



BIKE

M A G

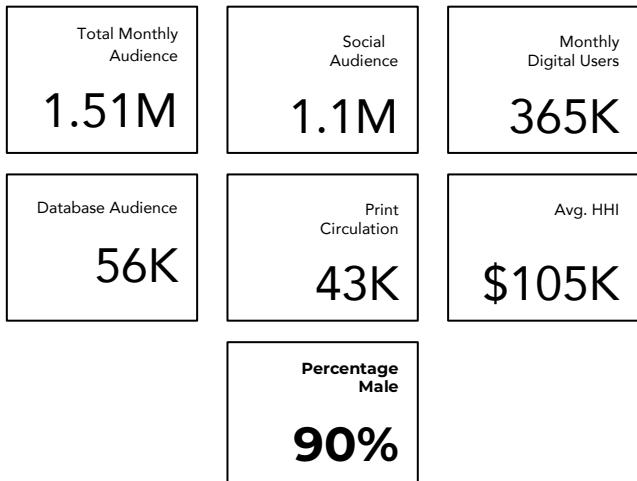
2020 Brand Overview



BIKE
M A G

Brand Overview

With a devoted, longtime print subscriber base and an engaged social media and online audience, no other mountain-bike media brand in the world is as influential as Bike. Our readers truly care about what we publish, whether it's opinions on trail access issues, best-in-class, authoritative written and on-camera gear reviews or visually stunning video edits. The bedrock of Bike is our commitment to showcasing the finest photography and the most inspired, original storytelling in the sport—whether on the printed page or the pixels on a screen. The combination of our evocative images, words and moving pictures practically yanks our readers off their couches and onto the trails.





BIKE
MAG

asn
asn group

THE FUTURE

Where We're Headed In The Next 12 months

For the next 12 months, Bike has five main focuses:

- Don't Buy Anything 'Til You Read This | [GEAR]
- Plug In Or Pull The Plug? | [E-BIKE]
- The Outer Edge Of The Map | [DESTINATION]
- Scorched Earth | [ADVOCACY]
- At Your Service | [CONTENT SPONSORSHIP]



Don't Buy Anything 'Til You Read This

Over the past few years, Bike has intentionally increased its coverage of bikes, components and accessories, as well as content designed to help our readers maintain all of the above. In 2020, we'll invest even more of our resources in creating the most insightful and comprehensive mountain bike gear coverage in print, digital, and social media.

The New Bike Bible

After 11 years of the annual 'Big Bible,' we're moving to a year-round 'Multi Bible' strategy, with in-depth testing performed in ideal riding locations every few months. We'll also roll out a new distribution strategy for the Bible's print component, with a focus on national specialty retailers and trusted bike shops.

Expanded Price Point Coverage

As technology and design innovations work their way throughout each brand's full line of products, the quality of bikes and components at more approachable price points shows commensurate increases. In 2020, we'll devote more of our day-in, day-out product coverage to these categories, and shine a spotlight on the gear that can benefit riders without cleaning out their wallets.

Bike Shop and First Ride videos

We're expanding our Bike Shop videos to cover more provocative topics and trends, above and beyond our regular coverage of new products, as well as more First Ride review videos than ever before.





BIKE
MAG

asn
asn group

Plug In Or Pull The Plug?

In 2020, Bike will devote editorial coverage to the issues surrounding e-bikes and the bikes themselves. Our position on the topic is objective — neither cheerleading nor dismissive, but rather a sincere exploration of how e-bikes work, and the upsides and downsides to their increasing presence in the sport.

Trail Access

Where are they allowed and why are they allowed? Why aren't they allowed elsewhere? How realistic is enforcing access, anyway?

The Pros and Cons to E-Bike Ownership

E-bikes raise tricky questions for consumers, including how much they cost to maintain and how quickly the technology might become obsolete. They also represent the potential for greater inclusion — both among people who might otherwise struggle to participate at all and people who might struggle to keep up (you, with your way more fit friends). And then there's the question of your quiver and whether or not an e-bike is an addition to it or ... just it.

Myth Busters

Will the batteries explode on an airplane? Could an e-bike start a forest fire? Do they encourage irresponsible riding? Are they motorcycles or not? E-bikes raise all sorts of interesting, thorny, and ridiculous questions, which we'll set about answering in methodically (and, at times, equally ridiculous) fashion.



BIKE
MAG

The Outer Edge Of The Map

In 2020, Bike renews its commitment to exploration in every sense of the word. From multi-day bike packs along remote, developing through-trails to guides on how to get further out from wherever you call home, every month we'll feature reports from mountain biking frontiers near and far.

The Sacred Shuttles

A mountain bike adventure in the shadow of Machu Picchu, through some of the most rugged trails in the Andes Mountains. "The Sacred Shuttles" pairs world-class riders on challenging terrain with a unique mountain culture personified by an eclectic, ad hoc fleet of quasi-public vans and buses delivering the riders to the top of heart-stopping singletrack. Spice the whole mix with overnight bikepacking expeditions to hidden Incan ruins, add a liberal dash of colorful characters, and press play.

