



**WISCONSIN
BIKE FED**

2024 MEDIA KIT



ADVERTISE WITH THE BIKE FED



The Ride Guide is brimming with captivating and valuable content. Every April our members look forward to the magazine to plan their biking adventures for the upcoming season. This is a perfect opportunity for bike friendly communities, businesses, events, trails and so much more to stand out and tempt riders with your most unique opportunities.

When our audience reads your ads they *feel* the experience. With 21 impressive past issues, our audience is well defined and the Ride Guide is eagerly anticipated. With magazines, email, social media - plus website and digital ads - our advertisers can reach anyone who rides a bike.

Now, 10,000+ Ride Guides will be printed in 2024. Your message will be in the hands of our members, distributed at many cycling events, bike shops, coffee shops and other bike focussed businesses across Wisconsin, the Chicago metro area and the Twin Cities.

We also offer communities and businesses the opportunity to have the Ride Guide sent directly to their employees, customers and select mail lists at a steeply discounted rate. **Who would you like to invite to experience what you offer? The Bike Fed can make that happen.**

The 2024 Ride Guide is premium advertising. We find joy in sharing inspiration with all who pedal, those gearing up for speed and those who are casually rollin' along the trail connecting the dots. You will be sharing with readers who appreciate the lifestyle, and a sweet ride.

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

Michelle Bachaus

michelleb@wisconsinbikefed.org :: 920.470.1185



AUDIENCE AND CIRCULATION



AUDIENCE

The Bike Fed reaches people who bike!

- » Annually with 365 day access through the Ride Guide and timely updates to our website
- » Quarterly video connection updates and network on Advocacy and Cycling Without Age.
- » Weekly e-newsletter
- » Daily social media and we are just a phone call away!
- » 80.4% of members feel getting the Ride Guide is an important or very important benefit of membership.
- » People are spending 33% more time exploring our content in the last 18 months
- » Page Views are up 100% from 10,876 to 21,753 per month, in the last 18 months
- » Enewsletters have weekly open rates ranging 40 - 45%, and subscribers are up 10% to over 18,000
- » 22,000+ followers on social media, a 10% increase since 2022.

THE BIG PICTURE

Recreational bicycling brings more than \$2.4 billion to the state of Wisconsin every year.¹

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

What percentage of families near your home have bicycles in their garages?

DISTRIBUTION & CIRCULATION

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

77%

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

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

2024 AD Package Promotions



\$1,650

Separately \$2,150

Full Page ad \$1,500

Sidebar Ad \$400

Enews teaser \$150

Social Media set \$100

\$2,500

Separately \$3,400

2 Page Spread \$2,500

OLS each \$650

Enews teaser \$150

Social Media set \$100

PRINT AND DIGITAL ADS



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.

RIDE GUIDE - PRINT EDITION + ONLINE STORY PACKAGES

AD SIZE & LOCATION	2024
1/4 Page	\$500
1/2 Page Vertical Only	\$800
Full Page	\$1,500
Full Page Premium Placement	\$1,750
Two-Page Spread	\$2,500
Add. pages w/ Two-page spread	\$1,200
Inside Cover	\$2,000
Outside Cover	\$2,500
OLS	\$650

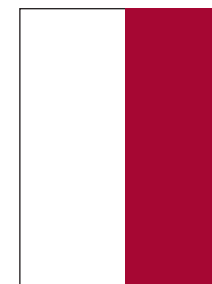
PUBLICATION SCHEDULE

Print edition artwork and story deadline: **January 31, 2024**

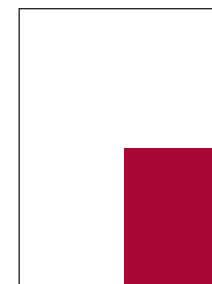
Sponsored online stories and banner advertisements can be scheduled to meet your marketing needs; scheduling preference is on a first come first served basis, so don't delay!



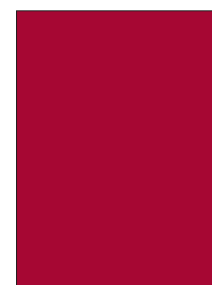
Full Page
8.0" x 10.5"



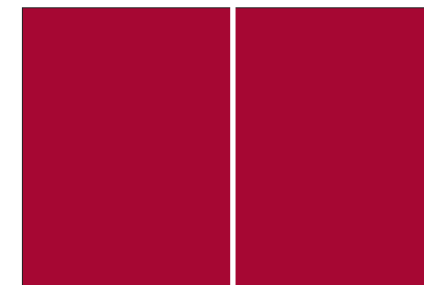
Half Page
3.875" x 10.5"



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

WEB ADVERTISING



SIDEBAR AND BANNER WEBSITE ADS

	SIZE (PIXELS)	PRICE
Sidebar ads**	235px x 470px	\$400/year
Horizontal ads**	830px x 110px	\$300/year
Banner ads Minimum 6 months paid up-front	2,400px x 320px*	\$45/month

*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-2024.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)**

