ADVERTISE WITH THE BIKE FED

The Ride Guide is the go-to publication for all things cycling in Wisconsin, and 2023 is no exception! We help our readers find their sense of adventure with feature stories surrounded by empowering ads that make everyone want to ride. The Bike Fed will also continue to offer stories on our beautiful website!

The website features great stories and amazing photography our magazine is known for, and also includes links to routes, ride and event websites, and a searchable calendar. This increased functionality provides a more engaging and useful experience for our users resulting in increased web traffic. Since 2021 website traffic has increased by just over 30%, we’ve observed an incredible wave of 50,000 new visitors, and people are spending 20% more time exploring content.

Our larger audience is now able to be reached with a Ride Guide print ad AND sponsored on-line content on our website. We can share these articles with our members, 17,000 email subscribers, and more than 20,000 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 Spring Edition will be mailed to 5,000 plus members with additional copies 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 on common platforms, including IOS, Google Play, Amazon, etc.

Wisconsin cyclists eagerly anticipate the quality printed Ride Guide. Advertising in the magazine, combined with sponsored content on the Bike Fed website, allows you to leverage our broad digital network, resulting in more exposure and increased awareness for you.

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

Michelle Bachaus
michelleb@wisconsinbikefed.org :: 920.470.1185
AUDIENCE AND CIRCULATION

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

THE BIG PICTURE

Recreational bicycling brings more than $1.42 billion 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

In 2020, trail use went up over 300% on our state’s most popular trails and streets were closed to motor vehicles to accommodate increased number of people biking.

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+

¹WisDOT economic impact report 2019
²Cox, W. 2012 - A summary of 2011 commuting data released today, newgeography.com, September 20, 2012
⁴National Sporting Goods Association, 2007 - 2007 Participation - Ranked by Total Participation
Additional Source: Internal 2013 Membership Survey
2023 AD Package Promotions

TO ADVERTISE: contact michelleb@wisconsinbikefed.org | 920.470.1185

$1750

Full Page ad $1200
Online Story $575
Enews teaser $150
(Regular $1925)

$2350

2 page Spread $2200
Sidebar ad $400
Social Media set $100
(Regular $2700)
PRINT AND PACKAGED AD

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

RIDE GUIDE - PRINT EDITION + ONLINE STORY PACKAGRES

<table>
<thead>
<tr>
<th>AD SIZE &amp; LOCATION</th>
<th>PRINT EDITION (REQUIRED)</th>
<th>ONLINE STORY</th>
<th>SECOND STORY</th>
<th>THIRD STORY</th>
<th>FOURTH STORY</th>
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<tr>
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</table>

PUBLICATION SCHEDULE

Print edition artwork and story deadline: **February 7th, 2023**

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

SIDEBAR AND BANNER WEBSITE ADS

<table>
<thead>
<tr>
<th>Type</th>
<th>Size (Pixels)</th>
<th>Price</th>
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<tbody>
<tr>
<td>Sidebar ads</td>
<td>235px x 470px</td>
<td>$400/year</td>
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<tr>
<td>Horizontal ads</td>
<td>830px x 110px</td>
<td>$300/year</td>
</tr>
<tr>
<td>Banner ads</td>
<td>2,400px x 320px*</td>
<td>$45/month</td>
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</tbody>
</table>

*original size - display size scales based on device and window size
**advertisement will be posted for 12 months

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-2021.PNG

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

ON-LINE STORY (5 minute read)**

LOCATION: Bike Fed Website - in appropriate tab for topic

CONTENT: 750 words, up to 3 high res photos

COST: $575 - first story, $200 each - up to 3 stories after, within the same 12 months

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

E-mail content to Michelleb@wisconsinbikefed.org to reserve dates for posting.

Examples of ad placement. Web ads are placed on our News and Events pages.
WEB ADVERTISING

E-NEWSLETTER SPONSORSHIP - 17,000 opted in viewers (available to Bike Fed members only)

LOCATION: Bottom of the weekly e-newsletter
CONTENT: One high resolution photo and 50 words
COST: $100/week
SUBMISSION: Please submit files only as PNG or GIF. Please only submit one advertisement per file.
E-mail content to Michelleb@wisconsinbikefed.org by the Wednesday preceding your reserved newsletter date.

SOCIAL MEDIA POSTS - promote online stories and sidebar ads (available to Bike Fed Members only)

LOCATION: Facebook, Instagram, and Twitter
CONTENT: 50 words maximum, 1 high res photo, link to online story or Bike Fed website with ad
COST: $100 per series of 3 (Facebook, Instagram, Twitter)

TECHNICAL QUESTIONS?
We are more than happy to help! Feel free to direct technical questions to:
Michelle Bachaus
michelleb@wisconsinbikefed.org

Examples of advertising options. Membership Newsletters sent out weekly.
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_spring2022.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

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>BLEED SIZE</th>
<th>LIVE/SAFETY</th>
<th>TRIM SIZE</th>
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<tr>
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<tr>
<td>Inside Cover</td>
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DOWNLOAD TEMPLATES AND PDF PRESET AT
READY TO ADVERTISE?

OF COURSE YOU ARE.

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michelleb@wisconsinbikefed.org

or call her directly at 920.470.1185