Definitive Guides to World Class Destinations

Where to stay, what to eat and drink, and — most importantly — how to ride the zones that should be on any mountain biker's bucket list:

- Whistler, Moab , Bellingham, Downieville, Sedona/Flagstaff, Pisgah, Crested Butte, Fruita

City Guides

How to turn day trips from major U.S. metropolitan areas into worthy adventures in their own right, with tips on where to find the most remote options and how to ride them.

- Boston, LA, Philly, NYC





BIKE
MAG

asn
asn group

Scorched Earth

In the spirit of the industry-leading “Lines in the Dirt” series, Bike next turns its focus to climate change and the impacts it will have — and is already having — on mountain bike destinations and mountain bikers themselves.

Part 1

Overview—An in-depth look at specific places, characters/stakeholders, and the climate issues they're facing: trail degradation from heat, rain, pests, ecological collapse, poor air quality, too hot or too cold to ride, changing seasonal patterns, extra pressure on riding zones less impacted by climate change, etc.

Part 2

Delve into the series’ central questions: What does climate change look like for mountain bikers? Who does it affect, where, and how? Why we don’t talk about it, and who and what’s being scapegoated when we ignore climate’s role in trail erosion?

Part 3

What can we do about it, and what are we doing about it? There are some cultural questions related to our mentality as a group, and how mountain bikers have at times been at odds with conservationism, and where we land on this one. We’ll interview experts who can empirically attribute trail degradation and other conditions we experience to climate change. How much is rider volume? How much is climatic conditions? With such a young sport in a such a changing environment, it’s a difficult question to answer.

Part 4

Potential focus locations: B.C., a literal flashpoint with all the floods and fires the last few years. Colorado is getting longer riding seasons. California’s drought. Europe’s heatwaves.



At Your Service

Proven editorial concepts custom tailored to our advertising partner's brand stories and product messaging.

Bike Hacks

Bike Magazine has been a resource for mountain bike reviews and self-service advice since the beginning of the sport. "Bike Hacks" continues this service-based tradition with short hack videos, covering everything from "How to efficiently pack your bike for travel" to "How to MacGyver a bent derailleur for longer life."

Weekenders

Weekenders celebrates those magical days between Friday and Monday. The plan is simple because there is no plan, just a direction to drive. Pile in the car and leave a long week behind with every mile logged on the open road. Wake up to fresh air, endless trails and no itinerary. The only goal is to ride, the only ambition to clear your mind from the din of the daily grind.

Line Up

Line Up gives brands the opportunity to join our editors in the studio for an informal, informational chat about their latest products. Take our audience on a deep dive into the development process, features, and benefits of your gear and get feedback and validation from the most experienced and respected product testers in the business. Think of it like a tradeshow-style product run through with our entire audience.

Creators

Get into the minds and workspaces of the people who express their creativity through mountain biking — the trailbuilders, filmmakers and photographers, riders, and product designers who use dirt, 1s and 0s, and materials as a canvas. This video series goes behind the scenes with individuals who view bikes and riding in a different light, to see what makes them tick and what drives them to influence the sport.





Editorial Calendar

ISSUE	SPACE CLOSE	MATERIAL DUE DATE	ON SALE	DESCRIPTION
1	01/6/20	01/24/20	03/06/20	THE BC ISSUE We hear it all the time. B.C. gets too much ink. And while one can argue whether it deserves all the attention, one cannot argue the pivotal role the province has played in mountain biking's history. But is it still as influential today as it once was? Is the place known for pushing the envelope of progression with raw, rugged trails, sketchy skinnies and scary steep descents softening with a push toward sanitization for the masses? This issue digs in.
2	5/25/20	6/12/20	07/24/20	SCORCHED EARTH What does climate change look like for mountain bikers, and why don't we talk about it? From trail degradation from heat, rain, pests to ecological collapse, poor air quality, too hot or too cold to ride, changing seasonal patterns, extra pressure on riding zones less impacted by climate change, there is a lot at stake for riders as the world gets warmer. Writer Matt Coté takes on this politically charged topic.
3	7/13/20	7/31/20	09/11/20	THE PHOTO ANNUAL The highly anticipated photo-centric issue delivers 2020's most jaw-dropping images right to your front door. Filled with inspiring moments, surreal captures, and gritty texture, the only thing you'll put this issue down for, is your bike. Simply put, Photo Annual is about the ride.
4	10/12/20	10/30/20	12/11/20	THE GEAR ISSUE Anchored by our popular Dream Builds feature, this issue delves into gear of the year, as selected by our editors and contributors. We'll take a close look at the bikes, components, soft goods and accessories approved by the pickiest products testers in the business.



