



**WISCONSIN
BIKE FED**

2017 MEDIA KIT

ABOUT THE MAGAZINE



Our members routinely tell us they open the Wisconsin Bike Fed Magazine as soon as it comes in the mail. With coffee table book quality reproduction, incredible photography and engaging stories, many people collect all the issues.

New for 2017, we have added a fold-out spread for our feature story and fifth issue in December, because of the growing popularity of fat bikes and winter cycling. Each of the five issues is published in print and digital versions in March, May, July, September and December. Every issue is mailed to all our nearly 7,000 members and the rest are distributed to bike shops and other retail locations across Wisconsin, as well as in the Chicago and Twin cities metro areas.

The digital edition is emailed to everyone on our 17,000 + contact list and shared on our social media network. The digital edition offers advertisers the opportunity to include hyperlinks to their website.

Each issue is packed with stories about everything that makes Wisconsin cycling so wonderful, including features on touring, trails, racing, and mountain biking. And since Wisconsin is the epicenter of the nation's bicycle industry, we also include reviews of some of the best bikes and accessories from large and small companies across the state.

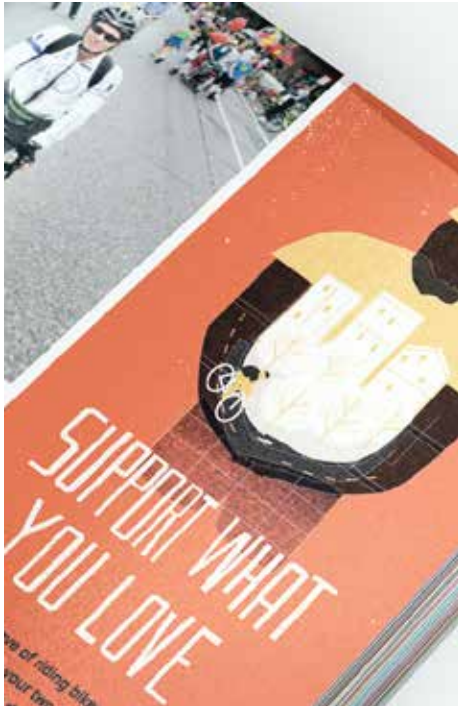
We print 10,000 copies of our May, July, September and December issues. We print 15,000 of our coveted March Ride Guide Edition, which is the most complete listing of everything cycling in Wisconsin, including hundreds of races, charity rides, tours, trails, shops and products.

We have a number of affordable opportunities available to market your event, destination, or product in all editions of the magazine, in the digital edition, and on the web, and can help you time a single ad to achieve maximum exposure.

INTERESTED IN ADVERTISING? GREAT! LET'S GET IN TOUCH:

Matt Gissibl, Business Relations Manager
matt.gissibl@wisconsinbikefed.org :: 414.255.0368





AUDIENCE

- » 15% of our readers are under the age of 39
- » 54% of our readers are between 40 and 59
- » 31% of our readers between are between 60 and 80

- » 82% of members have an annual income over \$50,000
- » 64% of members have an annual income of over \$75,000
- » 44% of members have an annual income of over \$100,000
- » 20% of members have an annual income of over \$150,000

- » Age: 74% Men / 26% Women

THE BIG PICTURE

Recreational bicycling brings more than \$924 million to the state of Wisconsin every year.¹

There are over 170,000 people in Wisconsin who would consider themselves “cyclists”

The percentage of Americans who mostly used a bicycle to get to work increased by 47% between 2000 and 2011.²

71% of Americans say they would like to bicycle more than they do now.³

The number of Americans who ride bicycles is greater than all those who ski, golf, and play tennis combined.⁴

DISTRIBUTION & CIRCULATION

Our circulation area includes Wisconsin, Minnesota, Chicago-area, Michigan’s Upper Peninsula, and portions of lower Michigan and northeastern Iowa.

