

A MEDIA POWERHOUSE

REACHING MILLIONS OF CYCLISTS ACROSS MULTIPLE PLATFORMS

4.1 M

TOTAL AUDIENCE

1.6 M

MAGAZINE READERS

5%

DUPLICATION RATE

1.6 M

DIGITAL UNIQUES

914K+

SOCIAL MEDIA COMMUNITY

MRI-Simmons Spring 2020; October 2020 comScore Multi-Platform;
December 2020 Social Comp Report; 2020 comScore Multi-Platform
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AN AUDIENCE OF DEDICATED, PASSIONATE CYCLISTS



9/10

OF THE
BICYCLING
AUDIENCE OWN
2+ BIKES

2/3

DESCRIBE
THEMSELVES AS
DEDICATED RACERS

2/3

OWN 3+ BIKES

89.1 MILES

AVERAGE DISTANCE OUR
AUDIENCE RIDES PER WEEK

Source: 2019 Bicycling Subscriber Study

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A BRAND THAT MOVES CONSUMERS TO TAKE ACTION

9/10

**HAVE TAKEN ACTION AS A
RESULT OF ENGAGING WITH
THE BICYCLING BRAND**

3/4

**MADE A PURCHASE OR
CONSIDERED TRYING A NEW
BRAND OR PRODUCT**

2/3

**PLAN TO BUY A NEW BIKE
IN THE NEXT 2 YEARS**

4/5

**GAVE SOMEONE ADVICE OR
INFORMATION ABOUT BIKES
AND CYCLING GEAR IN THE
PAST 12 MONTHS**

Source: 2019 Bicycling Subscriber Study

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