

**BICYCLE**  
**DEALER**  
2012 MEDIA KIT

## **Bicycle Dealer Magazine: Giving Your Company (and Your Customers) What You Both Want**

Today's Independent Bicycle Dealers need the information that will help them boost profits, strengthen their businesses and build customer retention. But where do they find it? In **Bicycle Dealer Magazine**. Practical, profit-focused, use-it-right-now editorial in every issue. It's the most engaging, most cost-efficient way to sell to **your customers** -- America's IBDs.

With six issues each year, **Bicycle Dealer Magazine** gives your company a fresh, low-cost way to sell to your bicycle shop customers. A new, modern publication designed to help bicycle retailers boost sales, build customer relationships and ensure long-term profitability.

And the best part of all? **Bicycle Dealer Magazine** delivers these same readers (your customers) for 50% less than your "other" advertising alternative.

If your company sells any one of the following, your advertising program needs **Bicycle Dealer Magazine**:

- Bikes of any kind
- Shop equipment, tools or supplies
- Parts or components
- Wheels or tires
- Accessories
- Apparel, helmets, footwear or eyewear
- Nutrition, supplements, training or fitness

You've been waiting for a smarter, low-cost way to present your company and its important selling message. Now you have it with the benefits of **Bicycle Dealer Magazine**:

- Reach bicycle store owners and managers with advertising rates that are far less than you've seen before.
- Sell to the customers who have the authority to recommend and purchase the products and services that you offer.
- **Bicycle Dealer Magazine's** combination of industry news, features, new products, columns and events makes this the magazine that our readers -- your customers -- need to read and like to read.
- Our Digital Edition gives your company a big readership and visibility boost, reaching thousands of additional bicycle shop managers. It delivers every single page of the printed magazine (every article and every ad) to give your customers another critical way to learn about your products, services or programs.
- The Digital Edition connects your magazine ad -- and your customers -- directly and instantly to your company website. For free!

**Bottom line? Bicycle Dealer Magazine is the most cost-efficient way to reach and sell to 100% of America's bicycle shop managers.**

**Now you have it all. In **Bicycle Dealer Magazine**.**

## 2012 Advertising Rates

### Standard Net Four-Color Advertising Rates

	One Issue	Three Issues	Six Issues
<b>Full Page</b>	<b>\$2,350</b>	<b>\$2,200</b>	<b>\$2,135</b>
<b>2/3 Page</b>	<b>\$1,800</b>	<b>\$1,670</b>	<b>\$1,615</b>
<b>1/2 Page</b>	<b>\$1,575</b>	<b>\$1,495</b>	<b>\$1,445</b>
<b>1/3 Page</b>	<b>\$1,305</b>	<b>\$1,190</b>	<b>\$1,095</b>
<b>1/6 Page</b>	<b>\$ 660</b>	<b>\$ 565</b>	<b>\$ 535</b>

### Standard Net Cover Position Ad Rates

	One Issue	Three Issues	Six Issues
<b>Inside Front</b>	<b>\$2,500</b>	<b>\$2,390</b>	<b>\$2,235</b>
<b>Inside Back</b>	<b>\$2,375</b>	<b>\$2,270</b>	<b>\$2,210</b>
<b>Back Cover</b>	<b>\$2,650</b>	<b>\$2,535</b>	<b>\$2,395</b>

### Marketplace Section Net Four-Color Rates

Three Issues	Six Issues
<b>\$ 250</b>	<b>\$ 200</b>

\*Contact Bicycle Dealer Magazine for Cover position availabilities.

### Bicycle Dealer Magazine Weekly Electronic Newsletter

Banner Ad in 4 consecutive issues
<b>\$300</b>

Advertisers in Bicycle Dealer Magazine have the added opportunity to advertise in the Bicycle Dealer Magazine Electronic Newsletter which is sent to 5,000 bicycle specialty retailer managers as well as other industry executives. Electronic banner messaging supports, extends, and further targets the print advertising message to the dealer audience. Banner ads in the electronic newsletter will run in four consecutive issues of the newsletter.

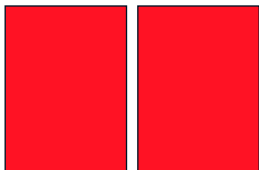
- Advertising banner messaging will consist of a 550 X 70 pixel animated panels in an HTML configuration.
- Banner ad guidelines, specifications and ad positioning to be provided by the advertising staff.
- Positioning of banner ads is done monthly based on best available positioning.

### Payment Terms

Invoices are dated as of the issue date and are due and payable upon receipt in U.S. funds drawn from a U.S. bank within 15 days after issue date. Payment in advance is required on advertiser's first ad. Publisher looks to the advertising agency placing the insertion order for payment: however, Publisher reserves the right to hold the advertising agency and the advertiser jointly and severally liable for the monies due and payable to the publisher and the agency warrants by submitting or signing the insertion order that it and the advertiser have accepted the responsibility. Publisher will not be bound by conditions printed on contracts, order blanks, or instructions when such conditions conflict with its policies.

