2023 MEDIA KIT

Bicycling

WHERE CYCLISTS COME TO CONNECT, GROW, SMILE, SHOP, SHARE, AND SWEAT
BICYCLING IS THE WORLD’S LEADING CYCLING MEDIA BRAND WITH AN UNFILTERED, AUTHENTIC VOICE CYCLISTS CAN’T FIND ANYWHERE ELSE.

- Engaging with millions of cyclists each month
- Driving millions of e-commerce sales each month
- Sharing remarkable stories that celebrate the diversity of our sport across platforms
- Producing award-winning human interest and expert, service journalism
AUDIENCE AT-A-GLANCE

A MEDIA POWERHOUSE
REACHING MORE CYCLISTS THAN ANY COMPETITOR

3.20M+ Total Audience Footprint

1.17M+ Print Readers
2.01M+ Digital Footprint

2.2% Duplication

Source: MRI-Simmons USA Spring DoubleBase 2022; October 2022
Google Analytics; October 2022 Social Comp Report; 2022 comScore Multi-Platform © MRI-Simmons (07-22/S22)
THE BICYCLING AUDIENCE

REACHING DEDICATED, PASSIONATE CYCLISTS

63% plan to buy a new bike in the next 2 years
89% own 2+ bikes
61% describe themselves as Competitive, Racer, or Dedicated cyclist
98.8 average miles per week

Source: Bicycling 2022 Reader Survey
THE BICYCLING AUDIENCE

MOVING CONSUMERS TO ACTION

89% have taken action as a result of engaging with the Bicycling brand

74% have made a purchase or considered trying a new brand or product

83% gave someone advice or information about bikes and cycling gear in the past 12 months

Source: Bicycling 2022 Reader Survey
WHERE CYCLISTS COME TO SHOP

Bicycling’s authoritative buyer’s guides, expert editorial reviews, and engaging content has transformed our digital site into a new kind of storefront.

Each month, millions of cyclists come to Bicycling.com to shop for the latest bikes, gear, and products.

$24.1M+ Worth of Bikes and Gear Sold in 2022 Up +62% YoY

194.6K+ Number of Products Sold in 2022

500+ Items Sold Every Day

Source: 2022 Internal eCommerce Data
## Bicycling Print Audience

**Source:** MRI-Simmons Spring Doublebase 2022

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Readers</td>
<td>1.17M+</td>
</tr>
<tr>
<td>Men</td>
<td>70%</td>
</tr>
<tr>
<td>Women</td>
<td>30%</td>
</tr>
<tr>
<td>Age 18–34</td>
<td>27%</td>
</tr>
<tr>
<td>Age 18–49</td>
<td>51%</td>
</tr>
<tr>
<td>Age 25–54</td>
<td>46%</td>
</tr>
<tr>
<td>Median HHI</td>
<td>$82,948</td>
</tr>
<tr>
<td>Employed</td>
<td>63%</td>
</tr>
<tr>
<td>Professional/Managerial</td>
<td>29%</td>
</tr>
<tr>
<td>Any College</td>
<td>61%</td>
</tr>
<tr>
<td>Graduated College+</td>
<td>39%</td>
</tr>
<tr>
<td>Married</td>
<td>55%</td>
</tr>
</tbody>
</table>
Bicycling is introducing a new, seasonal format that will allow our readers to immerse themselves in a more premium print experience.

Readers can expect to see more in-depth product reviews and feature storytelling that tells a diverse range of stories from across our community.

We’re refining and elevating our print content to feature the best stories in cycling and engage our core audience in an actionable, meaningful way.

**SPRING**

**Best Bikes**
Close: 2/17/23
On-Sale: 4/4/23

**SUMMER**

**Gravel & E-Bikes**
Close: 5/19/23
On-Sale: 7/4/23

**FALL**

**Gear of the Year**
Close: 8/18/23
On-Sale: 10/3/23

**WINTER**

**Fitness & Nutrition**
Close: 11/10/23
On-Sale: 12/26/23
# 2023 PRINT PRODUCTION SCHEDULE

<table>
<thead>
<tr>
<th>Total Readership</th>
<th>Frequency</th>
<th>Single Copy Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.17M+</td>
<td>4X</td>
<td>$9.99</td>
</tr>
</tbody>
</table>

| Circulation | 158, 522 |

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>CLOSE</th>
<th>ON-SALE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spring</td>
<td>2/17/23</td>
<td>4/4/23</td>
</tr>
<tr>
<td>Summer</td>
<td>5/19/23</td>
<td>7/4/23</td>
</tr>
<tr>
<td>Fall</td>
<td>8/18/23</td>
<td>10/3/23</td>
</tr>
<tr>
<td>Winter</td>
<td>11/10/23</td>
<td>12/26/23</td>
</tr>
</tbody>
</table>

