



**WISCONSIN  
BIKE FED**

## **2019 MEDIA KIT**

# ADVERTISE WITH THE BIKE FED



New for 2019, our coveted April Ride Guide edition of our print magazine will have more pages, a larger print run, and wider year-round distribution. Rather than print three more quarterly editions, the Bike Fed is excited to share all those stories on our beautiful new website, coming this April!

The new website will allow us to share the same great stories and amazing photography our magazine is known for, and also include links to ride and event websites, downloadable gpx files of the routes, videos, and a searchable calendar. This increased functionality will provide a more engaging and useful experience for our users, resulting in increased web traffic and more repeat visits.

Ride organizers and business owners who used to advertise across multiple issues will now be able to support their Ride Guide print ad with sponsored online content on our new website. We can then share these articles with our members, 14,000 email subscribers, and more than 16,000 followers on social media.

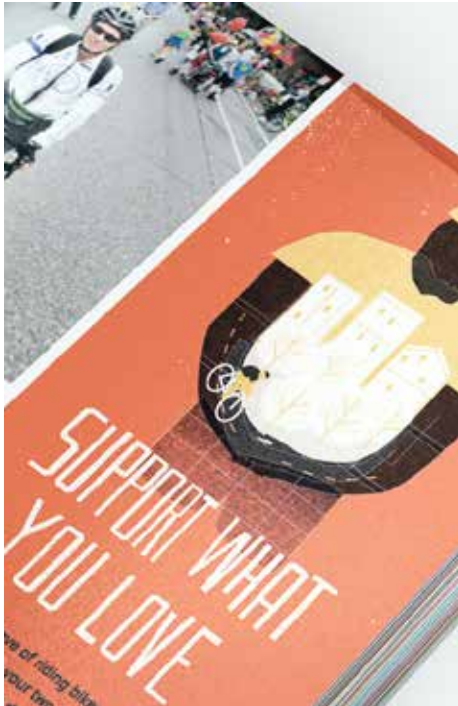
The print edition of the Ride Guide remains the most complete listing of everything cycling in Wisconsin, including races, charity rides, tours, trails, shops and products. Your advertisement in the April edition will appear in 20,000 copies that are mailed to our 7,000 plus members with the remaining issues distributed at every major cycling event the Bike Fed tables, as well as shipped to bike shops and other retail locations across Wisconsin, the Chicago metro area and the Twin Cities. The **ISSUU Digital Edition** of the Ride Guide is available for on all common platforms, including IOS, Google Play, Amazon, etc.

Our audience continues to eagerly anticipate to our quality print magazine. Expanding the Ride Guide and combining it with sponsored content on our new website and the ability to leverage our broad digital network means more exposure and increased awareness for you.

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

Matthew Gnas, Communications Manager  
matthew@wisconsinbikefed.org :: 414.286.7585





## 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.<sup>1</sup>

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.<sup>2</sup>

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

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

## 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+**

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

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

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

<sup>4</sup>National Sporting Goods Association, 2007 - 2007 Participation - Ranked by Total Participation

Additional Source: Internal 2013 Membership Survey

# ADVERTISING RATES



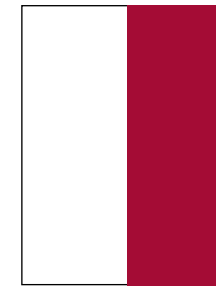
To meet consumer expectations while capitalizing on our new web experience, sponsored online content is available as a complementary component to our April Ride Guide print edition. Packing pricing is listed below.

## PRINT EDITION + SUPPLEMENTARY ONLINE CONTENT RATES

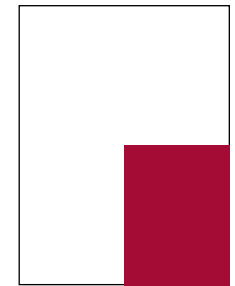
AD SIZE & LOCATION	PRINT EDITION (REQUIRED)	ONLINE STORY	SECOND STORY	THIRD STORY	FOURTH STORY
1/4 Page	\$300	\$575	\$250	\$250	\$250
1/2 Page	\$600	\$575	\$250	\$250	\$250
Full Page	\$1,200	\$575	\$250	\$250	\$250
Inside Cover	\$2,000	\$575	\$250	\$250	\$250
Two-Page Spread	\$2,200	\$575	\$250	\$250	\$250
Back Cover	\$2,500	\$575	\$250	\$250	\$250



Full Page  
8.0" x 10.5"



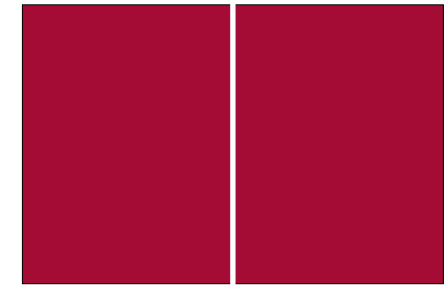
Half Page  
3.875" x 10.5"



Quarter Page  
3.875" x 5.1875"



Inside / Back Cover  
8.0" x 10.5"



Two-Page Spread  
16.0" x 10.5"



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

## PUBLICATION SCHEDULE

Print edition artwork and story deadline: **March 1st, 2019**

Sponsored online stories and banner advertisements can be scheduled to meet your marketing needs; scheduling preference is on a first come first served basis, so don't delay!

# WEB ADVERTISING



## BANNER RATES

SIZE (PIXELS)	PRICE
2,400px x 320px*	\$45/month

*\*original size - display size scales based on device and window size*

## 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:

Matthew Gnas  
matthew@wisconsinbikefed.org  
414.286.7585



*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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DOWNLOAD TEMPLATES AND PDF PRESET AT  
<https://tinyurl.com/bike-fed-templates>



# READY TO ADVERTISE?

OF COURSE YOU ARE.

Contact **Matthew Gnas** at

*[matthew@wisconsinbikefed.org](mailto:matthew@wisconsinbikefed.org)*

or call him directly at 414.286.7585