72%

Of our members value brands that support bicycling in Wisconsin

91%

Of our members are satisfied or very satisfied with the Bike Fed Magazine

TOTAL
READERSHIP

50,000+

¹Grabow, M., et al., 2010 - Valuing Bicycling’s Economic and Health Impacts in Wisconsin, January 2010

²Cox, W. 2012 - A summary of 2011 commuting data released today, newgeography.com, September 20, 2012

³Royal, D., and D. Miller-Steiger, 2008 - National Survey of Bicyclist and Pedestrian Attitudes and Behavior, National Highway Traffic Safety Administration

⁴National Sporting Goods Association, 2007 - 2007 Participation - Ranked by Total Participation

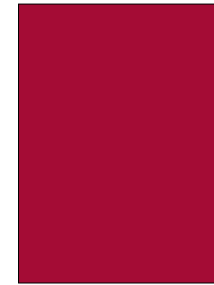
Additional Source: Internal 2013 Membership Survey

ADVERTISING RATES

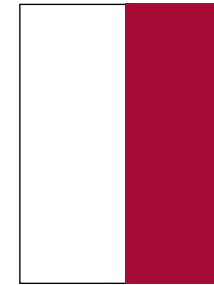


MAGAZINE RATES

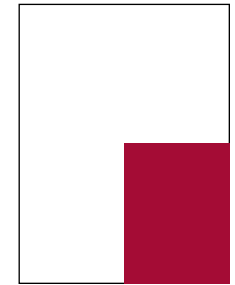
AD SIZE/ LOCATION	ONE ISSUE	TWO ISSUES	FOUR ISSUES	FIVE ISSUES
1/4 Page	\$300	\$275	\$250	\$200
1/2 Page	\$600	\$575	\$550	\$500
Full Page	\$1,200	\$1,100	\$1,000	\$900
Inside Cover	\$2,000	\$1,900	\$1,800	\$1,700
Two- Page Spread	\$2,200	\$2,100	\$1,900	\$1,700



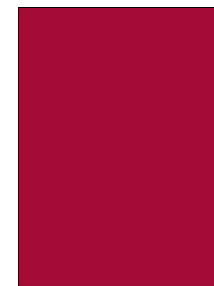
Full Page
8.0" x 10.5"



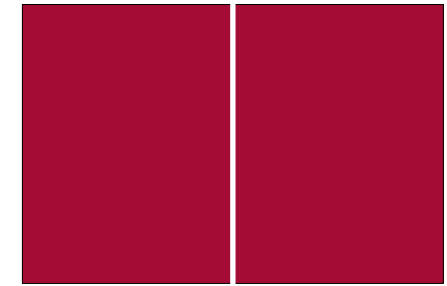
Half Page
3.875" x 10.5"



Quarter Page
3.875" x 5.1875"



Inside Cover
8.0" x 10.5"



Two-Page Spread
16.0" x 10.5"

PUBLICATION SCHEDULE

Issue	Artwork Deadline
March Ride Guide Edition	February 1st, 2017
May Issue	April 1st, 2017
July Issue	June 1st, 2017
September Issue	August 1st, 2017
December Issue	November 1st, 2017



Sizes shown are trimmed sizes: Ads must include .125" on all sides. See next page for technical specs and templates

WEB ADVERTISING



WEB RATES

SIZE (PIXELS)	PRICE
195px x 130px	\$25/month
195px x 195px	\$35/month
195px x 400px	\$45/month

FILE SPECIFICATIONS

FILE SUBMISSION: Please submit files only as PNG or GIF. Please only submit one advertisement per file.

