

# 2021 EDITORIAL CALENDAR



## Issue 1

### DECEMBER/JANUARY

#### ▪ Travel & Discover

After a long year, our audience is craving adventure and anxious to get back on the road. Bicycling wants to look forward and inspire our audience where and how to ride safely.

From safety precautions for domestic travel to the best local destinations for riders, this issue will remind cyclists that adventure is right around the corner and help any kind of cyclist get back to their passion to explore.

## Issue 2

### FEBRUARY/MARCH

#### ▪ Love Your Bike

This issue will be a love letter dedicated to our bikes— why we love them and how to treat them right. We'll cover everything from proper maintenance to simple at-home repairs.

Plus, our second annual Fitness Awards will cover the best fitness, fuel and training products for cyclists with a special package on indoor riding.

## Issue 3

### APRIL/MAY

#### ▪ Best New Bikes

After thousands of sweaty, dirt-soaked miles on every bike we could get our hands on, Bicycling Test Editors will be curating our annual, comprehensive guide to the Best Bikes of 2021.

This ultimate buyer's guide will be a wall-to-wall ensemble of the best of every type of bike at every price point. This issue will inform the largest audience in ride on their next bike purchase.

## Issue 4

### JUNE/JULY

#### ▪ Power

Attacking in full force, this issue is dedicated to power and performance—from how to generate power to new cross-training techniques and full body workouts. This issue will help cyclists get stronger and faster.

Perfectly timed to align with the Olympics, we'll have an exclusive with Kate Courtney and go inside how the elites are prepping for the world stage.

## Issue 5

### AUGUST/SEPTEMBER

#### ▪ State of the Streets

Bicycling is doing a deep dive on the state of our streets and setting a call-to-action campaign to make riding safer and more accessible for all kinds of cyclists.

This issue will cover topics ranging from street smarts and road safety to city riding.

Plus, this issue will include our second annual 2021 E-Bike Awards.

## Issue 6

### OCTOBER/NOVEMBER

#### ▪ Gear of the Year

Bicycling's test team has been on a yearlong mission to test every kind of product on the market for cyclists. This effort culminates with our annual Gear of the Year buyer's guide.

After a year of rigorous testing in the lab and on the road, this guide represents the greatest products and most exceptional gear cyclists should invest in—just in time for the holiday shopping season.

\* Editorial lineups subject to change

# Bicycling