

BICYCLE PAPER

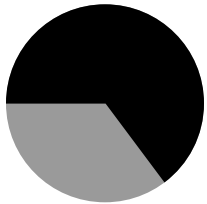


REACHING THE NORTHWEST CYCLING COMMUNITY

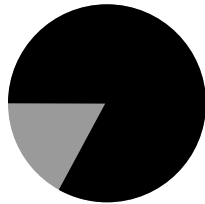
WHO READS BICYCLE PAPER

Monthly print/web combined readership:	41,249
Print monthly:	600 subscribers 13,500 copies distributed 1.75 pass-along rate 23,625 readers
BicyclePaper.com:	average 17,624 visits monthly
Page Views	3.17
Tour/Race Guides:	48,000 printed 1.75 pass-along rate 84,000 readers, excluding website downloads
Web downloads:	3,347

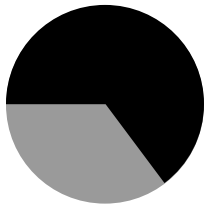
DEMOGRAPHICS



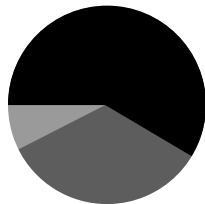
65% = Male
35% = Female



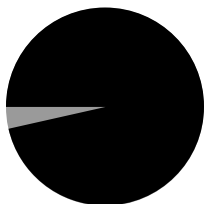
80% = College graduates



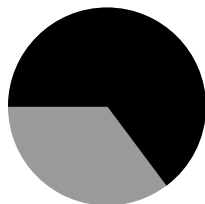
65% = Live in a household with 3 or more bikes



30% = Earn more than \$60,000
60% = Earn more than \$50,000



95% = Participate in sports / outdoor activities



65% = Ride 3 or more times a week

BEHIND THE SCENES

Our staff and contributors are active cyclists, involved and immersed in cycling through racing, touring, commuting, officiating, volunteering, and writing about the sport.

WHAT IS BICYCLE PAPER?

• 41st year in print • Tabloid-style newsprint publication covering all things cycling in the Pacific Northwest • Published eight times a year: monthly from March through September and again in November • Distributed at 460 newsstands in Washington, Oregon, Idaho and British Columbia • 13,500 copies printed • 1.75 pass-along rate • Trim size: 11.375" w x 14" h • Heatset print • 32# 72 Electrabrite newsprint • Free

Each issue contains opinion columns from Joe "Metal Cowboy" Kurmaskie and Maynard Hershon, Dave Campbell's cycling trivia, and a health segment from various contributors. Additional contributors provide feature articles and report on a wide range of topics that vary from advocacy and legislation to racing, touring and commuting. Interesting people, projects and events find their way in the paper, as does mechanical and skills information, and new product and book reviews. A complete road, mountain bike, track, cyclocross and multi-sport calendar completes the editorial line up.

ROCKY MOUNTAIN BICYCLE PAPER

Similar to the Northwest publication, RMBP offers Colorado-specific content and flair to the area's Front Range cyclists. Feature articles, opinion columns, advocacy, racing and touring, health as well as a full calendar of events find their way into the publication. The content is also available at BicyclePaper.com. In its first year, three issues will be produced with expansion plans already in the works.

• 10,000 copies • Newsprint publication • 100 newsstands

BICYCLEPAPER.COM

Providing a green alternative, our website caters to the readers outside of our delivery area. Features the regular print content and delivers daily news and web-specific content.

SPECIALTY GUIDES

Bicycle Paper is the home of the extremely popular Northwest Tour Guide, Northwest Race Guide and the Rocky Mountain Tour and Race Guide. Celebrating 10 years, these guides have become the indispensable companion to both racing and recreational cyclists.

