

Bicycling IS THE WORLD'S **LEADING CYCLING MEDIA BRAND** WITH AN UNFILTERED, AUTHENTIC VOICE, PROVIDING RIDERS WITH **STORIES, ADVICE AND REVIEWS** THAT CYCLISTS CAN'T FIND ELSEWHERE.



BICYCLING engages with millions of cyclists each month and shares the remarkable stories of our diverse sport. As the #1 authority in cycling, Bicycling engages with more cyclists than our competitors combined. Rooted in

premium print storytelling, our ability to create powerful, expert content paired with our mass scale perfectly positions our brand to impact the cycling community and influence their purchase decisions.

WITH ITS HARMONIOUS BLEND OF PASSION AND EXPERTISE, BICYCLING GUARANTEES *MILLIONS OF CYCLISTS* THE RIDE OF THEIR LIVES.