



WISCONSIN
BIKE FED

2027 MEDIA KIT

THE RIDE GUIDE

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

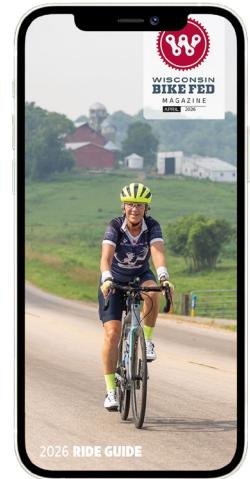
When our audience reads your content they feel the experience. With 24 impressive past issues, the Ride Guide has a dedicated following and serves as THE resource for everything related to cycling in Wisconsin. Through the print and online version - promoted through email, social media, digital ads, and our website - you can reach anyone who rides a bike.

In 2027, 10,000+ Ride Guides will be mailed to Bike Fed supporters, as well as distributed at 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 2027 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:
katie@wisconsinbikefed.org | 414-828-0653



AUDIENCE AND CIRCULATION



THE BIG PICTURE

Bicycle related industries generate:

\$5.36 billion

in economic output for the state of Wisconsin annually.¹

Bicycling ranks in the

TOP 5

nature-based outdoor activities among Wisconsin residents²

A record 112 million Americans—35% of those ages 3 and older—rode a bike at least once in 2024³

77%

of our members value brands that support cycling in Wisconsin

91%

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

REACH

The Bike Fed reaches people who bike in many ways:

- **Annually** through the Ride Guide
- **365-day access** to timely updates through our website
- **Weekly** e-newsletter
- **Daily** social media content tailored to our audience
- **87% of supporters** feel getting the Ride Guide is an important or very important benefit.
- **30% more unique viewers** on our website over the previous year
- People are spending **46.5% more time** exploring our content over the last year
- E-newsletters have an average open rate of 22%, with **18,000 subscribers**
- **22,000+ followers** on social media

DISTRIBUTION & CIRCULATION

10,000 magazines will be distributed within our circulation area of Wisconsin, the Chicago metro area, and the Twin Cities. In addition to the print version, our supporters also access the Ride Guide digitally at our website throughout the year and even refer back to past years, so your ad gets extra views!

¹Wisconsin Department of Transportation, Bureau of Planning and Economic Development, 2024 - Economic Impact of Bicycling in Wisconsin¹

²Wisconsin Statewide Comprehensive Outdoor Recreation Plan (SCORP), 2019-2023

³PeopleForBikes, 2024 - U.S. Bicycling Participation Study

2027 AD PACKAGE PROMOTIONS



\$1,650

Separately \$2,150

Full Page Ad	\$1,500
Sidebar Ad	\$400
Enews Sponsorship	\$150
Social Media Posts	\$100

\$2,500

Separately \$3,400

2 Page Spread	\$2,500
Online Story	\$650
Enews Sponsorship	\$150
Social Media Posts	\$100



Photo by Discover Wisconsin

PRINT AND DIGITAL ADS

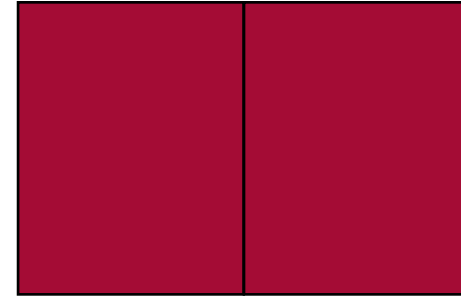


To meet consumer expectations while capitalizing on our web experience, sponsored online content is available as a complement to our Ride Guide print edition.

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



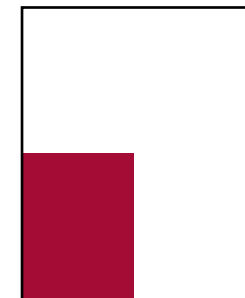
Two-Page Spread 16.0" x 10.5"



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 20, 2027

Please plan to contact us well in advance to work through advertising options, pricing, invoicing, and payment, as well as to give your graphics designer ample time to create your amazing ad and submit it to us no later than January 20, 2027.

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_spring2027.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

\$150/week

SUBMISSION

Please submit files only as PNG or JPG.

Please only submit one advertisement per file.

E-mail content to info@wisconsinbikefed.org by the Wednesday 2 weeks preceding your requested Saturday e-newsletter date.

SOCIAL MEDIA POSTS

22,000+ followers

LOCATION

Facebook, Instagram

CONTENT

One high resolution photo and 50 words with link to organization/event website or Bike Fed online story if applicable

COST

\$150 per series of Facebook, Instagram

SUBMISSION

Please submit files only as PNG or JPG. Please only submit one advertisement per file.

TECHNICAL QUESTIONS?