96.5% Consumer Driven  
3.5% Newsstand

Source: MRI-Simmons USA Spring DoubleBase 2022; 6/30/22 AAM Statement
### BICYCLING 2023 PRINT RATES

#### RUN OF BOOK OPEN RATES

<table>
<thead>
<tr>
<th>Format</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Page</td>
<td>$35,615</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$27,780</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$22,085</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$16,385</td>
</tr>
</tbody>
</table>

#### COVER OPEN RATES

<table>
<thead>
<tr>
<th>Format</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>2nd Cover</td>
<td>$40,960</td>
</tr>
<tr>
<td>3rd Cover</td>
<td>$40,960</td>
</tr>
<tr>
<td>4th Cover</td>
<td>$45,590</td>
</tr>
</tbody>
</table>

All rates are gross.
# 2023 Production Requirements

## Print Production Specs
Magazine Trim Size is 8.875” x 10.875”

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>BLEED</th>
<th>TRIM SIZE</th>
<th>LIVE/NON-BLEED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>9 1/8” x 11 1/8”</td>
<td>8 7/8” x 10 7/8”</td>
<td>8 3/8” x 10 3/8”</td>
</tr>
<tr>
<td>Spread</td>
<td>18” x 11 1/8”</td>
<td>17 3/4” x 10 7/8”</td>
<td>17 1/4” x 10 3/8”</td>
</tr>
<tr>
<td>1/2 Page Horizontal</td>
<td>9 1/8” x 5 1/2”</td>
<td>8 7/8” x 5 1/4”</td>
<td>8 3/8” x 4 3/4”</td>
</tr>
<tr>
<td>1/2 Page Horizontal Spread</td>
<td>18” x 5 1/2”</td>
<td>17 3/4” x 5 1/4”</td>
<td>17 1/4” x 4 3/4”</td>
</tr>
<tr>
<td>2/3 Vertical</td>
<td>5 3/4” x 11 1/8”</td>
<td>5 1/2” x 10 7/8”</td>
<td>5” x 10 3/4”</td>
</tr>
<tr>
<td>1/3 Vertical</td>
<td>3 1/8” x 11 1/8”</td>
<td>2 7/8” x 10 7/8”</td>
<td>2 3/8” x 10 3/8”</td>
</tr>
</tbody>
</table>

## Material Requirements

### Materials
Electronic advertising file delivery available at: [www.AdShuttle.com/hearst](http://www.AdShuttle.com/hearst). Please do not send back-up file on disk after posting to AdShuttle. E-mailing files or uploading to FTP site is not acceptable.

### Proof Info
Bicycling utilizes Virtual Proofing technology. Hard copy guidance is no longer required.

### Digital File Formats
Accepted File Formats: PDF/X-1a:2001 version 1.3Scanned images must be high resolution (300dpi), CMUK (no spot colors, RGB, LAB or ICC color profiles).

### General Requirements
File to contain only 1 page or 1 spread. The page size must be consistent from page to page. Pages must be created to include bleed when required. All trapping should be done prior to creating the file. Include quality control patch [color bars] outside bleed dimension. All marks [trim, bleed, center] should be included in all colors.

### Production Costs
The 15% commission will be forfeited if we produce your ad or re-create your digital file to meet press compliance. Original supplied files Straight From Print.

### Contact Info
For Production specs and due dates contact:
Tania Lara
414-622-2834
tglaranayanez@quad.com

For questions regarding inserts or BRCs contact:
Lynn Scaglione
Pubworx 212-450-0980
Lynn.Scaglione@pwxsolutions.com

### Digital Editions
National print advertisers are automatically opted in to all digital editions. Should an advertiser wish to opt out, it should be noted on their Insertion Order. No new materials are required for digital editions. For all standard units, we will utilize the original supplied files Straight From Print.
# 2023 Marketplace Requirements

## Marketplace Dimensions

<table>
<thead>
<tr>
<th>AD Size</th>
<th>Bleed</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/2 Page Horizontal</td>
<td>8 3/8” x 4 7/8”</td>
</tr>
<tr>
<td>1/3 Page Vertical</td>
<td>2 5/8” x 10”</td>
</tr>
<tr>
<td>1/3 Page Square</td>
<td>5 1/2” x 4 7/8”</td>
</tr>
<tr>
<td>1/6 Page Vertical</td>
<td>2 5/8” x 4 7/8”</td>
</tr>
<tr>
<td>1/6 Page Horizontal</td>
<td>5 1/2” x 2 5/16”</td>
</tr>
<tr>
<td>1/12 Page Square</td>
<td>2 5/8” x 2 5/16”</td>
</tr>
<tr>
<td>1 Inch Square</td>
<td>2 5/8” x 1”</td>
</tr>
</tbody>
</table>

## Material Requirements

### Materials

- Magazine Printed by Web Offset
- **Binding**: Perfect
- **Line Screen**: 150
- **Ink Density**: 300PPI

### Digital

- Hi-res PDF-X1a version 1.3 files

### Additional Info

- All advertising materials should conform to SWOP standards.
- All specified colors will be matched as closely as possible with 4-color process ink as set up in file. If advertiser specifically requests use of a PMS ink, additional charges will be added. Art files will be archived for one year.