DISTRIBUTION SERVICES

With 450+ newsstands we can give you more visibility

EDITORIAL CALENDAR AND DEADLINES

Publication	Space	Material	Out	Focus	Special Feature
NW Tour Guide	Jan 23	Jan 30	Feb 23	Rides and tours	—
NW Race Guide	Jan 31	Feb 7	Feb 23	Racing scene	—
March BP	Feb 7	Feb 13	Feb 23	Season preview	Edgy Products
RM Tour & Race Guide	Feb 27	Mar 2	Mar 23	All in one guide	—
April BP	Mar 12	Mar 16	Mar 28	Commuting	Public Transit
May BP	Apr 13	Apr 17	Apr 26	Road cycling	Beer, Bar & Restaurant
June BP	May 15	May 18	May 28	Mountain biking	Pain Relief
July BP	June 12	Jun 18	Jun 27	Touring	Accommodation
August BP	July 16	Jul 19	July 30	Track	Camping Gear
Sept/Fall BP	Aug 15	Aug 21	Aug 29	Cyclocross	Cycle Art
Winter BP	Nov 5	Nov 9	Nov 19	New products	Winter Conditioning

Rocky Mountain Edition (Colorado Front Range)

RM BP April/May	Mar 27	Apr 3	Apr 16	Commuting	—
RM BP June/July	May 28	June 1	Jun 15	Racing/Touring	—
RM BP Aug/Sept	July 30	Aug 3	Aug 15	Cyclocross	—

BROCHURE AND POSTER DISTRIBUTION SERVICES

DISTRIBUTION

Bicycle Paper distributes brochures, flyers and posters to all of our newsstands or only to those located in the region(s) you wish to specifically target. Distribution materials are sent out at the same time as the paper. Packages are either hand-delivered or sent via FedEx.

We recommend:

- 25 brochures / stand (average)
- 1 poster / stand
- Larger or smaller quantity accepted
- Material must be received at Bicycle Paper offices by the 20th of the month prior to distribution
- Inserts available

Special distribution, outside of our regular delivery schedule, is also possible. Additional costs apply. Call for more information.

ZONE MAP



DELIVERY AREAS & PRICING

Area	# of Newsstands	Brochure only	Poster only	Brochure & poster	Insert*
1. British Columbia, Canada	38	\$180	\$50	\$200	\$50
2 & 3. Greater Seattle / King County	116	\$475	\$150	\$530	\$170
4. Greater Puget Sound	93	\$370	\$120	\$415	\$130
5. Eastern Washington	43	\$175	\$60	\$200	\$60
6. Portland Area (50% distributed by bike)	90	\$360	\$100	\$390	\$110
7. Greater Oregon Area	35	\$150	\$50	\$170	\$50
8. Willamette Valley	35	\$150	\$50	\$170	\$50
9. Idaho	30	\$150	\$50	\$170	\$50
10. Rocky Mountain Region (Colorado)	100	\$750	—	—	—
11. Rocky Mountain Region (Utah)	100	\$500	—	—	—

* \$200 base cost in addition to prices listed

RESTOCKING

Keep your materials in front of potential participants for months after the first distribution by using our restocking option. We suggest 10–15 brochures per stand.

INSERTS

We insert your brochure or flyer directly into Bicycle Paper. Once folded, the insert cannot exceed 7" w x 11" h. Call for details.

NEWSSTAND OVERVIEW

Bike shops, multi-sport shops, fitness clubs, libraries, coffee shops, universities and colleges — including places such as REI, Performance Bikes, Bike Tech, River City Bicycles, Bike Gallery, YMCA and All Star Fitness — make up our extensive newsstand network.

COMPLIMENTARY DISPLAY AD

Distribute your brochures in three or more zones and receive a complimentary 3" black and white marketplace display ad in Bicycle Paper.

