

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

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)

2.2%
Duplication





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