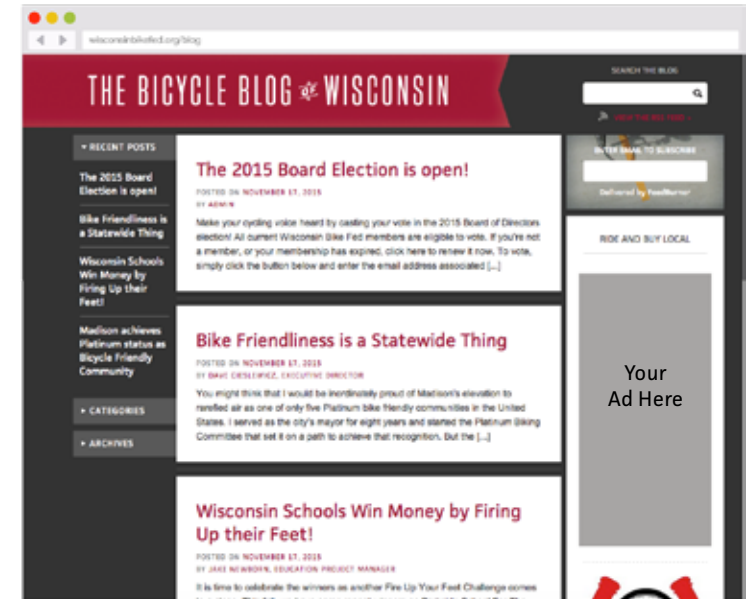
FILE NAMING: Please name your file with advertiser name and start date. Like this:
advertiser-name-march-2016.PNG

FILE SPECS: Please ensure that all submitted files are **40/kb and under in size**. Animations subject to approval.

TECHNICAL QUESTIONS:

We are more than happy to help! Feel free to direct technical questions to:

Chris Aalid
chris.aalid@wisconsinbikefed.org
608.709.2941



Example ad placement. Web ads are only placed on the Wisconsin Bike Fed blog.

FILE SPECIFICATIONS

FILE SUBMISSION: Please submit files only as PDF. PDF/X1a is preferred. Please do not submit Word, PPT, JPEG, or other file types. Please only submit 1 advertisement per file.

FILE NAMING: Please name your file with: advertiser name, ad size, and magazine issue. Like this:
advertiser-name_quarter_page_spring2015.PDF

PDF SPECS: Please ensure that Crop/Trim marks and Bleed marks are active and offset to .1667". All ads must include .125" of bleed on all sides — please make sure this is selected when outputting your PDF. PDF X/1a format is preferred.

Feel free to use our provided PDF Presets for exporting.

PHOTOS: All photos should be at 300ppi or they will appear blurry when printed. Photos that look fine on a computer monitor may still not be large enough for print. You are responsible for providing print-ready photos with your ad.

LIVE MATTER: Live Matter must be within the live/safety area (see table on right). Live/Safety area is .25" from all sides, based on trim size. The Bike Fed is not responsible for text or graphics that are positioned outside this area.

TEMPLATES: We have a variety of ad templates available to make your life easier in Illustrator, InDesign, and PDF Formats. If you use our PDF templates, please remember to remove the template layer before you export to PDF.

UNIT SIZES DETAILS

AD SIZE	BLEED SIZE	LIVE/SAFETY	TRIM SIZE
1/4 Page	4.125" x 5.4375"	3.375" x 4.6875"	3.875" x 5.1875"
1/2 Page	4.125" x 10.75"	3.375" x 10"	3.875" x 10.5"
Full Page	8.25" x 10.75"	7.5" x 10"	8" x 10.5"
Inside Cover	8.25" x 10.75"	7.5" x 10"	8" x 10.5"
Back Cover	8.25" x 10.75"	7.5" x 10"	8" x 10.5"
Two-Page Spread	16.25" x 10.75"	15.5" x 10"	16" x 10.5"

TECHNICAL QUESTIONS:

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Chris Aalid
chris.aalid@wisconsinbikefed.org
 608.709.2941

DOWNLOAD TEMPLATES AND PDF PRESET AT
<http://magazine.wisconsinbikefed.org>

READY TO ADVERTISE?

OF COURSE YOU ARE.

Contact **Matt Gissibl** at

matt.gissibl@wisconsinbikefed.org

or call him directly at 414.255.0368