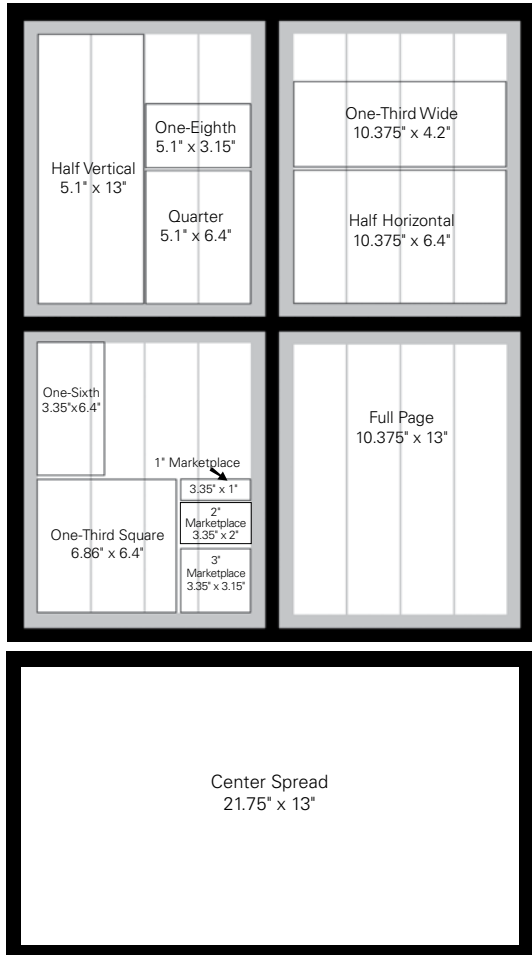
SPECIAL EVENTS

Bicycle Paper staff attends and distributes the paper and brochures at Seattle Bike Expo, PDX Bicycle Show, STP and other events.

COLORADO & UTAH DISTRIBUTION

Expand your reach. We can help you distribute across Utah and the Colorado Front Range.

BICYCLE PAPER PRINT AND ADVERTISING



AD SIZES & PRICES — BLACK AND WHITE

Size	Size	8x	6x	3x	1x
1" Marketplace	3.35" w x 1" h	\$45	\$50	\$55	\$60
2" Marketplace	3.35" w x 2" h	\$90	\$100	\$110	\$120
3" Marketplace	3.35" w x 3.15" h	\$135	\$145	\$150	\$160
1/8 Page	5.1" w x 3.15" h	\$185	\$198	\$210	\$220
1/6 Page	3.35" w x 6.4" h	\$270	\$290	\$305	\$320
1/4 Page	5.1" w x 6.4" h	\$350	\$380	\$395	\$420
1/3 Page Square	6.86" w x 6.4" h	\$465	\$495	\$525	\$550
1/3 Page Horizontal	10.375" w x 4.2" h	\$465	\$495	\$525	\$550
1/2 Page Horizontal	10.375" w x 6.4" h	\$575	\$605	\$640	\$675
1/2 Page Vertical	5.1" w x 13" h	\$575	\$605	\$640	\$675
Full Page	10.375" w x 13" h	\$1,020	\$1,080	\$1,140	\$1,200
Center Spread	21.75" w x 13" h	\$1,995	\$2,115	\$2,230	\$2,350
Inside Cover	10.375" w x 13" h	\$1,105	\$1,170	\$1,235	\$1,300
Back Cover	10.375" w x 13" h	\$1,250	\$1,325	\$1,400	\$1,475

ADDITIONAL COLOR

Black & White + 1 Accent ColorAdd 10%
 Full ColorAdd 25%

COMMERCIAL CLASSIFIED ADVERTISING

Ads appear in both the print and website classified sections.

- 2.48" wide, assembled
- Contact info included (up to 4 lines)
- Three short bulleted points
- Extra bullets: \$10 each per month
- Company logo
- \$40 per month
- Includes ad build

EVENT CALENDAR SHOWCASE

Highlight your event listing in our print calendar pages.

REVERSED LISTING – \$50

Printed in white text over a blue or black color background box to make your listing clearly stand out. Sample:

August 2–4: **Courage Classic**
 Snoqualmie, WA. 3-day, 172-mile fully supported ride over Snoqualmie, Blewett and Stevens Passes. Mary Bridge Children's Hospital. 409 South J St., Tacoma, WA, 98145. 800-392-9253. www.courageclassic.com

BOXED LISTING – \$35

Blue or black color line surrounds your event listing to make it more visible among the others. Sample:

August 2–4: **Courage Classic**
 Snoqualmie, WA. 3-day, 172-mile fully supported ride over Snoqualmie, Blewett and Stevens Passes. Mary Bridge Children's Hospital. 409 South J St., Tacoma, WA, 98145. 800-392-9253. www.courageclassic.com

Tabloid-style newspaper publication printed on heatset web press. Recycled paper content varies between 20–40% and soy-based inks are used. The paper delivery format is quarterfold.

