIST

ADVENTURE CYCLIST

NORTH AMERICA'S LARGEST MEMBERSHIP CYCLING MAGAZINE

2010 Media Kit



MEDIA PLANNING KIT 2010

North America's Largest

Adventure Cyclist is the flagship publication of Adventure Cycling Association, the largest cycling membership group in North America. This award-winning magazine reaches nearly 90,000 cyclists 9 times a year – loyal readers and avid riders who tell us they devour the magazine cover-to-cover. Devoted to the fast-growing activity of bicycle travel and touring, *Adventure Cyclist* is a natural venue to introduce our readers to your products and services – from bicycles and accessories to travel companies and destinations. Surveys show that our readers love to travel by bike, commute by bike, visit new places, and discover the latest and greatest gear. They use *Adventure Cyclist* – and our popular website and social media sites – as their portal to the best information about cycling and travel. www.adventurecycling.org.



Our Readers

Adventure Cyclist readers are cycling enthusiasts with a passion for bicycle travel.

Demographics

Median Age:	46.9 years
Median Income:	\$70,000
Household Income:	\$115,000
Male/Female Readers:	73%/27%
Married:	64%
Single:	36%
College Graduates:	77%
Professional Occupation:	84%

Distribution

Circulation:	44,500
Readership:	87,040
Frequency:	9 issues per year
Commute by bicycle:	60%
Will take a bicycle vacation in 2010:	74%

