

ADVENTURE CYCLIST

2012 Media Kit



ADVENTURE CYCLIST



CHUCK HANEY

Circulation Per Issue

Adventure Cyclist magazine is the flagship publication of Adventure Cycling Association, the largest cycling membership organization in North America. Published nine times annually, each issue is mailed to our entire association, now numbering 43,500 members.

Controlled Circulation

- **Member Subscriptions:** 43,500
- **Bike Shop Subscriptions:** 208
- **Bike Club Subscriptions:** 121 (51,500 individual members represented through subscribing clubs)

Pass Along Rate: 0.95
(41,325 additional views)

Total Readership: 84,825 Per Issue

An additional 25,000 sample issues are distributed throughout the year.

Other Cycling Magazine Subscriptions

Bike Magazine: 30,119
Dirt Rag: 12,500
Bicycle Times: 9,000
Momentum: 5,000

Demographics

Median Income: \$80,000

Education

80% Have college degree

Years Subscribing to *Adventure Cyclist*

56% 4 or more years
21% 2-3 years
23% 1 year

Time Spent Reading Each Issue

60% 1-2 hours
23% 3 or more hours

Cyclists in Household

93% With 1-2 adult cyclists
33% Have 1 or more youth cyclists in household

Total Bicycles in Household

33% 6 or more
50% 3-5
17% 1-2

Type of Riding

99% Ride on paved streets and roads
81% Ride on paved bike paths
52% Ride on unpaved bike paths
44% Ride on dirt roads
28% Ride on singletrack

Type of Bicycles Owned

73% Road
62% Touring
55% Mountain Bike
23% Comfort/Cruiser
16% Tandem
14% Folding
13% Recumbent
4% Trike
16% Other

Cycling Skill Level

58% Advanced
41% Intermediate
1% Beginner

Rides Per Week

32% 5 or more
42% 3-4
24% 1-2

Where They Shop for Cycling Gear

91% Local bike shop
63% Online retailer
21% Adventure Cycling's store
19% National retailer
5% Other

Bicycle Vacations

80% Plan to take a cycling vacation in the next 12 months

Effect of Current Economy on Bicycle Vacations

67% Planned to go and still will
16% Had not planned to go and still won't
12% Planned to go, but now closer to home
3% Had not planned to go but now will
2% Planned to go, but won't

Region of Bicycle Vacation

81% US/Canada/Mexico
16% Europe
3% Australia/New Zealand
2% Asia
2% Central/South America
1% Africa

Touring Habits

73% Take day rides
45% Ride on 2-3 day trips
62% Ride on 4-day to 2-week trips
32% Ride on trips more than 2 weeks

Gender

79% Male 21% Female

Average Age: 56

Editorial Calendar

February: Supported Cycling

Adventure Cyclist's annual Supported Bicycle Travel Guide provides the when, where, and how for bicycle tours and events around the world. This year, we take in Apulia, Italy, and Mallorca, Spain.

March: South of the Border

It takes determined travelers to experience Mexico and Central America on a bicycle. Seasoned bike travelers will take us along on their journeys of the Yucatan Peninsula and Guatemala.

April: The Cyclists' Travel Guide

From touring with family to preparing for a major bike expedition, *Adventure Cyclist* supplies the answers to cyclists' most pressing questions. This issue also features our annual Touring Bike Buyer's Guide.

May: Bicycle Adventure History

The history of the bicycle is a storied one, and in our May issue we'll tell stories about intrepid early travelers who used the simple and hardy machine to see the world. Subjects include Fred Birchmore, Claude Murphy, and Clarence Darling.

June: The Alternative Bicycle

There's more than one way to enjoy self-propelled adventure, and *Adventure Cyclist* explores the options; from recumbents to trikes to tandems and more.

July: Europe by Bicycle

The bicycle and Europe go together like peanut butter and jelly. In this mid-summer issue, award winning travel writer Willie Weir shares his story of bicycle travel in Portugal. We'll also explore Eastern Europe as Paul Lamarra takes us behind the Iron Curtain.

August/September: Interbike Guide

Adventure Cyclist explores the latest developments in the industry and the cutting edge of bicycle adventures.

October/November: Holiday Gear Guide

A shopper's guide to the best cycling gear, equipment, and bikes. In addition we'll explore bicycle travel in Africa through the lens of Peter Gostelow.