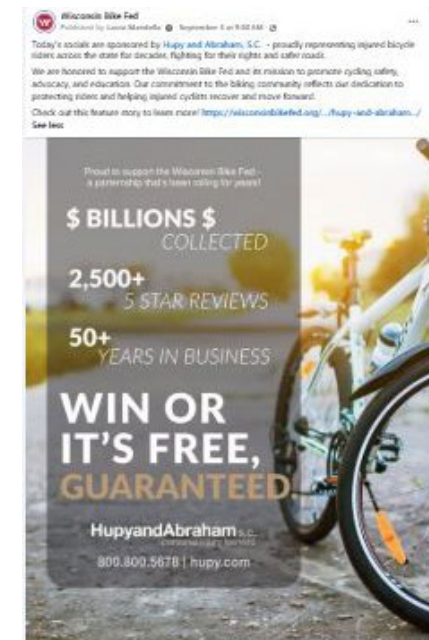
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katie@wisconsinbikefed.org | 414-828-0653

Today's e-newsletter is sponsored by Bike MS: Best Dam Bike Tour



Just three months after Derrick Brown (in sunglasses) was diagnosed with multiple sclerosis in 2022, he entered his first Bike MS ride hoping to find community, stability, and a way forward. What he found was purpose. Get inspired by [Derrick's story](#) and register for Bike MS: Best Dam Bike Tour August 1-2, 2026. *FYI-Bike Fed Supporters get a special discount!*

Example of e-newsletter sponsorship. Sent out weekly



Example of social media post

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

Banner ads <i>Minimum 6 months paid up-front</i>	2,400px x 320px*	\$45/month
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**original size - display size scales based on device and window size*

FILE SPECIFICATIONS

FILE SUBMISSION

Please submit files only as PNG or JPG and only submit one advertisement per file.

FILE NAMING

Please name your file with advertiser name and start date.

Example: advertiser-name-march-2027.PNG

FILE SIZE

Please ensure that all submitted files are 40/kb and under in size.

ON-LINE STORY (5 minute read)

LOCATION

Bike Fed Website - in appropriate tab for topic

CONTENT

750 words, up to 3 high res photos

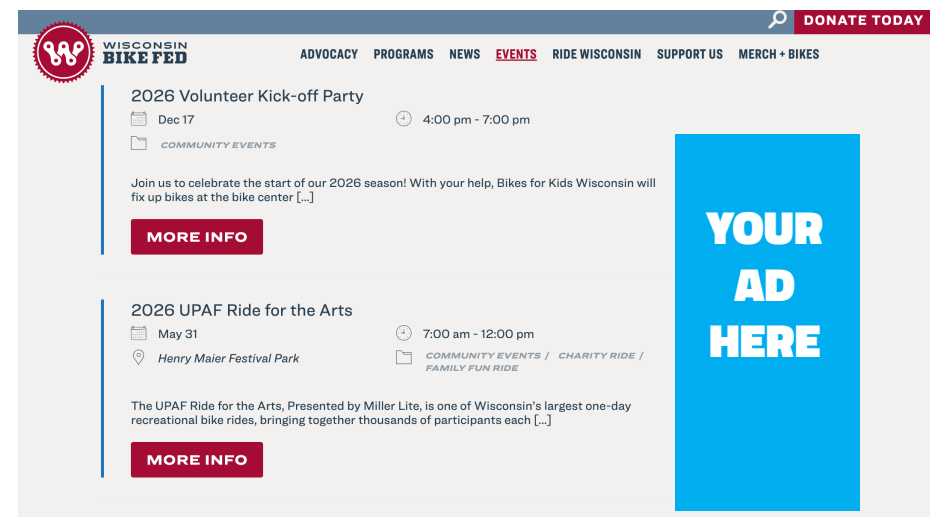
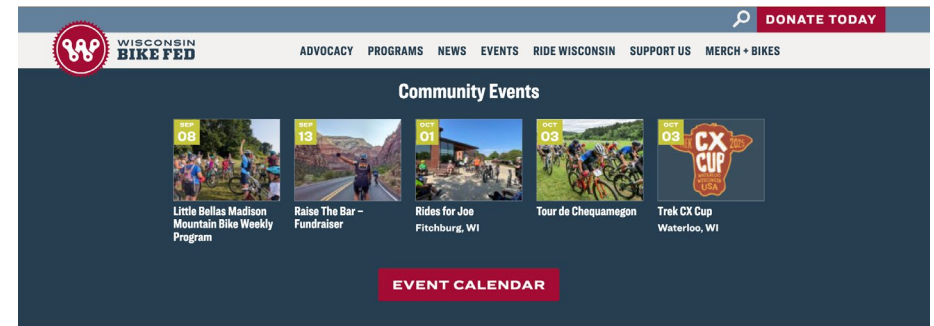
COST

\$650 - first story, \$300 each - up to 3 stories after, within the same 12 months

SUBMISSION

Please submit files as only a PNG or JPG 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.



Photo provided by Trek

READY TO ADVERTISE?

Of course you are!

Contact

katie@wisconsinbikefed.org
414-828-0653



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