

BikeLife CITIES



READ THIS, RIDE OFTEN!

2015-16

Print & Online Media Kit

Tap into one of the most active, fastest-growing demographics in the nation.

We send to **targeted households of younger, health-minded families and Millennials.**

BikeLife CITIES

9 CITIES
& counting

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



WHAT IS *BikeLife Cities*?

It is a city-based bicycle marketing program to provide engaging, informative content to get people biking more and buying more. The promotion includes a full-color magazine, website and social media promotions.

“Coupon response was overwhelming.”

Nick Howe,
Elevation Cycles

“I am so impressed. Our coupon brought in twice the average for an offer. I don’t advertise in many publications, but this one is a great fit for us, so count on Pharmaca for future issues.”

Laura Coblentz
VP of Marketing, Pharmaca Integrative Pharmacy

WHY advertise or support *BikeLife Cities*?

- 1 BikeLife is the only program offering advertising and coupons to those purchasers and potential purchasers who don’t subscribe to magazines.
In the People For Bikes Participation Study: **“46% said they would ride more if they knew safe places to ride. Only 45% were familiar with bike lanes and paths in their area.”** –Breakaway Research Group
“To continue to be viable, the bike industry has to reach out to new customers.” –Gluskin-Townley Group
- 2 The program targets cities with a high proportion of outdoor activity participation.
- 3 BikeLife supports local retailers. Consider listing them in an ad.
- 4 The cost is shared by many groups:
 - The cities pay a portion.
 - Bike industry ads run nationally (or you can pick your city).
 - Local businesses advertise to this active demographic.
 - Supported by national non-endemics, like Kaiser Permanente, Anthem Blue Cross, AAA Auto Club, beer companies and dealerships.

PARTICIPATING SPONSORS:



WHO are *BikeLife Cities* readers?

OVER
50% are female
(women account for 85% of consumer purchases)

80% read our print publication

20% read online

73% are between ages 25 & 55

OVER
70% ride more than 20 times per year

Top stories people read:

- places to ride
- maps
- new cycling projects
- bicycle shops
- bike-friendly businesses

Top reasons people ride:

- fitness
- transportation
- social

Wouldn't you like
to get in front
of this audience?



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 has 30 years of experience producing award-winning marketing tools for retailers and suppliers in the bicycle industry. Catalyst was one of four founding members of *People for Bikes* (formerly *Bikes Belong*).



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PRINT ADVERTISING RATES

4-COLOR	1X	2X
FULL PAGE	\$ 12,900	\$ 11,700
1/2 PAGE	\$ 7800	\$ 7020
1/3 PAGE	\$ 5700	\$ 5265
1/4 PAGE	\$ 3900	\$ 3510
1/8 PAGE	\$ 2100	\$ 1890
MARKETPLACE	\$ 1290	\$ 1160
OUTSIDE BACK COVER (full page)	\$ 14,800	\$ 16,200
INSIDE FRONT COVER (full page)	\$ 14,800	\$ 16,200
INSIDE BACK COVER (full page)	\$ 14,800	\$ 16,200

Price includes both print and digital copies.

PRINT AD SIZES

AD	WIDTH	HEIGHT
2-PAGE SPREAD (Bleed)	16.75"	10.875"
(No Bleed)	15.75"	10.375"
FULL PAGE (Bleed)	8.375"	10.875"
(No Bleed)	7.875"	10.375"
1/2 PG VERTICAL (Bleed)	4.0625"	10.875"
(No Bleed)	3.8125"	10.375"
1/2 PG HORIZONTAL (Bleed)	8.375"	5.3125"
(No Bleed)	7.875"	5.0625"
1/3 PG VERTICAL (Bleed)	2.625"	10.875"
(No Bleed)	2.4583"	10.375"
1/3 PG HORIZONTAL (Bleed)	8.375"	3.4583"
(No Bleed)	7.875"	3.2917"
1/4 PAGE	3.8125"	5.0625"
1/8 PAGE	3.8125"	2.4063"
MARKETPLACE – 1/12 TH	2.4167"	2.3262"
MARKETPLACE – 1/6 TH	2.4167"	4.8399"
MARKETPLACE – 1/3 RD	5.0208"	4.8399"

DIGITAL ADVERTISING RATES

Discounts available when packaged with print advertising. Ads should be jpg or gif; Email art to brian@catacom.com.

WEB

728 x 90 TOP BANNER (Rotating)	\$ 125 per month
300 X 250 SIDE SQUARE (Rotating)	\$ 175 per month
300 X 125 SIDE SQUARE (Rotating)	\$ 100 per month



PRINT AD SPECS

- Final page trim size: 8.375" x 10.875"
- Electronic, print-ready ads must be submitted according to the sizes listed at left.
- Add a border or keyline to all ads with a white background.
- Keep all vital images and text .25" from trim.
- CMYK colors/images only. Convert all RGB and spot colors to CMYK.
- ADD 1/8" BLEED around all edges for full-bleed ads.
- All images and/or ads must be high-resolution, 300 dpi at 100%
- Formats accepted: .PDF, .jpg or .tif
- Fonts must be outlined OR all native files must be provided.
- Email ads to brian@catacom.com.
- Large files (10+MB) may be uploaded to our FTP site.

PRODUCTION SCHEDULE • 2015

ISSUE	SEPTEMBER
SALES CLOSE	9/25/2015
SHIP DATE	10/9/2015

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