December/January: Major Bike Expeditions

The high plateau countries of Central Asia are remote, but undaunted bicycle travelers are willing to tackle Tajikistan, Kyrgyzstan, and Mongolia from the saddle.

2012 Ad Rates

Premium Positions

(Four Color)	1x	3x	6x	9x
Spread (2 Full Pages)	\$5,000	\$4,650	\$4,310	\$3,995
Inside Front Cover	\$4,120	\$3,835	\$3,535	\$3,255
Inside Back Cover	\$4,120	\$3,835	\$3,535	\$3,255
Back Cover (3/4 Page)	\$3,145	\$2,945	\$2,710	\$2,500

Four Color

	1x	3x	6x	9x
Full Page	\$3,725	\$3,445	\$3,175	\$2,905
2/3 Page	\$2,945	\$2,735	\$2,525	\$2,325
1/2 Page	\$1,995	\$1,855	\$1,705	\$1,565
1/3 Page	\$1,665	\$1,550	\$1,425	\$1,315
1/4 Page	\$1,045	\$975	\$895	\$830

Black & White

	1x	3x	6x	9x
Full Page	\$2,650	\$2,465	\$2,275	\$2,100
2/3 Page	\$1,815	\$1,685	\$1,555	\$1,635
1/2 Page	\$1,185	\$1,095	\$955	\$875
1/3 Page	\$1,045	\$955	\$880	\$810
1/4 Page	\$835	\$735	\$680	\$625

Marketplace

	1x	3x	6x	9x
5 Inch Display Ad	\$445	\$385	\$350	\$325
3 Inch Display Ad	\$370	\$355	\$335	\$315
2 Inch Display Ad	\$290	\$275	\$255	\$235
1 Inch Display Ad	\$205	\$190	\$175	\$160

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

Classified Ads

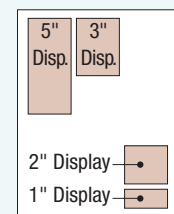
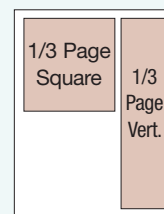
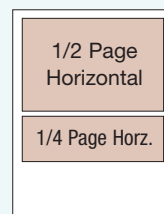
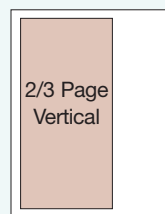
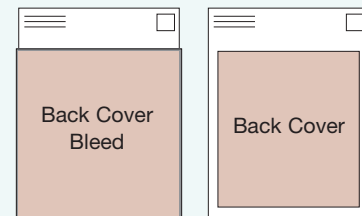
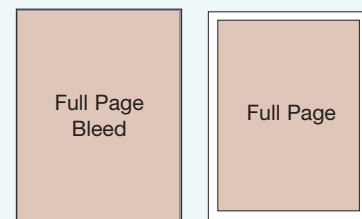
The first 30 words cost \$115; each additional word costs \$2. Frequency and agency discounts do not apply. Prepayment is required for all classified advertising and can be made using Visa, Mastercard, Discover, or American Express.

Ad Dimensions

Trim Size of Magazine is 8.375" wide x 10.875" high. Bleeds should be 0.125" where appropriate. No additional charge for bleeds.

Ad Size

Ad Size	Width x Height (inches)
Spread Bleed	17" w x 11.125" h
Full Page Bleed	8.625" w x 11.125" h
Full Page	7.375" w x 9.925" h
Back Cover Bleed	8.625" w x 8.625" h
Back Cover	7.375" w x 7.875" h
2/3 Page Vertical	4.75" w x 9.925" h
1/2 Page Horizontal	7.375" w x 4.85" h
1/3 Page Square	4.75" w x 4.85" h
1/3 Page Vertical	2.35" w x 9.925" h
1/4 Page Horizontal	7.375" w x 2.375" h
5 Inch Display Ad	2.25" w x 5" h
3 Inch Display Ad	2.25" w x 3" h
2 Inch Display Ad	2.25" w x 2" h
1 Inch Display Ad	2.25" w x 1" h



