

# 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 <sup>TH</sup>	2.4167"	2.3262"
MARKETPLACE – 1/6 <sup>TH</sup>	2.4167"	4.8399"
MARKETPLACE – 1/3 <sup>RD</sup>	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](mailto: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](mailto: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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