## Contact Info

Any questions regarding ad specs and material due dates, contact:

- **Tania Lara**
  - Phone: 414-622-2834
  - Email: tglaranayanez@quad.com

## File Submission

Electronic advertising file delivery available at [www.adshuttle.com/hearst](http://www.adshuttle.com/hearst). In AD SIZE dropdown, select MARKETPLACE ADS, then choose the appropriate Marketplace ad size.
<table>
<thead>
<tr>
<th>Monthly Digital Uniques</th>
<th>1,116,749</th>
</tr>
</thead>
<tbody>
<tr>
<td>Men</td>
<td>30%</td>
</tr>
<tr>
<td>Women</td>
<td>70%</td>
</tr>
<tr>
<td>Age 18-49</td>
<td>46%</td>
</tr>
<tr>
<td>Age 25-54</td>
<td>57%</td>
</tr>
<tr>
<td>Median HHI</td>
<td>$200,886</td>
</tr>
<tr>
<td>Employed</td>
<td>75%</td>
</tr>
<tr>
<td>Professional/Managerial</td>
<td>47%</td>
</tr>
<tr>
<td>Any College</td>
<td>83%</td>
</tr>
<tr>
<td>Graduated College+</td>
<td>63%</td>
</tr>
<tr>
<td>Married</td>
<td>61%</td>
</tr>
</tbody>
</table>
HIGH-IMPACT, RICH MEDIA:

- **Super Hero Unit**: Our most powerful and versatile oversized rich media unit with video and interactive capabilities

- **Homepage Takeover**: Exclusive ownership of our most prominent site page for a full week

- **Native Assembly**: Templated unit designed to blend seamlessly within edit content with ability to house brand video or imagery

STANDARD BANNERS

- 728x90
- 300x600
- 300x250

DRIVE AWARENESS, ENGAGEMENT, AND IMPACT WITH THE #1 AUDIENCE IN RIDE

Shown: Super Hero with Video Player on Desktop and Native Assembly on Mobile
CUSTOM DIGITAL OPPORTUNITIES

ELEVATE BRAND PERCEPTION AND CONSIDERATION WITH CROSS-PLATFORM CUSTOM CONTENT

CONTENT:
- Custom, Co-branded Content: Create an engaging, editorially-driven article with seamless product integration
- Sponsored Social Posts: Co-branded, organic social posts across Bicycling’s editorial Instagram, Twitter, and TikTok handles

NEWSLETTERS:
- Native Newsletter Spotlight: Native content placement mirroring an editorial format
- Newsletter ROS: Standard ad placement within our editorial newsletters with guaranteed impressions

READ PAST CO-BRANDED CONTENT HERE
DRIVE PRODUCT INTEREST AND CONVERSIONS WITH ACTION-DRIVING DIGITAL AND SOCIAL MEDIA

- **Shoppable Gallery**: A native carousel unit designed to showcase multiple products and drive shopper action.
- **Custom Branded Commerce**: Targeted, dark social media with pixel sharing to drive onsite conversions.
- **Shoppable Video**: A custom video unit layering shoppable hotspots with brand-provided video assets.

Shown: Native Shoppable Gallery on Desktop and Mobile.
THE BICYCLING TEST ZONE

EASTON, PA

Anything but an office, this experiential space provides a unique, authentic editorial platform to showcase product, capture premium content, and host engaging activations.

FEATURES:
- Editorial Headquarters
- State-of-the-Art Test Facility
- Consumer-Facing Storefront
- Bike Test and Repair Shop
- Community Hub for Local Test Riders

BRAND OPPORTUNITIES:
- Custom Content Capture at Bicycling Studios
- “Museum of Sweat” Brand and Product Displays
- Community Events & Rides with Bicycling Editors and Local Testers

TOUR OUR FACILITIES HERE
CONTACTS

For inquiries on rates, closing dates, specs, and editorial calendars, please contact:
Karen Ferber
Ad Services & Business Manager
Karen.Ferber@hearst.com

For endemic sales inquiries, please contact:
Matt Jacobs
Senior Sales Manager
Matt.Jacobs@Hearst.com
1. These terms and conditions apply to all advertising insertion orders placed by advertiser with Hearst Magazine Media, Inc. (“Publisher”) during 2023. Publisher will not be bound by any condition appearing on order blanks or copy instructions submitted by or on behalf of the advertiser when such condition conflicts with any provision contained in Publisher’s rate card or with its policies, regardless of whether or not set forth in the rate card. All references herein to Advertiser include Advertiser’s agency, if there is one, and Advertiser and its agency shall be jointly and severally liable for Advertiser’s obligations hereunder.

