



Photo by Dave Schlabowske



**WISCONSIN
BIKE FED**

2025 MEDIA KIT

THE RIDE GUIDE



The Bike Fed's signature publication, the annual Ride Guide is brimming with captivating and valuable content. Every spring, the cycling community looks forward to the printed magazine and online version to plan their biking adventures for the upcoming season. This is the place for people who ride to discover YOUR bike friendly destination, business, products, and events.

When our audience reads your content they feel the experience. With 22 impressive past issues, the Ride Guide has a dedicated following and serves as THE resource for everything related to cycling in Wisconsin and beyond. Through the print and online version promoted via email, social media, digital ads and our website – you can reach anyone who rides a bike.

In 2025, 10,000+ Ride Guides will be mailed to Wisconsin Bike Fed members, distributed at many cycling events, etc. Your message will be in the hands of our members, distributed at many cycling events, bike shops, coffee shops and other cycling and tourism- focused 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 an affordable rate. Who would you like to invite to experience what you offer? The Bike Fed can make that happen.

The 2025 Ride Guide is a premium showcase opportunity. We find joy in sharing inspiration with all who pedal, those gearing up for speed and those who are casually rollin' along the trail. You will connect with active people who appreciate the lifestyle, and a sweet ride.



**INTERESTED IN ADVERTISING? GREAT!
LET'S GET IN TOUCH:
info@wisconsinbikefed.org | 414-626-1540**





AUDIENCE AND CIRCULATION

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

77%

of our members value brands that support cycling in Wisconsin

91%

of our members are satisfied or very satisfied with the Ride Guide

AUDIENCE

The Bike Fed reaches people who bike, in many ways:

- **Annually** with 365 day access through the Ride Guide and timely updates to our website
- **Quarterly** opportunities for networking and advocacy updates through online Council of Advocates meetings
- **Weekly** e-newsletter
- **Daily** social media content tailored to our audience
- **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

DISTRIBUTION & CIRCULATION

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

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

2025 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



Photo by Korey Hopkins

PRINT AND DIGITAL ADS

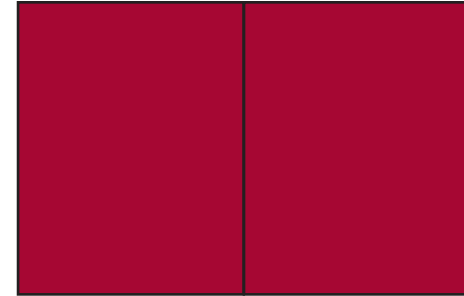


To meet consumer expectations while capitalizing on our web experience, sponsored online content is available as a component to our Ride Guide print edition.

RIDE GUIDE: PRINT EDITION + ONLINE STORY PACKAGES

AD SIZE & LOCATION

1/4 Page	\$500
1/2 Page <i>Vertical Only</i>	\$800
Full Page	\$1,500
Full Page <i>Premium Placement</i>	\$1,750
Two-Page Spread	\$2,500
Additional pages <i>With two-page-spread</i>	\$1,200
Inside Cover	\$2,000
Outside Cover	\$2,500
OLS	\$650



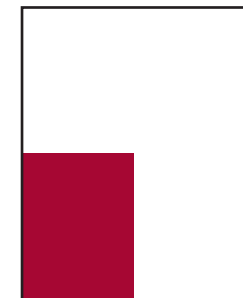
Two-Page Spread 16.0" x 10.5"



Inside/Back Cover & Full Page
8.0" x 10.5"



1/2 Page 3.875" x 10.5"



1/4 Page 3.875" x 5.1875"

PUBLICATION SCHEDULE

Print edition artwork and story deadline: January 24, 2025

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!

TECH SPECS FOR PRINTED ADS



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 one advertisement per file.

FILE NAMING

Please name your file with: advertiser name, ad size, and magazine issue. Example: advertiser-name_quarter_page_spring2025.PDF

PDF SPECS

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/X1a 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.

SAFE AREA

All content 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.

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! Direct technical questions to:

info@wisconsinbikefed.org | 414-626-1540

DOWNLOAD TEMPLATES AND PDF PRESET



<https://wisconsinbikefed.org/wp-content/uploads/2024/10/BikeFed-Ad-Templates-2025.pdf>

DIGITAL ADVERTISING



E-NEWSLETTER SPONSORSHIP

18,000+ opted in viewers

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 info@wisconsinbikefed.org by the Wednesday 2 weeks preceding your requested newsletter date.

