

**2024 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**

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**3.2M+** Total  
Audience  
Footprint

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**1.23M+** Print  
Readers

**1.77M+** Digital  
Footprint

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Source: MRI Simmons USA Spring DoubleBase 2023; September 2023  
comScore Multi-Platform; September 2023 Social Comp Report







*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

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**74%**

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

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**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.

**\$16.4M+** Worth of Bikes and Gear Sold YTD

**162K+** Worth of Bikes and Gear Sold YTD

**570+** Items Sold Every Day

January - October 2023 Internal eCommerce Data





# BICYCLING 2024 EDITORIAL CALENDAR



Bicycling's new, seasonal format allows our readers to immerse themselves in a more premium print experience.

The magazine features in-depth product reviews and essay-based features that tell diverse stories from across the cycling community.

We've refined and elevated our print content to feature only the best stories in cycling to engage our core audience in an actionable, meaningful way.

## ***SPRING***

### **Gravel & Racing**

Close: 2/23/24

On-Sale: 4/9/24

## ***SUMMER***

### **Best Bikes**

Close: 5/17/24

On-Sale: 7/2/24

## ***FALL***

### **Cycling Heroes (and Anti-Heroes)**

Close: 8/16/24

On-Sale: 10/1/24

## ***WINTER***

### **Exploration & Adventure**

Close: 11/8/24

On-Sale: 12/24/24



# BICYCLING 2024 PRINT RATES

RUN OF BOOK OPEN RATES		COVER OPEN RATES	
Page	\$37,400	2nd Cover	\$43,010
2/3 Page	\$29,170	3rd Cover	\$43,010
1/2 Page	\$23,190	4th Cover	\$47,870
1/3 Page	\$17,200		

All rates are gross

Total Readership

1.17M+

Frequency

4X





# 2024 PRODUCTION REQUIREMENTS

## PRINT PRODUCTION SPECS

Magazine Trim Size is 8.875" x 10.875"

AD SIZE	BLEED	TRIM SIZE	LIVE/NON-BLEED
Full Page	9 1/8" x 11 1/8"	8 7/8" x 10 7/8"	8 3/8" x 10 3/8"
Spread	18" x 11 1/8"	17 3/4" x 10 7/8"	17 1/4" x 10 3/8"
1/2 Page Horizontal	9 1/8" x 5 1/2"	8 7/8" x 5 1/4"	8 3/8" x 4 3/4"
1/2 Page Horizontal Spread	18" x 5 1/2"	17 3/4" x 5 1/4"	17 1/4" x 4 3/4"
2/3 Vertical	5 3/4" x 11 1/8"	5 1/2" x 10 7/8"	5" x 10 3/8"
1/3 Vertical	3 1/8" x 11 1/8"	2 7/8" x 10 7/8"	2 3/8" x 10 3/8"

## MATERIAL REQUIREMENTS

### MATERIALS

Electronic advertising file delivery available at: **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 1.3 Scanned 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.

### 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.

### 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:

**Mandy Wynne**  
Pubworx  
305-859-0131  
mandy.wynne@pwxsolutions.com



# 2024 MARKETPLACE REQUIREMENTS

## MARKETPLACE DIMENSIONS

AD SIZE	BLEED
1/2 Page Horizontal	8 $\frac{3}{8}$ " x 4 $\frac{7}{8}$ "
1/3 Page Vertical	2 $\frac{5}{8}$ " x 10"
1/3 Page Square	5 $\frac{1}{2}$ " x 4 $\frac{7}{8}$ "
1/6 Page Vertical	2 $\frac{5}{8}$ " x 4 $\frac{7}{8}$ "
1/6 Page Horizontal	5 $\frac{1}{2}$ " x 2 $\frac{5}{16}$ "
1/12 Page Square	2 $\frac{5}{8}$ " x 2 $\frac{5}{16}$ "

