Our members are passionate about bike travel, advocacy to improve conditions on the road and trail, and — most of all — our magazine, *Adventure Cyclist*. Our nine-times-per-year publication is rated “above average” or “excellent” by 95 percent of readers!

*A dventure C ycling A ssociation* has been serving bicycle travelers for nearly 50 years, from the big bike boom of the 1970s to the rise of bikepacking and the explosion in active travel today. What started with a single iconic cross-country route, the TransAmerica Bicycle Trail, has grown to over 50,000 miles of mapped cycling routes, 50,000 members (we’re the largest membership cycling organization in North America), and a robust global community of bicycle travelers. Whether you dream of riding our Great Divide Mountain Bike Route or taking a quick overnight in a local state park, Adventure Cycling offers the inspiration to get you out the door and the resources to make your adventure happen.
Adventure Cyclist readers are passionate travelers and discerning customers (we challenge you to find another readership willing and able to dive into a conversation about gear inches!) who value new experiences and destinations over the latest equipment. But they know that the right gear gets them over the horizon and are willing to seek out the perfect product worthy of a spot in their panniers.

From Puerto Rico to the Pacific Coast, Adventure Cyclist has covered bicycle travel around the world for more than 40 years. Touring isn’t a passing fad here — it’s our lifeblood. Using insightful tech coverage, moving essays and photographs, and long-form narratives from every corner of the planet, we offer an unrivaled look at the world from the seat of a bike.

9 issues per year

52,000+ subscribers

99,000+ total readership
Our readers love *Adventure Cyclist*, and so do our advertisers. As an exclusive benefit for Adventure Cycling Association members, our circulation is 100 percent subscriber-based and mailed directly to our members’ homes. This committed readership combined with the best print value in cycling media offer a cost-effective way to reach an engaged audience.

Readers trust our independent and in-depth product evaluations, and our clients know that we’re always happy to test their latest and greatest with industry-leading insight.
WHO READS
ADVENTURE CYCLIST?

$87,500
Median Income

35%
have 6 or more bicycles

83%
spend 1–3+ hours
reading each issue

82%
plan a cycling vacation
in the next year

What they ride:

65% Road
56% Touring
37% Mountain
19% Gravel
15% Hybrid
10% Commuter
9% Tandem
8% eBike
7% Folding
7% Fat
6% Recumbent
Our magazine may be for members only, but Adventure Cycling’s newsletters reach far beyond our membership with insightful stories from our own contributors as well as the best in bike travel from around the web. Our subscriber list is growing every month!

In 2021, we’re combining our eDigest and Bike Bits newsletters into a single, twice-monthly platform reaching more than 110,000 people.

The new generation of Bike Bits will highlight our favorite features from print, expanded technical and gear coverage, and online-only features alongside carefully curated bike travel stores from across the web.
FEBRUARY
**ON THE ROAD AGAIN**
Our annual look at supported tours and events remains interesting in this ever-changing landscape. We talk to operators, event directors, tour leaders, and even attend a few events ourselves to see how the world of bicycle tours and events has changed over the past couple years, how 2022 is shaping up, what lessons have been learned, and what will forever remain changed.

MARCH
**TECH ISSUE: LOCAL LOVE**
Our yearly deep-dive into the world of tech as it relates to bicycle travel navigates a new normal of low stock and high interest. Learn how to make do with what you have, make small changes to make a big difference, and of course, the best products to hit the market that allow us to get out there and pedal. Plus, we shed some light on our beloved LBSs (local bike shops) and share some of their tips, woes, and celebrations.

APRIL
**TRAINING CAMP**
In this spring issue, we celebrate the short tours we do to train for the longer ones, the trips we should have trained for, plus tips and exercises to get our bodies ready for the long road ahead.

MAY
**PHOTO CONTEST WINNERS**
The best photos to document the past year of bike travel, from cautious trips close to home to far-flung adventures away from the crowds.

JUNE
**TOSS IT BACK**
In this issue, we celebrate people going out for their first tour in years, or going back to an old route (maybe they ride it every year, maybe they haven’t been there in decades), bike nomads, and companies that are making comebacks or relishing in old-school designs.