MECHANICAL REQUIREMENTS

PAPER STOCK

All Pages.....32# 72 — Electrabrite Newspaper
 Binding.....Tabloid
 Printing Heatset Web

DOCUMENT CONSTRUCTION

Finish Size..... 11.375" w x 14" h
 Live Area.....10.375" w x 13" h
 Trim Size 11.375" w x 14" h
 Bleed No Bleed Available

COLOR

Four Color CMYK
 Spot Color..... Blue, PANTONE 2747 CVU
 Maximum Ink Density 240
 Halftone Screens 100 Lines Per Inch

PRODUCTION REQUIREMENTS

Refer to page 7 for all production requirements.

MULTIPLE PUBLICATION PACKAGE

If you are interested in multiple advertising opportunities (combination of print, web, guides or distribution), we can help create a customized package that will suit your needs and budget.

CYCLING UTAH

Bicycle Paper has developed a partnership with Cycling Utah. We represent this publication and can help you expand your exposure into the state of Utah. Advertise in both publications and receive a discounted ad rate.

ROCKY MOUNTAIN BICYCLE PAPER

A new publication, Rocky Mountain Bicycle Paper, reaches readers on Colorado's Front Range. Expand your exposure and receive a multiple publication discount.

GRAPHIC DESIGN SERVICES

Need help building your ad? Our graphic designers can create and/or update ads, brochures and posters to suit your needs. Ad builds start at \$40 and include two low-resolution PDF proofs for your review.

BICYCLEPAPER.COM ADVERTISING

ADVERTISING ONLINE

BicyclePaper.com provides excellent web exposure. It is user-friendly, easy to navigate and fast to download. Visitors can find the feature articles as seen in the print version of the paper as well as an expanded news section, which gets updated on a daily basis. Our very popular and searchable events calendar, advertisers section, photo galleries, links and archives are only a click away. All three guides are featured on the website and can be easily downloaded.

Format: GIF, JPEG, SWF files. Animated or static. The rotating banner must be provided in GIF or JPEG format only. Maximum file size: 12K

BANNER

Guaranteed prominent placement at the top of all pages above the masthead.

COST: \$350/MONTH

Size in pixels 1200w x 100h
 Number available per month 1

HALF BANNER

Guaranteed prominent placement at the top of all pages above the masthead.

COST: \$200/MONTH

Size in pixels 597w x 100h
 Number available per month 2

ROTATING BANNER

Placed immediately below the navigation bar, your ad shows on the upper left side of all pages. Banners rotate at four-second intervals, providing great exposure. These ads must be static, no animation.

COST: \$125/MONTH

Size in pixels 703w x 50h
 Number available per month 3

BLOCKS

Choose the size that meets your needs, as these are sold in block forms of one, two or three units. They line up vertically on the right-hand side of every page.

Blocks	Size (pixels)	Cost
Single	120w x 120h	\$50/month
Double	120w x 240h	\$100/month
Triple	120w x 360h	\$150/month

Maximum number of blocks per month 10

FOOTER BANNER

Placed at the bottom of every page.

COST: \$100/MONTH

Size in pixels 1200w x 120h
 Number available per month 1

FEATURED RIDE

Featured rides are located on all main pages. Event lists for no more than six weeks.

COST: \$15/WEEK

Number of events featured per week 6

STATS

Visits: Average 17,600/month
 Page Views: 3.17
 Guide Downloads: 3,347

Full
Banner →



← Single Block

← Double Block

← Triple Block

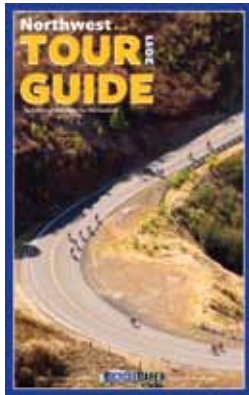
Footer
Banner →

Half
Banner →

Rotating
Banner →



NORTHWEST & ROCKY MOUNTAIN GUIDES



NW TOUR GUIDE – COVER TO COVER

Lists more than 450 road and mountain biking events and provides useful tips, in-depth information, feature articles, tour companies and cycling club listings. The “Closer Look” sections highlight selected events.

