**Adventure Cycling 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, 55,000 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.

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 publication is rated “above average” or “excellent” by 95 percent of readers!
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 Arizona to Zimbabwe, 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.

6 issues per year

61,000+ subscribers

124,000+ total readership
Our readers love Adventure Cyclist, and so do our advertisers. As an exclusive benefit for Adventure Cycling 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, offers 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.

For 2023, we celebrate our 50th volume with a reimagination of the magazine, from a six-issue volume that provides longer shelf life for each issue to a digitization that incorporates hyperlinks to allow readers to go directly to our sponsors’ sites.
$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:

61% Road
48% Touring
36% Mountain
23% Gravel
16% Hybrid
12% eBike
9% Tandem
8% Fat
7% Folding
6% Recumbent
Our magazine may be for members only, but Adventure Cycling’s twice-monthly newsletter reaches 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!

While our print readership is expansive, our popular newsletter boasts an even broader audience of 130,000+ dedicated cyclists and bike travelers. What’s more, our open rate for newsletters is 45% compared with 21% for the average marketing newsletter.

**Bike Bits** highlights our favorite features from print, expanded technical and gear coverage, and online-only features alongside carefully curated bike travel stories and bicycle news from across the web.
MARCH/APRIL
CREATING EPIC TOURS AND ROUTES
For this annual tours issue, we look at what goes into putting together an epic route, and how tour leaders and participants get their start.

MAY/JUNE
THE FOOD ISSUE
As spring comes around and the cycling weather is optimal, our appetites grow with the daylight. This issue takes a deep look at how to put together a camp menu in the backcountry to impress all your friends, how to dehydrate food and prep for eating with alternative nutritional needs, and, of course, a look at some of the most delicious places in the world to ride.

JULY/AUGUST
SNAPSHOTS
For these steamy summer months, we set our apertures to our annual photo contest, this time paired up with snapshots of a different kind, a collection of short-form personal stories. These short, easy reads and compelling photos are paired up to captivate readers’ attention just enough to get them out the door for their own adventures before the weather turns.

SEPTEMBER/OCTOBER
FRICITION SHIFTING
This year’s history issue focuses on how the bicycle has been used as a tool for social movements, from the French Resistance to Irish Independence.

NOVEMBER/DECEMBER
HOLIDAYS IN THE SUN
Have you ever dreamt of spending a holiday away from it all, just you, a select group, and your bicycles? This holiday season, we look at bike tours meant to fit into a holiday long weekend, and some spots best visited during North America’s frost-covered months.

With more pages and a longer shelf life, Adventure Cyclist is expanding to include recurring columns covering camp cuisine, maintenance tips for body and bike, a serial travelogue of a round-the-world trip, and profiles on people, locations, and companies that uplift our community. Additionally, each issue has a theme to tie features, columns, and reviews together in a cohesive narrative.
ADVENTURE CYCLIST (PRINT)

PREMIUM POSITIONS

- Spread: $6,050
- Inside Front Cover: $5,000
- Inside Back Cover: $5,000
- Back Cover: $5,000

SINGLE PAGE

- Full Page: $4,500
- ⅓ Page: $3,500
- ½ Page: $2,400
- ⅔ Page: $2,000
- ¼ Page: $1,250

MARKETPLACE

- 5 inch: $570
- 3 inch: $475
- 2 inch: $350
- 1 inch: $250

CLASSIFIEDS

- First 30 words: $125
- Each additional word: $2

WEB (DIGITAL)

BIKE BITS

- 728 x 90: $650/month

Discounts available for frequency, packages, and corporate members. Contact 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

Extend your reach beyond advertising, drive brand awareness, and foster engagement with integrated media solutions through a corporate membership with Adventure Cycling.
# CORPORATE MEMBERSHIP

## LEVELS OF SUPPORT

<table>
<thead>
<tr>
<th>LEVEL</th>
<th>SUPPORT</th>
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<tbody>
<tr>
<td><strong>PLATINUM</strong></td>
<td>$10,000</td>
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<tr>
<td></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>
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<tr>
<td><strong>TITANIUM</strong></td>
<td>$5,000</td>
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<td></td>
<td>A stalwart commitment to bettering bicycle travel with a robust bundle of marketing opportunities to match.</td>
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<tr>
<td><strong>GOLD</strong></td>
<td>$1,000</td>
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<td>Value-rich benefits package designed to place your brand directly in front of your target audience.</td>
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<tr>
<td><strong>SILVER</strong></td>
<td>$500</td>
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<td>Recognition across multiple media platforms including creative engagement opportunities.</td>
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<tr>
<td><strong>BRONZE</strong></td>
<td>$250</td>
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<td>Broadcast your support for bicycle travel at the local, regional, and national levels.</td>
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## EXAMPLES OF CORPORATE MEMBERSHIP

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<thead>
<tr>
<th>MARKETING BENEFITS</th>
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<tr>
<td>• Free full spread ad in <em>Adventure Cyclist</em> magazine</td>
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<tr>
<td>• Discounts on advertising up to 30%</td>
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<tr>
<td>• Access to <em>Adventure Cycling</em> database for a physical mailing</td>
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<tr>
<td>• Free <em>Adventure Cycling</em> memberships to give away</td>
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<td>• Social media promotion</td>
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<td>• Email recognition</td>
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<td>• eNewsletter inclusion opportunities</td>
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<tr>
<td>• Access to annual metrics reporting as it relates to <em>Adventure Cycling</em>’s mission</td>
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Membership is a **tax-deductible contribution** to a 501(c)3 nonprofit organization.