UPDATED DATES DUE TO
COVID-19



BIKE

M A G

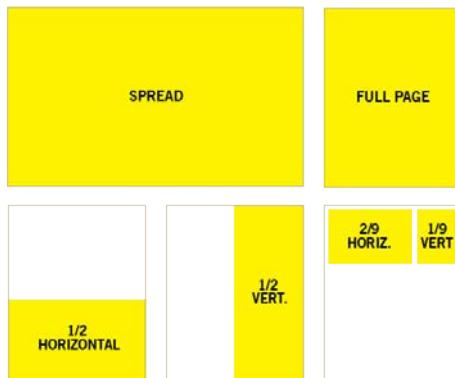
4-COLOR	1X	3X	6X	8X	12X	18X	24X	36X
Spread	16,530	15,870	15,200	14,540	13,880	13,220	12,560	12,230
Full Page	8,265	7,935	7,600	7,270	6,940	6,610	6,280	6,115
1/2-Page	5,130	4,925	4,720	4,515	4,310	4,105	3,900	3,795

COVERS	1X	3X	6X	8X	12X	18X	24X	36X
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
CV 4	10,635	10,210	9,785	9,360	8,935	8,510	8,085	7,870

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.

Ad Rates & Specifications

AD SIZE	FULL PAGE	1/2 VERT	1/2 HORIZ
non bleed	8W x 9.875H	3.875W x 9.875H	8W x 4.8125H
bleed	9.25W x 11.125H	4.625W x 11.125H	9.25W x 5.5625H
trim	9W x 10.875H	4.375W x 10.875H	9W x 5.3125H
safety	8.5W x 10.375H	3.875W x 10.375H	8.5W 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 VERT: 2.5625W x 3.1875H 2/9-PAGE HORIZ: 5.25W x 3.1875H

BINDING METHOD:

Perfect Bound

TRIM SIZE:

9" x 10.875"

LIVE AREA:

All type or graphics not intended to trim should be positioned 3/8" in from all bleed edges

GUTTER SAFETY:

Headlines: 1/4" each side of the gutter
Body Text: 1/4" each side of the gutter

ACCEPTED DIGITAL FILES:

- PDF-X1a, no native files accepted
- One ad per file only
- Files must be composite (all colors on one page)
- Ad orientation: right reading, portrait mode (no rotations), 100% (actual size)
- Standard trim and bleed marks must be included in all separations with 12 pt offset from the trim
- All trapping and overprints must be included in file

PROOF GUIDELINES:

SWOP standard proof

LINE SCREEN:

150 line screen for covers
133 line screen for body

ALL FILES SHOULD BE LABELED WITH:

- Advertiser/Client
- Production contact (name & phone number)
- Ad Agency contact (name & phone number)
- Vendor contact
- Return address
- List of contents
- Issue printing

ADVERTISERS MUST UPLOAD ADS THROUGH THE AMI AD PORTAL:

<https://americanmediainc.sendmyad.com>

Please sign up to create your account and make sure to check FAQs and view video tutorials

PLEASE SHIP ALL MATERIALS TO:

Kasey Kelley
2052 Corte Del Nogal, Carlsbad, CA 92011
949-325-6149
kkelley@amilink.com
Please note: High-resolution PDF only

FOR ALL OTHER QUESTIONS PLEASE CONTACT:

Robert Fenikowski
Vice President, Production and Publishing Technologies
4 New York Plaza, New York, NY 10004
Office: 212.545.4875
Email: rfenikowski@amilink.com



Digital & Social Pricing

Digital Placements

Desktop

- Full-site Takeovers: **\$1,500 per day**
- Homepage Takeovers: **\$500 per day**
- Interstitial: **\$3,000 per day**
- Static Billboard: **\$25 CPM**
- Video Billboard: **\$28 CPM**
- Custom Billboard: **\$31 CPM**
- Standard Units: **\$12 CPM**
- Premium Standard Units: **\$15 CPM**

Mobile

- Standard Units: **\$14 CPM**
- Responsive Billboard: **\$30 CPM**
- Mobile Adhesion: **\$35 CPM**
- Mobile Interscroller: **\$35 CPM**

Fixed Placements

- Homepage 300x600: **\$500 per month**

Newsletter

- Custom Newsletter Send: **\$2,500**
- Native Newsletter Send: **\$20 CPM**
- Direct Ad Newsletter Placement: **\$10 CPM**

Social Placements

- Facebook: **\$1,000 per post**
- Instagram: **\$1,500 per post**
- Instagram Story: **\$1,000 per story [typically multiple slides]**





BIKE

M A G

EDITORIAL

EDITOR

Nicole Formosa | Nicole@bikemag.com

PHOTO/VIDEO EDITOR

Satchel Cronk | Satchel@bikemag.com

GEAR EDITOR

Travis Engel | Travis@bikemag.com

ADVERTISING SALES

GENERAL MANAGER

Mark Milutin | Mark@bikemag.com

PRODUCTION

PRODUCTION DIRECTOR

Kasey Kelly | KKelley@amilink.com

ADVENTURE SPORTS NETWORK

PRESIDENT, ASN

Norb Garrett | NGarrett@amilink.com

ADDRESS

2052 CORTE DEL NOGAL, SUITE 100
CARLSBAD, CA 92011

WEB/SOCIAL

WWW.BIKEMAG.COM

@BIKEMAG



BIKE

M A G

Thank you.