2. Publisher reserves the right to decline or reject any advertisement for any reason at any time without liability even though previously acknowledged or accepted. If an advertisement is accepted for publication, the advertiser agrees that it will not make any promotional references to Hearst Magazines without the prior written permission of the Publisher.

3. Short Rates. Advertisers will be short-rated if the space upon which billings have been based is not used within the 12-month contract period.

4. Agency commission: 15% to recognized agencies. Bills are rendered on publication date. Payment in U.S. currency required. Net due 30 days from invoice date. Interest will be charged at rate of 1.5% per month or, if less, the maximum lawful interest rate, on past-due invoices. New advertisers must either remit payment with order or furnish satisfactory credit references, subject to Publisher’s discretion.

5. The Advertiser agrees to pay the amount of invoices rendered by Publisher within the time specified on the invoice. Orders 30 days beyond current closing date will be accepted only at rates prevailing, and only on a space-available basis (and subject to the other terms and conditions herein). Orders containing incorrect rates may be accepted and if accepted, charged at regular rates. Such errors will be regarded as only clerical.

6. Orders 30 days beyond current closing date will be accepted only at rates prevailing, and only on a space-available basis (and subject to the other terms and conditions herein). Orders containing incorrect rates may be accepted and if accepted, charged at regular rates. Such errors will be regarded as only clerical.

7. All agencies or direct Advertisers must supply Publisher with a legal street address and not just a post office box.

8. Orders specifying positions other than those known as designated positions are accepted only on a request basis, subject to the right of Publisher to determine actual positions.

9. Advertisements in other than standard sizes are subject to Publisher’s approval.

10. Publisher is a member of the Alliance for Audited Media (AAM). Publisher reports its total circulation on an issue-by-issue basis which is audited by AAM. Publisher does not guaran-
18. In the event that any advertising campaign for advertiser includes sweepstakes, contests, email distribution and/or other promotional elements which are managed either by the advertiser or by the Publisher on behalf of the advertiser, the advertiser also agrees to indemnify and save harmless Publisher against any and all Losses arising out of the publication, use or distribution of any materials, products (including prizes) or services related to all such promotional elements provided by the Advertiser including, without limitation, those arising from any Claims.

19. The Advertiser agrees to and does indemnify and save harmless Publisher from all loss, damage, and liability growing out of the failure of any sweepstakes or contest inserted by them for publication to be in compliance and conformity with any and all laws, orders, ordinances, and statutes of the United States, or any of the states or subdivisions thereof.

20. All orders accepted are subject to acts of God, fires, strikes, accidents, or other occurrences beyond Publisher's control (whether like or unlike any of those enumerated herein) that prevent Publisher from partially or completely producing, publishing or distributing Hearst Magazines.

21. All Advertisements must be clearly identified by the trade-mark or signature of the advertiser.

22. Words such as “advertisement” will be placed with copy that, in Publisher’s opinion, resembles editorial matter.

23. Cancellations must be in writing. Cancellations for orders are not binding on Publisher unless in writing and received at least 45 days prior to the advertising closing date for inside or outside cover pages and for all inside pages, prior to the advertising closing date. Thereafter, orders may not be cancelled or changed by the advertiser without the acknowledgement and acceptance of Publisher. If orders are not timely cancelled, the advertiser agrees that it will be responsible for the cost of such cancelled advertisements.

24. A copy of any proposed insert must be submitted to Publisher prior to printing of the insert. In no event shall Publisher be responsible for any errors or omissions in, or the production quality of any furnished insert.

25. The Advertiser agrees to reimburse Publisher for all fees and expenses, including its attorney’s fees, incurred by Hearst in collecting or attempting to collect charges owed for advertising placed pursuant to this Agreement.

26. The parties agree that the details contained on orders will be treated as confidential or proprietary information and shall not be disclosed to third parties.

27. Should Hearst Publisher acquire any new magazines beyond the current list of publications, the Advertiser will not be entitled to any discount with respect to such newly acquired titles during the term of this Agreement.

28. Claims for circulation base shortfalls must be made within 6 months after publication of final AAM statements (the white sheets).

29. The Advertiser is responsible for any and all rate base increases that occur throughout the contract period. Rate base adjustments are NON-NEGOTIABLE.

30. All issues related to advertising will be governed by the laws of the State of New York applicable to contracts to be performed entirely therein. Any action brought by Advertiser against Publisher relating to advertising must be brought in the state or federal courts in New York, New York and the parties hereby consent to the jurisdiction of such courts.