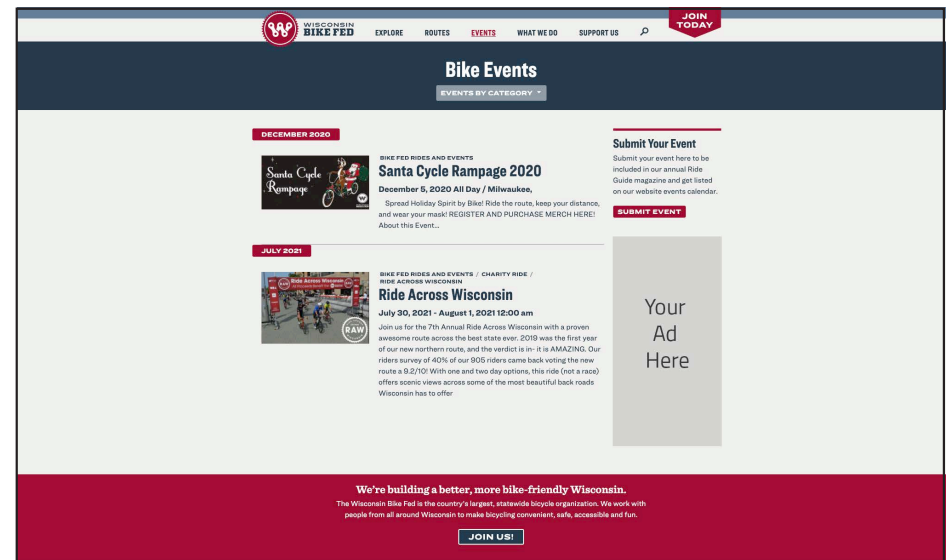
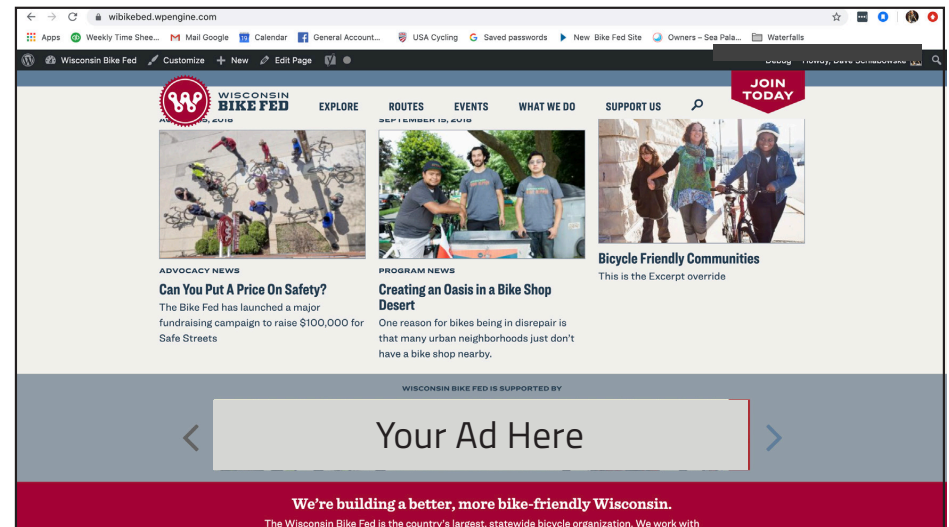
LOCATION: Bike Fed Website - in appropriate tab for topic

CONTENT: 750 words, up to 3 high res photos

COST: \$650 - first story, \$300 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.

DIGITAL ADVERTISING



E-NEWSLETTER SPONSORSHIP - 18,000+ 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 2 weeks preceding your requested newsletter date.

SOCIAL MEDIA POSTS - 22,000+ followers (available to Bike Fed Members only)

LOCATION: Facebook, Instagram, and X (formerly Twitter)

CONTENT: One high resolution photo and 50 words, link to online story or Bike Fed website with ad

COST: \$100 per series of 3 (Facebook, Instagram, X)


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

TECHNICAL QUESTIONS?

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

Michelle Bachaus

michelleb@wisconsinbikefed.org



Newsletter Sponsored by [FollowHollow](#)
We're extremely excited to introduce our warmest socks ever. The all new Boot sock from Appleton based [FollowHollow](#) is like throwing a blast furnace on your feet. Alpaca fiber is hollow and those cavities create miniature air-locks to trap warmth and also produce a capillary action to remove sweat. Keeping your feet warm AND dry during the harshest weather Wisconsin can offer.

For more information on sponsorship, please contact michelle@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

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:

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

Michelle Bachaus
michelleb@wisconsinbikefed.org
920.470.1185

DOWNLOAD TEMPLATES AND PDF PRESET
<https://wisconsinbikefed.org/wp-content/uploads/2023/02/BikeFedMediaKit-Ad-Templates2023-1.pdf>



READY TO ADVERTISE?

OF COURSE YOU ARE.

Contact **Michelle Bachaus** at
michelleb@wisconsinbikefed.org
or call her directly at 920.470.1185

