

BikeLife

CITIES



READ THIS, RIDE OFTEN!

2016

City Partnership Guide

Share your stories
and reach your goals
with custom BikeLife
(*your city*) magazine

We send to **targeted households** in your city and support your city's future

BikeLife CITIES



9 CITIES & counting

- SEATTLE
- SAN DIEGO COUNTY
- DENVER
- BOULDER
- ANCHORAGE
- KANSAS CITY
- MESA
- TEMPE
- TUCSON

WHAT IS *BikeLife Cities*?

At Catalyst Communication, we believe in the power of bicycling to transform cities. BikeLife Cities is a custom multi-media program to provide engaging, informative content to get more people biking and help create more livable communities. The program includes a full-color magazine, digital version, integrated website and promotions.

“BikeLife gives us a voice! We didn’t know we needed this kind of community outreach tool. It’s been a great way to showcase our efforts to residents and visitors, and to partner with our business community and advocacy groups.”

Rachael Bronson
City of Denver-Public Works Transportation

“The Fall 2015 issue of BikeLife is getting rave reviews. We have had so much positive feedback about having the Mayor on the cover. Everyone loves the magazine and it continues to be a huge success.”

Joni Wilm
Associate Transportation Planner | Bicycle & Pedestrian Coordinator
Municipality of Anchorage

WHY partner with *BikeLife Cities*?

- 1 BikeLife is a unique program that helps support your city in its goals for education, participation and economic development.
- 2 BikeLife mails into the homes, neighborhoods or outlets that you select.
- 3 BikeLife supports bike culture, advocacy, local business and healthy quality of life.
- 4 The costs can be shared by several partners:
 - The cities pay some or all of the costs of production.
 - Grants, sponsorships or partners can help share the cost and increase circulation.
 - All city partners receive positive publicity in the pages of BikeLife.

PARTICIPATING PARTNERS:



BikeLife Stats and Demographics

OVER
50% are female

80% read our print publication

20% read our online versions

73% are between ages 25 & 55

Top stories people read:

- places to ride
- maps
- new cycling projects
- bike culture and style
- local business profiles

Top reasons people ride:

- fitness/recreation/fun
- transportation
- social
- mountain biking and pavement

**BikeLife can help
you reach your
city's goals**



THE NUMBER OF TRIPS BY BICYCLE MORE THAN
DOUBLED IN THE U.S. FROM **1.7 BILLION**
IN 2001 TO **4 BILLION** IN 2009 **2x**

13% INCREASE in
Transit/Fitness bike sales in 2014

BIKELIFE HAS

160 ACTIVE
Advertisers &
Sponsors

BIKELIFE MAGAZINE

350,000
magazines printed in 2015

Since 2000, bicycle commuting
in the largest American cities
has increased **73%**

400% increase
in the number of protected bike
lanes in the US since 2010

WHO we are

Catalyst Communication believes in the power of bicycling! We have 30 years of experience producing award-winning marketing and integrated communications for the bicycle, outdoor and active lifestyle world. Catalyst was a founding member of PeopleForBikes (formerly Bikes Belong) and has consulted with numerous Bicycle Friendly Communities. Visit us at www.catacom.com



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BikeLifeCities.com



PROGRAMS AND PRICING

The BikeLife Cities flagship print and digital magazine includes national content written and compiled by our accomplished editorial team. It includes interesting and timely regular features such as:

Welcome to BikeLife Cities: A letter from the Mayor highlighting what the city is doing around cycling.

By the Numbers: Fun statistics on everything bike related in the city.

Why I Ride: A diverse array of local stories and personalities.

Where to Ride: Pull out the local bike maps, digital links and get pedaling.

News & Notes: The latest bike happenings around the city such as new facilities, bike share, local success stories, interesting people, gear, travel and more.

Resources: An extensive calendar of local events, group rides, classes and clinics and info on groups, bicycle-friendly businesses, advocacy and the local scene.

And more...

Your city's content is seamlessly combined with the national content in an attractive layout. Each city receives space for 12-16 pages of your content to share your city/regional stories.



BASIC PRICING FOR BIKELIFE (Your City)

.....
\$.55 PER MAGAZINE

.....
\$.15 PER COPY ADDITIONAL

for postage and handling to mail into homes. We will work with you to facilitate direct mail, mailing lists and delivery into the areas you choose.

.....
\$.09 PER COPY ADDITIONAL

for freight and handling for copies shipped to you for your own distribution.

.....
MINIMUM 20,000 COPIES

Example: 20,000 magazines mailed = \$14,000

Talk to us about discounts for larger quantities printed and mailed or partnership opportunities to increase circulation and share costs.
.....

This includes a state-of-the-art digital version for you and your partners to send out, and share in your email communications, websites or social media.

Digital versions can increase readership and are easy to share (one click!). The digital version is responsive to all screen sizes and types, tablets, phones and computers.

AVAILABLE ENHANCEMENTS

Our team at Catalyst Communication can help with a variety of enhancements that are available to help your city reach its goals:

CONTENT DEVELOPMENT Is providing 12 pages of content daunting to you? Our professional staff writers can assist with your content creation. For an additional fee, we will assign a dedicated journalist to work with you to develop your stories. We can also help create or produce custom video content to augment your BikeLife stories.

SURVEYS & RESEARCH We can provide facilitated surveys and research capabilities that help quantify the impact of the BikeLife Cities program and other city initiatives.

SOCIAL MEDIA Catalyst provides custom web content and social media support. Catalyst can help manage or advise you on your city's digital media, including Facebook, Twitter, Instagram, custom web pages and monthly Email newsletters.

PUBLIC RELATIONS Catalyst can help you achieve your desired public impressions through thoughtful and effective public and media relations strategy.

CONSULTING With over 30 years working with the global bicycle industry, we can advise you with strategies on everything from fundraising to event creation to economic development and bike tourism.

Call us to discuss your goals and challenges. We offer a full complement of custom communications options and services for your city at competitive rates. If you have questions, just ask. Your BikeLife representative will be happy to work with you to develop the content and management to fit your needs and resources.

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