JULY
**THE FUTURE**
What does cycling look like as we move into the future? How do people navigate the (hopefully) post-COVID world, and how have we bounced back from the hit the industry took? What happens when the future enters the present, or when the present pedals its way into the future?

AUG./SEPT.
**FINAL MILE**
Our annual collection of the best short stories come around once again for 2022 in the Final Mile anthology.

OCT./NOV.
**MURDER MYSTERY BIKE TOURS**
For this Halloween issue, we follow the paths of serial killers, cryptids, and other American mysteries — by bike! We also look into the mysteries of crime that took place on bike tours. Keep your bicycle close, and your Halloween candy closer (you’ll need the calories!).

DEC./JAN.
**PATCHING OUR BRAIN-TUBES**
For the last issue of the year, we turn outside-in. We tune into the psychology of riding long-distance tours, the strain on relationships and the freedom from codependency, the lessons we learn about ourselves, and the neurological effects of being in nature and traveling by bicycle.
ADVENTURE CYCLIST
(print)

PREMIUM POSITIONS
- Spread $5,500
- Inside Front Cover $4,530
- Inside Back Cover $4,530
- Back Cover $4,530

SINGLE PAGE
- Full Page $4,100
- ¾ Page $3,240
- ½ Page $2,200
- ¼ Page $1,830
- ¼ Page $1,150

MARKETPLACE
- 5 inch $520
- 3 inch $430
- 2 inch $320
- 1 inch $225

CLASSIFIEDS
- First 30 words $115
- each additional word $2

WEB
(digital)

BIKE BITS
728 x 90 $650/month

Discounts available for frequency, packages, and corporate members. Contact Advertising Director Rick Bruner at advertising@adventurecycling.org for more information and a complete rate card.
Corporate membership offers yearlong, broadscale marketing activations featuring cross-channel promotion and unparalleled access to an audience of cycling and outdoor enthusiasts over 350,000 strong.

Design your own comprehensive membership package, or select from our turnkey marketing bundles to support bicycle travel and begin accessing this growing industry audience.

Contact Brian Bonham today to get started: bbonham@adventurecycling.org
# CORPORATE MEMBERSHIP

## LEVELS OF SUPPORT

<table>
<thead>
<tr>
<th>LEVEL</th>
<th>COST</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PLATINUM</strong></td>
<td><strong>$10,000</strong></td>
<td>Fully custom marketing package boasting unmatched access to an audience of loyal cycling and outdoor enthusiasts on both a national and global scale</td>
</tr>
<tr>
<td><strong>TITANIUM</strong></td>
<td><strong>$5,000</strong></td>
<td>A stalwart commitment to bettering bicycle travel with a robust bundle of marketing opportunities to match</td>
</tr>
<tr>
<td><strong>GOLD</strong></td>
<td><strong>$1,000</strong></td>
<td>Value-rich benefits package designed to place your brand directly in front of your target audience</td>
</tr>
<tr>
<td><strong>SILVER</strong></td>
<td><strong>$500</strong></td>
<td>Recognition across multiple media platforms including creative engagement opportunities</td>
</tr>
<tr>
<td><strong>BRONZE</strong></td>
<td><strong>$250</strong></td>
<td>Broadcast your support for bicycle travel at the local, regional, and national levels</td>
</tr>
</tbody>
</table>

## EXAMPLES OF CORPORATE MEMBERSHIP MARKETING BENEFITS

- Free full-page ad in *Adventure Cyclist* magazine
- Discounts on advertising up to 30%
- Alignment with national and global efforts including Bike Your Park Day and the Greg Siple Award for Young Adult Bicycle Travel
- Corporate Profile in *Adventure Cyclist* magazine
- Access to *Adventure Cycling* database for a physical mailing
- Free *Adventure Cycling* memberships to give away
- Social media promotion
- Email recognition
- eNewsletter inclusion opportunities
- Access to annual metrics reporting as it relates to *Adventure Cycling*’s mission

Membership is a **tax-deductible contribution** to a 501(c)3 nonprofit organization.