## 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**

**414-622-2834**

**[tgllaranayanez@quad.com](mailto:tgllaranayanez@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.



## DIGITAL ADVERTISING OPPORTUNITIES

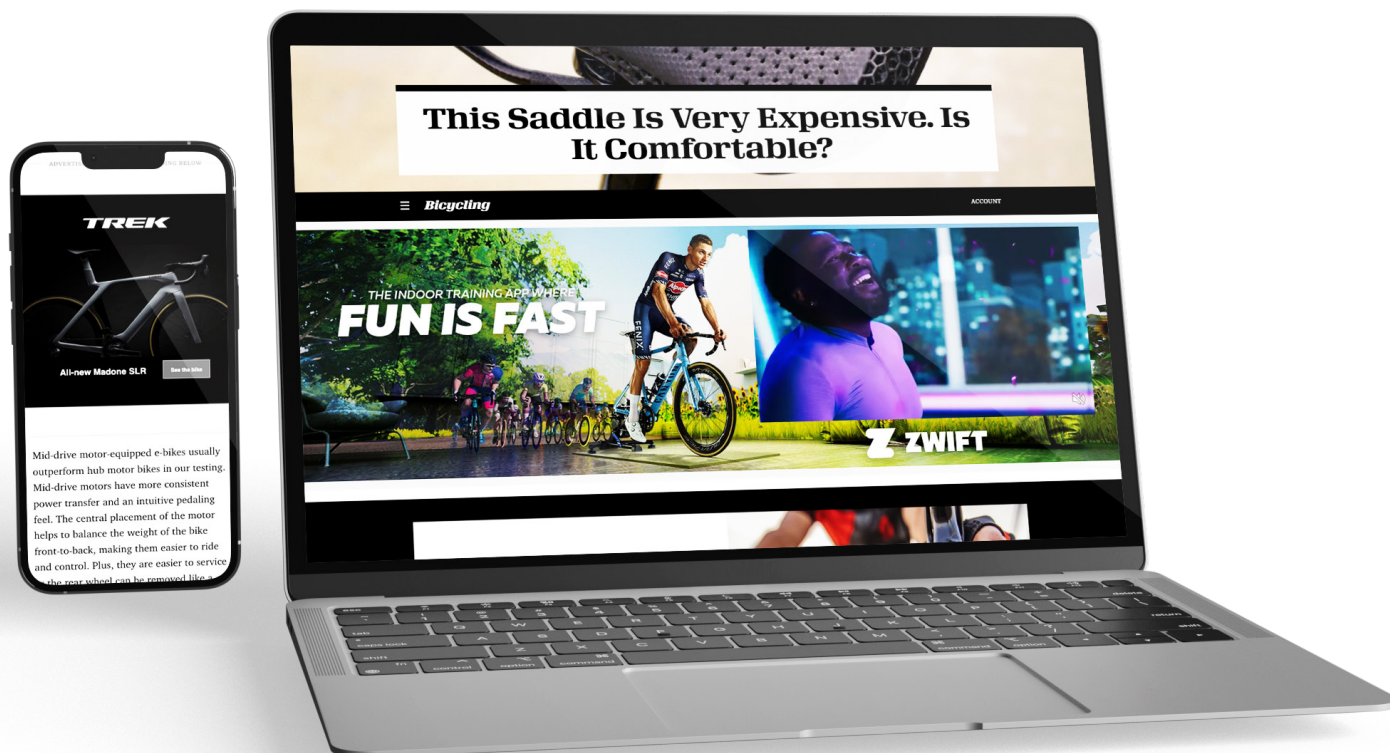
# DRIVE AWARENESS, ENGAGEMENT, AND IMPACT WITH THE #1 AUDIENCE IN RIDE

***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



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



## CUSTOM DIGITAL OPPORTUNITIES

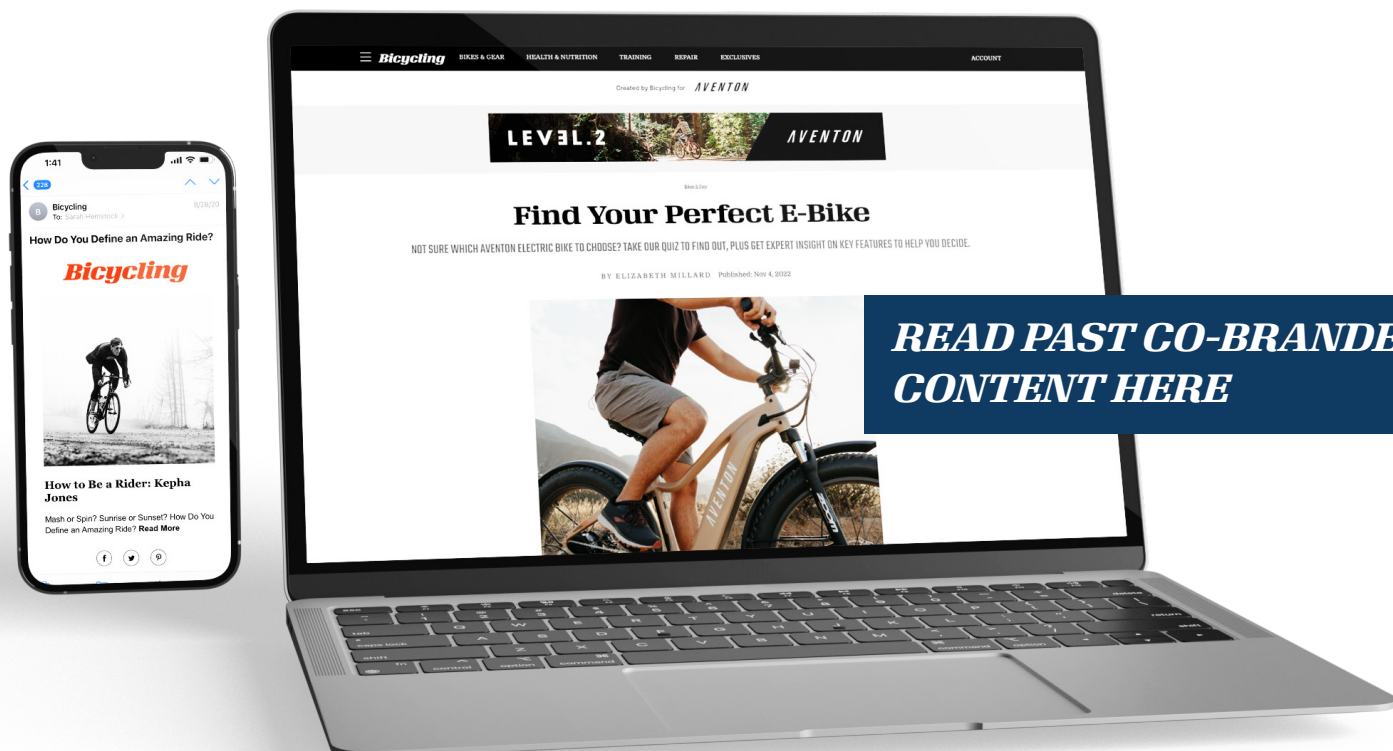
# ELEVATE BRAND PERCEPTION AND CONSIDERATION WITH CROSS-PLATFORM CUSTOM CONTENT

## 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 withing our editorial newsletters with guaranteed impressions

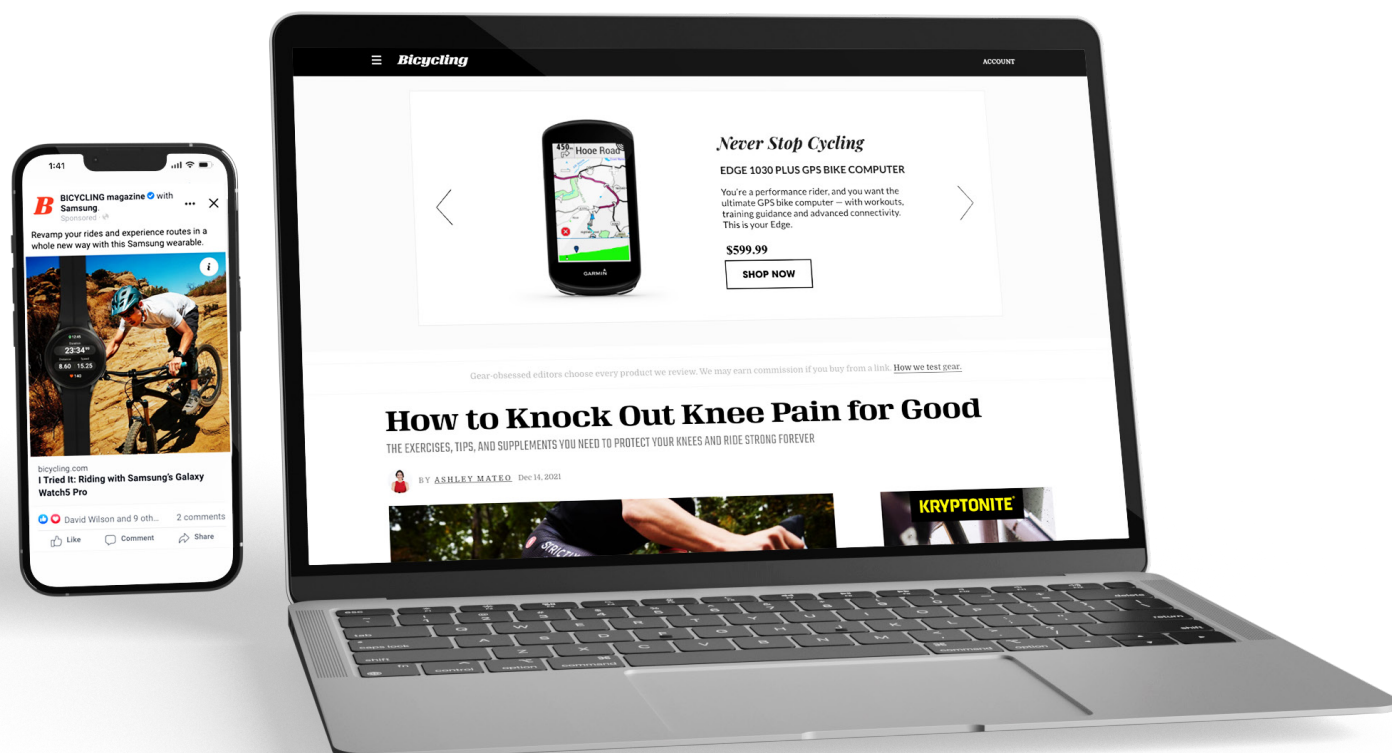




## COMMERCE OPPORTUNITIES

# 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.

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### ***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](mailto:Karen.Ferber@hearst.com)

**For endemic sales inquiries, please contact:**

Matt Jacobs

*Senior Sales Manager*

[Matt.Jacobs@Hearst.com](mailto:Matt.Jacobs@Hearst.com)





# 2024 TERMS & CONDITIONS

**1.** These terms and conditions apply to all advertising insertion orders placed by advertiser with Hearst Magazine Media, Inc. ("Publisher") during 2024. 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.

**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 guarantee circulation to regional advertisers, and regional circulations

reported to AAM are used only as a basis for determining rates. Publisher is entitled to a 5% shortfall on estimates for ads placed on a regional basis.