Closing Dates

Issue	Closing	Material	On Sale
Dec/Jan	10/03/11	10/17/11	12/01/11
February	12/05/11	12/19/11	02/01/12
March	01/02/12	01/16/12	03/01/12
April	02/06/12	02/21/12	04/01/12
May	03/05/12	03/19/12	05/01/12
June	04/02/12	04/16/12	06/01/12
July	05/07/12	05/21/12	07/01/12
August/Sept	06/04/12	06/18/12	08/01/12
Oct/Nov	08/06/12	08/20/12	10/01/12
Dec/Jan	10/01/12	10/15/12	12/01/12

Terms & Conditions

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

Agency Discounts: 15% discounts to recognized advertising agencies that provide production-ready advertising material. Discounts do not apply for classified ads.

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.

Submission Guidelines

File Types

We only accept advertising material in PDF format. The PDF file should be press-optimized and CMYK. Convert all spot colors to CMYK. Please include your company name within the name of your PDF file.

Sending Files

To send files to Rick Bruner or *Adventure Cyclist's* editorial team, please use the following file upload service:

<http://dropbox.yousendit.com/MichaelDeme1038765>

Once the file is uploaded, you will receive a confirmation email that the file is ready for download by the *Adventure Cyclist* team.

A laser print is requested for proofing against the digital file. This print should be faxed to Mike Deme at (406) 721-8754.

Contact Information

Direct all rate, material, and production correspondence to:

Rick Bruner, Advertising Director
148 Tunnel Rd., White Salmon, WA 98672
Phone: (509) 493-4930
Email: advertising@adventurecycling.org

* Discounts are available for packaging print and web ads. For more information, check with Rick Bruner.



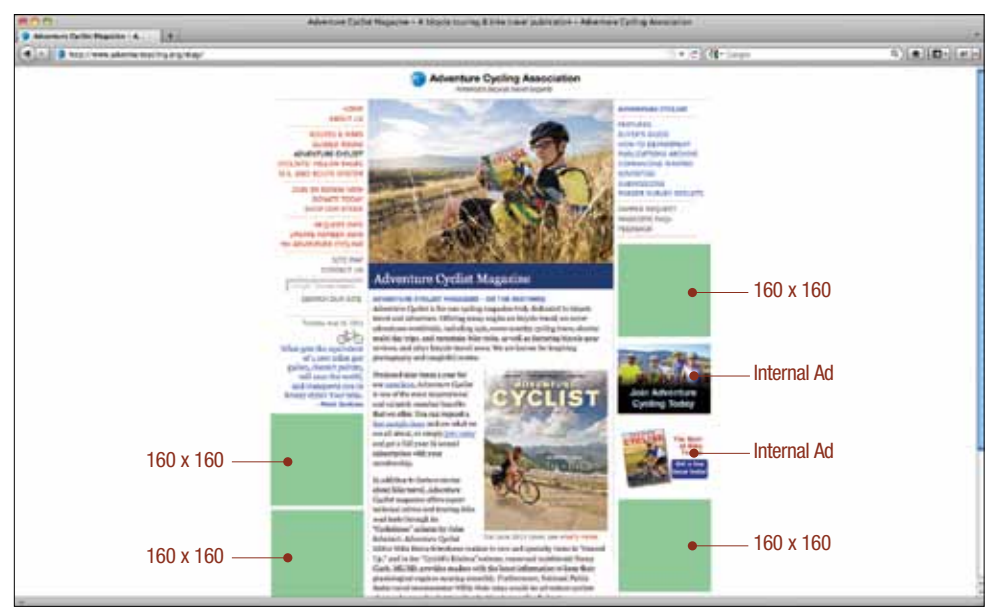
Online Statistics

Website

- 116,000 visits per month
- 579,500 pageviews per month
- Average pageviews per visit: 5.0
- Average time on site: 4 minutes

Blog

- 13,900 visits per month
- 24,000 pageviews per month
- Average time on blog: 2 minutes



2012 Web Advertising Rates

Size (Pixels)	Placement	Cost Per Month
160 w x 160 h	Run of Site	\$100

- All ads are Run of Site (ROS), not page specific, and appear in the following sections of our website: Routes and Mapping, *Adventure Cyclist*, Adventure Cycling Blog, and Cyclists' Yellow Pages.
- All ads are guaranteed 25% of placement, rotating with no more than three other ads.
- Geo-targeting is available.
- For ads that run on Adventure Cycling's website, the billing period begins on the first day of the month and ends on the last day of the month.