### General Information

- Published rates are per ad insertion
- All ad rates include four-color
- No additional charge for bleed ads
- All ad rates are net and do not include ad agency commissions
- Other non-cover special / reserved ad positions: +10% of ad space cost
- All other non-reserved ad positions are at the discretion of the publisher
- Ad space reservation cancellations must be received in writing on or before the published space closing date
- Short rate will apply to final invoice for cancellation(s) of ad insertions or contract upon which ad rates have been based
- Supplied inserts: Contact Bicycle Dealer Magazine for pricing, technical specifications, timing and quantity requirements



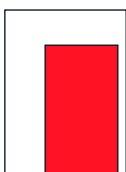
## FULL PAGE SPREAD

Bleed.....17.25" x 11.375"/page  
 (Trim size: 16.75" x 10.875")



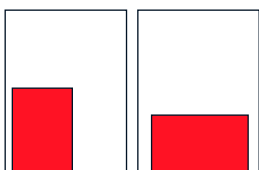
## FULL PAGE

Non-Bleed .....7.5" x 10"  
 Bleed.....8.875" x 11.375"/page  
 (Trim size: 8.375" x 10.875")



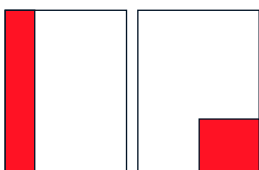
## 2/3 PAGE

Vertical.....4.75" x 9.5"



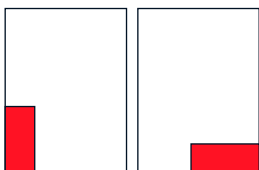
## 1/2 PAGE

Vertical.....4.75" x 7.5"  
 Horizontal.....7.5" x 4.75"



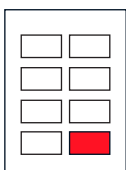
## 1/3 PAGE

Vertical.....2.25" x 9.5"  
 Square .....4.75" x 4.75"



## 1/6 PAGE

Vertical.....2.25" x 4.75"  
 Horizontal.....4.75" x 2.25"



## MARKETPLACE

Horizontal .....3.5" x 2"

## Publication Specs

Finished Trim size 8.375"x10.875"  
 Live area 7.5"x10"  
 Bleed size 8.875"x11.375"  
 Crop mark offset .25"

## File Specifications

CMYK separated files  
 Resolution: minimum 300 dpi  
 Include all fonts and graphics  
 Prefer hi-res PDF files.  
 Will accept tif & hi-res jpeg files.  
 Method of delivery: Electronic files preferred. Please email your files to the publisher.

## General Information

Publisher reserves the right to refuse any advertisement. Advertorials (advertising that resembles editorial content) must include the line PAID ADVERTISEMENT across the top of the ad. Please submit advertorials to the publisher for approval prior to publication. Advertiser assumes all responsibility for ad content- including photos, logos, text, etc.- and holds the publisher harmless from any claims arising from the use of ad content.

17853 Santiago Blvd., Ste. 107-467 • Villa Park, CA 92861  
 Phone 877-349-3367 • Fax 714-276-0255  
 info@BicycleDealerMag.com  
 www.BicycleDealerMag.com

### Nick West - Publisher

Phone: 877-349-3367  
 Fax: 714-276-0255  
 Nick@BicycleDealerMag.com

### Mike Savaso - Associate Publisher

Phone: 949-861-4333  
 Mike@BicycleDealerMag.com

Production

### Maria Pusparani - Production Manager

Maria@BicycleDealerMag.com

## February / March

Components / Sales Training and Sales Aids / BMX and CycloCross Bicycles

Space close:  
**January 6**  
Material close:  
**January 20**

## April / May

Apparel, Helmets, Footwear and Eyewear / Road, and Racing Bicycles

Space close:  
**March 5**  
Material close:  
**March 19**

## June / July

Nutrition, Supplements, Training and Fitness / City and Commuter Bicycles

Space close:  
**May 4**  
Material close:  
**May 18**

## August / September

Interbike Expo Issue / Electric Bicycles and Hybrids

Space close:  
**July 6**  
Material close:  
**July 20**

## October / November

Maintenance and Shop Equipment / Comfort, Cruiser and Recumbent Bicycles and Tricycles

Space close:  
**September 7**  
Material close:  
**September 21**

## December / January

Parts, Accessories, Wheels and Tires / Mountain Bikes and Fixies

Space close:  
**November 5**  
Material close:  
**November 19**

- In 2010, total industry sales for bicycles, parts and accessories (through all distribution channels) totaled \$6.0 billion
- Total 2010 bicycle sales were 19.8 million units, of which 13.5 million were bicycles of 20" wheel size and larger
- There are approximately 4,200 specialty bicycle retailers in the United States. These stores account for 14% of category sales units (3.1 million bicycles in 2010) but 44% of industry dollar revenue.
- Bicycle specialty dealers control most parts and accessories sales and virtually 100% of the service marketplace. They dominate the market in bicycles selling for \$250.00 and up.
- Department and discount stores account for 36% of industry dollar revenue. Sporting goods stores account for 6% of industry dollar revenue.
- There are approximately 2,000 companies that manufacture and distribute bicycling products or services to retailers. There are approximately 150 different bicycle brand names.
- Bicycle sales share-of-market by bicycle type for 2010 broke down as follows: Road/700C Bikes - 23% / Mountain Bikes - 22% / Hybrid/Cross Bikes - 21% / Comfort Bikes - 13% / Youth Bikes - 12% / Cruiser Bikes - 6% / Other Bikes - 3%
- In 2010, 99% of all bicycles sold in the United States were manufactured in China and Taiwan.
- The top three sources of revenue for the typical specialty bicycle retailer: 47% from bicycles; 36% from parts and accessories; 11% from repairs

Sources: the National Sporting Goods Association, the National Bicycle Dealers Association, the Bicycle Manufacturers Association, the U.S. Department of Commerce



# BICYCLE DEALER

---

17853 Santiago Blvd.  
Suite 107-467,  
Villa Park, CA 92861

•  
Phone: 877-349-3367

•  
Fax: 714-276-0255

For further information regarding advertising and editorial contributions, contact Mike Savaso, Associate Publisher.  
Mike@BicycleDealerMag.com - Phone: 949-861-4333