SOCIAL MEDIA POSTS

22,000+ followers

LOCATION

Facebook, Instagram, and X

CONTENT

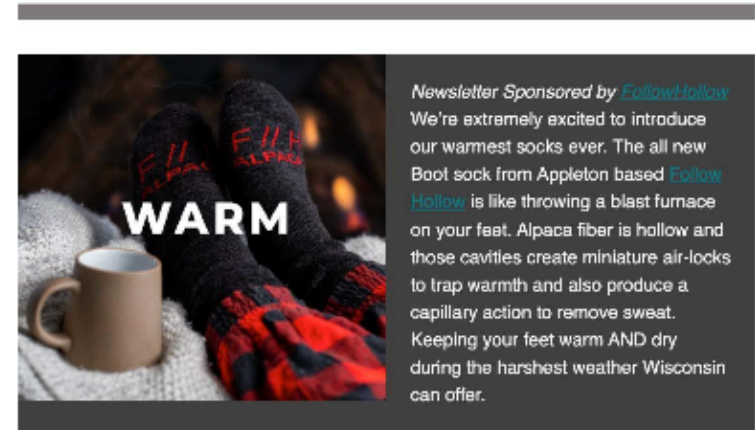
One high resolution photo and 50 words, link to online story or Bike Fed website with ad

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.



Example of enews sponsorship. Sent out weekly

TECHNICAL QUESTIONS?

We are more than happy to help! Direct technical questions to:
info@wisconsinbikefed.org | 414-626-1540

WEB ADVERTISING



SIDEBAR AND BANNER WEBSITE ADS

	SIZE IN PIXELS	PRICE
Sidebar ads <i>Ad will be posted for 12 months</i>	235px x 470px	\$400/year
Horizontal ads <i>Ad will be posted for 12 months</i>	830px x 110px	\$300/year
Banner ads <i>Minimum 6 months paid up-front</i>	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 and only submit one advertisement per file.

FILE NAMING

Please name your file with advertiser name and start date.

Example: advertiser-name-march-2024.PNG

FILE SIZE

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

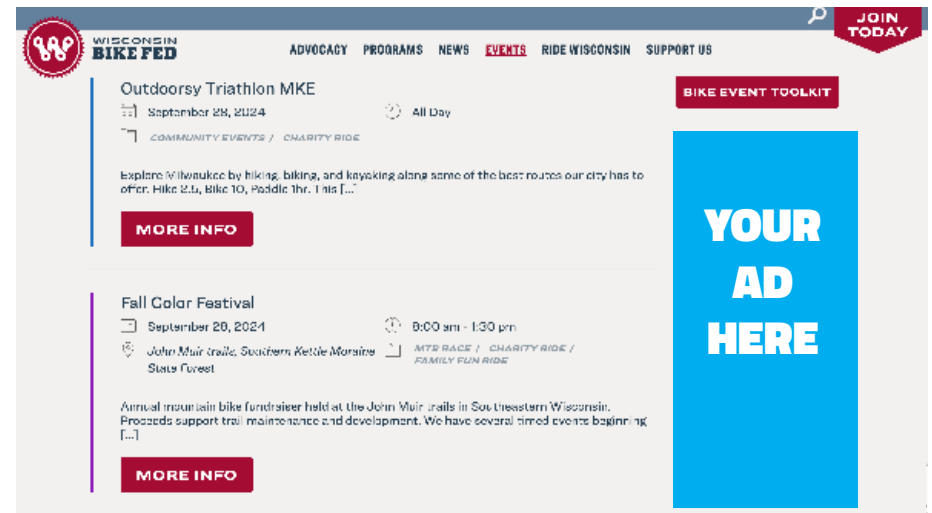
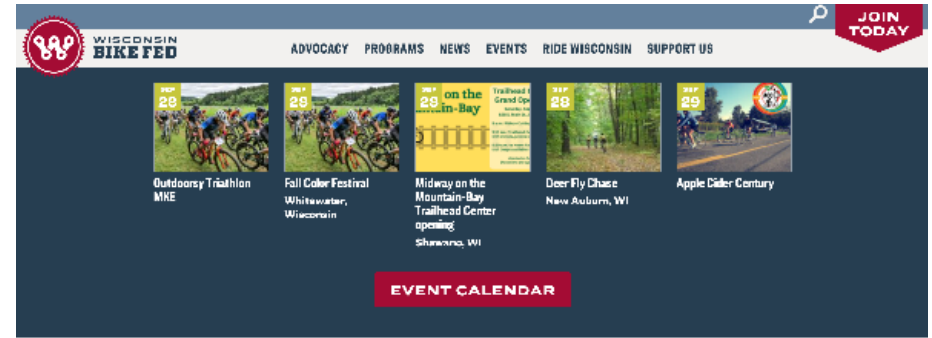
COST

\$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 and only submit one advertisement per file.

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



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

READY TO ADVERTISE?

Of course you are!

Contact

info@wisconsinbikefed.org
414-626-1540



**WISCONSIN
BIKE FED**

Photo by Dave Schlabowske