**11.** Rates, conditions, and space units are subject to change without notice. Any discounts are applicable during the period in which they are earned. Any and all rebates from earned discount adjustments must be taken by the advertiser within six (6) months following the period in which such rebates were earned or they will be deemed expired.

**12.** Schedule of months of insertion and size of space must accompany all orders and are binding upon advertiser upon receipt unless terminated in writing prior to the applicable closing date(s). So-called "space reservations" are not considered by Publisher as orders or binding upon it in any way

**13.** Reproduction quality is at the advertiser's risk if Publisher's specifications are not met or if material is received after closing date even if on extension. All queries concerning printed reproduction must be submitted to Publisher within 45 days of issue date.

**14.** Advertising film will be destroyed, if not ordered returned, 12 months after last use without liability.

**15.** No rebate will be allowed for insertion of wrong key numbers.

**16.** The Advertiser agrees that in the event Publisher commits any act, error, or omission in the acceptance, publication, and/or distribution of their advertisement for which Publisher may be held legally responsible, Publisher's liability will in no event exceed the cost of the space ordered and further agree that Publisher will not under any circumstance be responsible for consequential damages, including lost income and/or profits.

**17.** The Advertiser represents that it not only has the right to authorize the publication of any advertisement it has submitted to Publisher, but that it is fully authorized and licensed to use (i) the names and/or the portraits or pictures of persons, living or dead, or of things; (ii) any trademarks, service marks, copyrighted, proprietary, or otherwise private material; and (iii) any testimonials contained in any advertisement submitted by or on behalf of the advertiser and published by Publisher, and that such advertisement is neither libelous, an invasion of privacy, violative of any third party's rights, or otherwise unlawful. As part of the consideration and to induce Publisher to publish such advertisement, the advertiser agrees to indemnify and save harmless Publisher against all loss, liability, damage, and expense of whatsoever nature ("Losses") arising out of copying, printing, or publishing of such advertisement ("Claims").



# 2024 TERMS & CONDITIONS CONT.

**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 trademark 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 acknowledgment 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.