



BIKE

M A G

2019
MEDIA
KIT

WHO WE ARE

Because *Bike* matters. No other mountain-bike brand in the world is as influential as *Bike*.



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Our devoted, longtime subscriber base truly cares what we publish, whether it's our opinions on trail-related issues or the latest riding gear. We reach our readers at the gut level. *Bike* has the finest mountain-bike photography in the world, hands down. Over the past two-and-a-half decades, our senior photographers have defined the genre on the pages of our magazine and on the pixels of our screens. What's more, *Bike* has the most inspired, original writing in the off-road universe. The combination practically yanks our readers off their couches and onto the trails. Our editors and contributors are passionate about riding in all forms, and, as such, we are reflective of our broader readership. In a nutshell, we *are* our readers. From a business standpoint, *Bike's* sophisticated, affluent subscribers actually spend money on their favorite sport each year. And they look to us for honest guidance.

BIKEmag.com Digital Features

CLICK TO VIEW



BEAUTIFUL IDIOT

CLICK TO VIEW



NO QUARTER

* SPONSORED CONTENT PIECE

CLICK TO VIEW



GREG CALLAGHAN

* SPONSORED CONTENT PIECE

-
- **3-6 Minute Session Duration (Regular Web Page 1:35)**
 - **11-13 Pages Viewed in Multimedia Feature**
 - **9.46% Avg Engagement across social platforms when sharing these digital features.**
-

Bike's digital features and films reflect the same in-depth storytelling, captivating visuals and artistic aesthetic that have been the bedrock of the brand for 25 years. By bringing our successful print formula to a digitally minded audience, we're delivering the same engaging, high-quality content to our audience's screens as we've brought to their mailboxes for two-and-a-half decades. And in spite of digital consumers' increasingly short attention spans, our readers are actually spending real time consuming the features we're delivering to their desktops and mobile phones, with session durations on long-form features three to four times longer than time spent on regular web pages.

BIKE MAG .COM



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Bikemag.com is armed with dedicated staff and contributors feeding it a steady stream of creative content. In addition to long-form digital features, Bikemag.com hosts regular video series like “Bike Hacks” and “Weekenders,” and columns like “Fully Loaded,” which delves into the bikepacking lifestyle with Kurt Refsnider, the discipline’s most credible name. That’s along with in-depth weekly gear reviews written by our experienced team of testers, which is led by *Bike’s* gear editor, Travis Engel. As traffic has increased, *Bikemag.com* has become a launchpad for some of *Bike’s* most important work, notably “Lines in the Dirt,” our award-winning series examining trail access issues, which premiered on Bikemag.com

MONTHLY UNIQUES
306K

MONTHLY UNIQUE PAGEVIEWS
1 MILLION +
6% INCREASE IN PAGES/VISIT VS PRIOR YEAR
49.8% OF BIKE’S AUDIENCE IS WITHIN
THAT AGE: 25-54 BRACKET