Submission Guidelines

- Ads should be in gif, png, or jpg formats, with a resolution of 72 pixels per inch.
- Flash media (swf format) is also acceptable.
- Advertisers must include the URL that you want to direct the ad to with your submission.
- Files should be emailed to: advertising@adventurecycling.org

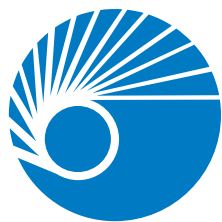
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Corporate Membership Program



Adventure Cycling Association

is the largest cycling-specific nonprofit association in the United States, with 44,700 members. Our mission is to inspire people of all ages to travel by bicycle for fun, fitness, and self-discovery. Our premier programs include bicycle route development and mapmaking (40,633 miles of routes), tours and training, periodical publishing, and bicycle advocacy projects such as the U.S. Bicycle Route System, a collaboration with federal and state transportation agencies to produce a network of officially numbered interstate bicycle routes connecting America's cities, suburbs, and rural areas.

Our Corporate Membership program is designed to meet the needs of touring companies, bike industry manufacturers, equipment and clothing retailers, and other companies and organizations wanting to create a more direct connection to our members and support our efforts.

Benefits of Corporate Membership in Adventure Cycling Association vary depending on the level of membership.

All Corporate Membership Levels Receive

- Promotion to our membership through the Adventure Cycling website, member emails, and social networking campaigns.
- The opportunity to offer an approved discount or giveaway through our social networking platforms, including Facebook, Twitter, and our blog.
- The opportunity to donate product for our annual membership promotion, "Share the Joy."
- Wholesale pricing on our maps, a discount of 50% off the non-member retail price.
- An annual subscription to *Adventure Cyclist* magazine.
- Adventure Cycling Association is a 501(c)3 nonprofit organization; talk with your accountant for info on tax benefits.

Level Specific Benefits

Titanium Membership - \$5,000

- Discounts up to 30% on advertising in *Adventure Cyclist* magazine and on our website, along with one free full-page ad in the magazine.
- 20 free individual Adventure Cycling memberships to give away.
- Company logo in all 9 issues of *Adventure Cyclist* magazine, as well as our Annual Report.
- Limited access to the Adventure Cycling mailing list for 2 uses.
- One spot on an Adventure Cycling weeklong event tour.

Gold Membership - \$1,000

- Discounts up to 30% on advertising in *Adventure Cyclist* magazine and on our website.
- 12 free individual Adventure Cycling memberships to give away.
- Company logo in 7 issues of *Adventure Cyclist* magazine, as well as our Annual Report.
- Limited access to the Adventure Cycling mailing list for 2 uses.

Silver Membership - \$500

- Discounts up to 25% on advertising in *Adventure Cyclist* magazine and on our website.
- 6 free individual Adventure Cycling memberships to give away.
- Company logo in 5 issues of *Adventure Cyclist* magazine, as well as our Annual Report.
- Limited access to the Adventure Cycling mailing list for a one-time use.

Bronze Membership - \$250

- Discounts up to 20% on advertising in *Adventure Cyclist* magazine and on our website.
- 3 free individual Adventure Cycling memberships to give away.
- Company listing in 3 issues of *Adventure Cyclist* magazine, as well as our Annual Report.
- Limited access to the Adventure Cycling mailing list for a one-time use.

Questions? Call (800) 755-2453 and speak with Amy Corbin (x 215) or email acorbin@adventurecycling.org.



Our mission is to inspire people of all ages to travel by bicycle for fitness, fun, and self-discovery. We enrich lives and connect communities by creating state-of-the-art bike routes and maps, leading unique bike tours, publishing the award-winning *Adventure Cyclist* magazine, working on important projects such as the U.S. Bicycle Route System and outreach to young people, testing and selling bike-travel gear, and providing bicycle-travel information.

The proceeds from our tours, sales, memberships, and other fundraising efforts are used for our nonprofit initiatives to promote and improve cycling and bicycle travel in the U.S. and beyond.

adventurecycling.org

150 East Pine Street
Missoula, MT 59802
800-755-2453