BY THE NUMBERS

BIKE

M A G

1.38M

TOTAL MONTHLY AUDIENCE

MONTHLY SOCIAL REACH
983K

MONTHLY UNIQUE VISITORS
306K

NEWSLETTER AUDIENCE
50K

PRINT CIRC
49K

983K +

TOTAL FOLLOWING


FACEBOOK
513K


INSTAGRAM
313K


TWITTER
78K


YOUTUBE
79K

KNOW YOUR READER

GENDER: 90% MALE

AVERAGE AGE: 32.6 YEARS OLD

AVERAGE HOUSEHOLD INCOME: \$105K

EDUCATION: 75% HAVE A COLLEGE DEGREE OR ABOVE

NON-MTB SPORTS OR ACTIVITIES: 70% HIKING; 60% CAMPING; 53% ROAD BIKING

MONTH	SPACE CLOSE	MATERIALS DUE	ON SALE	DESCRIPTION
APR	01/18/19	01/08/19	03/01/19	<p>THE LONG VIEW Photographer Kari Medig and writer Alex Frankel chase singletrack ribbons chiseled by nomadic hooves in India's untrammled Himalaya. A recent ALS diagnosis changed everything for legendary photographer Colin Meagher. Editor-at-large Mike Ferrentino writes about what the world looks like now, from Meagher's side of the lens.</p>
** 2018 MAGAZINE PRINT SPECS **				
MAY	03/04/19	03/06/19	04/26/19	<p>INTERSECTIONS Art and riding intersect in downtime Los Angeles. Editor-at-large Brice Minnigh writes about one of the city's most knowledgeable shredders, who's also one of its most unique artists. Hop an overnight train and disembark 10 hours later at the start of a famed Arizona bikepacking loop, then ride for eight days and 250 miles. Sound like a dream? We'll see.</p>
** START OF 2019 PRINT SPECS **				
JUL	04/22/19	04/24/19	06/14/19	<p>MOUNTAIN BIKING IS DEAD Is B.C. getting soft? Flow trails may be friendlier to the masses, but in a quest to attract more riders, has B.C. sacrificed too much of the raw singletrack that defined the sport? These days, smartphone apps control so much of our daily lives and our daily rides. We peel back the layers of the electronic onion to see how it's all affecting the sport and debate whether it's good or bad.</p>
AUG	05/31/19	06/04/19	07/26/19	<p>HIGHS AND LOWS America's lowest seek Baja's highest: a bikepack over the highest peak in Pedro de San Martir National Park, dropping from 10,000 feet to the deep blue sea and scraggly desert tones of Baja. Heart of Hornby: The counterculture is alive and well on a tiny B.C. island. Midnight Sun: Neverending summer days in Sweden's northernmost province.</p>
OCT	07/22/19	07/24/19	09/13/19	<p>PHOTO ANNUAL The one we all wait for, the best of the best, the photos that make us shiver just looking at them. Too much of a good thing is still a good thing and 2019 does not disappoint with a stunning showcase of the most inspirational images of the year.</p>
DEC	10/25/19	10/29/2019	12/20/19	<p>THE BIBLE OF BIKE TESTS Will the unrelenting quest for longer, lower and slacker persist for another year? The most sought-after 2020 bikes battle out in Park City, Utah, at the <i>Bible of Bike Tests</i>—how will they fare? Readers get the inside line in this issue.</p>

4-COLOR	1X	3X	6X	8X	12X	18X	24X	36X
Spread	16,530	15,870	15,200	14,540	13,880	13,220	12,560	12,230
Full Page	8,265	7,935	7,600	7,270	6,940	6,610	6,280	6,115
2/3-Page	6,445	6,190	5,935	5,675	5,420	5,155	4,900	4,770
1/2-Page	5,130	4,925	4,720	4,515	4,310	4,105	3,900	3,795
1/3-Page	3,800	3,650	3,500	3,345	3,190	3,040	2,890	2,815

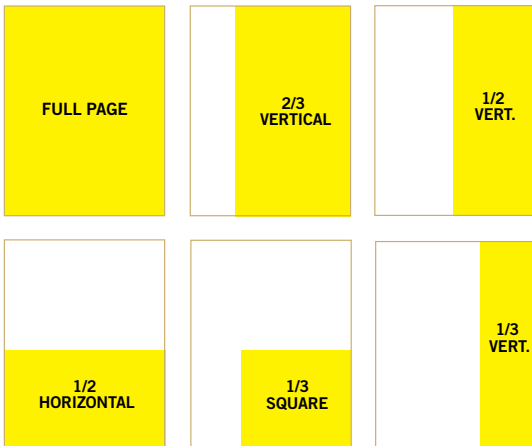
B&W	1X	3X	6X	8X	12X	18X	24X	36X
Full PAGE	5,540	5,320	5,100	4,875	4,650	4,430	4,210	4,100
2/3-Page	4,210	4,045	3,875	3,705	3,540	3,370	3,205	3,115
1/2-Page	3,325	3,190	3,055	2,925	2,795	2,655	2,525	2,455
1/3-Page	2,495	2,395	2,295	2,195	2,095	1,995	1,895	1,850

COVERS	1X	3X	6X	8X	12X	18X	24X	36X
CV 4	10,635	10,210	9,785	9,360	8,935	8,510	8,085	7,870
CV 2 (spread)	18,240	16,510	16,780	16,050	15,320	14,590	13,860	13,500
CV3	9,360	8,990	8,610	8,235	7,865	7,490	7,115	6,925

SPECIAL ADVERTISING SECTIONS

Marketplace	1x	6x	8x
1/9-PAGE	840	790	710
2/9-PAGE	1,470	1,155	995

AVAILABLE AD SIZES



TERMS AND CONDITIONS

- Orders are non-cancelable after closing date.
- All content subject to publisher's approval.
- Advertiser and agency assume liability for content of advertisements printed and assume responsibility for any claims made against the publisher.
- Positioning of ads is at the discretion of the publisher except where specific guaranteed or preferred positions are covered by guarantee fee. Insertion orders specifying positions will be accepted, but position will not be guaranteed.

NEW TRIM SIZE FOR 2019

AD SIZE	FULL PAGE	2/3 PAGE	1/2 VERT	1/2 HORIZ	1/3 VERT
non bleed	8W x 9.875H	5.25W x 9.875H	3.875W x 9.875H	8W x 4.8125H	2.5625W x 9.875H
bleed	9.25W x 11.125H	6W x 11.125H	4.625W x 11.125H	9.25W x 5.5625H	3.3125W x 11.125H
trim	9W x 10.875H	5.75W x 10.875H	4.375W x 10.875H	9W x 5.3125H	3.0625W x 10.875H
safety	8.5W x 10.375H	5.25W x 10.375H	3.875W x 10.375H	8.5W x 4.8125H	2.5625W x 10.375H

1/3 Square–Non Bleed: 5.25W x 4.8125H

*All live matter must be kept inside safety area

*Hold all live matter at least 1/4" inside trim edges. **Bleed dimensions allow 1/8" trim on all four sides.

SPREADS	NON-BLEED	BLEED	TRIM	SAFTEY
2-page	17 x 9.875	18.25W x 11.125H	18W x 10.875H	17.5W x 10.375H
1/2 2-page	17 x 4.8125	18.25W x 5.5625H	18W x 5.3125H	17.5W x 4.8125H

MARKETPLACE: 1/9-page: 2.5625W x 3.1875H 2/9-page horizontal: 5.25W x 3.1875H

DIGITAL MATERIAL IS REQUIRED FOR ALL ADS. VISIT:

<http://adportal.enthusiastnetwork.com> to obtain magazine-specific specs and submission information.

For complete digital advertising specifications, visit <http://adportal.enthusiastnetwork.com>

A SWOP-standard proof, pulled from the supplied file, must be submitted with each 4-Color ad. If a SWOP proof is not supplied, The Enthusiast Network will pull a proof for color guidance on press and you will be billed.

Please refer to our website for complete digital requirements and questions at: <http://adportal.enthusiastnetwork.com/AdDesk/CustomerService/Marketing>

Please send materials to:

Bike Magazine
attn Gail Burns
1821 East Dyer Road
Suite 150
Santa Ana, CA 92705

GENERAL AD SPECIFICATIONS

PREFERRED FILE TYPES:

PDF/X-1a, Illustrator 8.0 + EPS
TIFF/IT-P1

Accepted File Types:

Illustrator 8.0 + EPS,
Photoshop 6.0 + EPS

MEDIA: Files can be sent on DVD or via our Ad Portal, an electronic file-transmission system for the delivery of print advertisement files to its publications. This system offers a faster and more efficient process submitting advertisement materials.

To use the Ad Portal, you will need to register as a user:

1. <http://adportal.enthusiastnetwork.com>
2. Click on "Register."

3. Fill in the form. Areas marked with a red asterisk need to be filled in before you can continue.
4. Click the blue "Submit" button at the bottom of the page.

ALWAYS INCLUDE A LO-RES JPG FOR OUR REFERENCE. Also there MUST be a file extension appended to the end of the file name (i.e. jpg).

PROOFS: A content proof MUST be submitted with every ad—no exceptions! Advertisers must supply a "contact quality," SWOP-Certified proof with color bar for all 4/C ads. Clients who send a laser or do not send a proof at all will be charged \$60 to pull an acceptable 4/C proof. A complete list of SWOP-certified systems is available online:

<http://swop.org/certification/certmfg.asp>

The effective resolution of images should be 300 dpi.

COLORS: No RGB or Pantone color spaces. Please check your color pallets in Quark, Illustrator, InDesign, etc., to make sure there are no RGB or Pantone defined color spaces

Exceptions: if you paid for a fifth color in your ad, it must be from a Pantone library and set to "spot." If you have purchased a fifth color, you must provide a fifth-color separation proof.

A minimum charge of \$150 will be assessed on all ads that have not been received by *Bike* by stated deadline.



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