- ▶ 9th edition • 20,000 copies • 5” x 8” format • 80- to 96-pages • 60-pound, bright-white book stock • Heatset press • Durable • Compact • Easy to carry • Referred to year-round • Ad interactive PDF version available for download on website
- ▶ Distributed to 460 newsstands • Handed out at early rides and events such as the Seattle Bicycle Expo and PDX Bicycle Show • Hits shelves February 2012
- ▶ Pacific Northwest focus • 110,000 printed copies distributed so far • Free publication

Space deadline: January 23

Material deadline: January 30



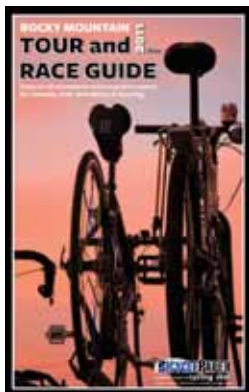
NW RACE GUIDE – COVER TO COVER

The only publication to compile a complete road, mountain, track, cyclocross and multi-sport events calendar for Washington, Oregon, Idaho and British Columbia. Provides full coverage of the Northwest racing scene. Allows local and traveling athletes to set their schedule for the year. Featured races, tactical tips, and training advice written by coaching experts is included.

- ▶ 10th anniversary • 10,000 copies • 5” x 8” format • 48-pages • 60-pound, bright-white book stock • Heatset press • Durable • Referred to year-round • Ad interactive PDF version available for download
- ▶ Distributed to 460 newsstands • Handed out at early races and events such as the Seattle Bicycle Expo and PDX Bicycle Show • Hits shelves February 2012.
- ▶ Pacific Northwest focus • 90,000 printed copies distributed so far • Free publication

Space deadline: January 31

Material deadline: February 7



ROCKY MOUNTAIN GUIDE – COVER TO COVER

Complete guide to cycling in Colorado, Utah, New Mexico and Wyoming. Includes both touring and racing sections. Content includes extensive calendars, articles and tips, “Closer Look” sections, club listings and team profiles.

- ▶ 4th edition • 18,000 copies • 80- to 96-pages • 5” x 8” format • 60-pound, bright-white book stock • Heatset press • Durable • Compact • Referred to year-round • Ad interactive PDF version available for download
- ▶ Distributed to 320 newsstands • Restocked monthly while supplies last • Produced in collaboration with Cycling Utah • Hits shelves March 2012
- ▶ Rocky Mountain region focus • 50,000 printed copies distributed so far • Free publication

Space deadline: February 27

Material deadline: March 2

DELIVERY AREAS

Area	# of Newsstands
Colorado	100
Utah	100
New Mexico	70
Wyoming	30
Nevada	20

DOWNLOADABLE

Interactive PDFs of all three guides can easily be downloaded at BicyclePaper.com. The Rocky Mountain version is also available at CyclingUtah.com

NEWSSTANDS

The Rocky Mountain newsstands include bike shops, multi-sport shops, fitness centers, coffee shops and more.

Thousands of recreational and competitive riders consider these to be the most valuable source of information for planning their cycling season. Our reader survey shows people keep them year-round in the following locations:

1. Bathroom

2. Nightstand

3. Living Room

4. Kitchen

5. Office

GUIDES — ADVERTISING RATES AND PRINTING SPECS

ADVERTISING RATES

BLACK AND WHITE	AD SIZE (Live area)	NW TOUR GUIDE	NW RACE GUIDE	ROCKY MTN GUIDE
1/4 Page	4.8" w x 1.85" h	\$195	\$150	\$195
1/2 Page	4.8" w x 3.8" h	\$300	\$250	\$300
Inside Full Page (bleed)	4.8" w x 7.75" h	\$500	\$440	\$500

BLACK AND WHITE + 1 ACCENT COLOR

1/4 Page	4.8" w x 1.85" h	\$210	\$165	\$210
1/2 Page	4.8" w x 3.8" h	\$330	\$275	\$330
Inside Full Page (bleed)	4.8" w x 7.75" h	\$550	\$485	\$550

FULL COLOR

1/4 Page	4.8" w x 1.85" h	\$230	\$180	\$230
1/2 Page	4.8" w x 3.8" h	\$350	\$300	\$350
Inside Full Page (bleed)	4.8" w x 7.75" h	\$600	\$525	\$600

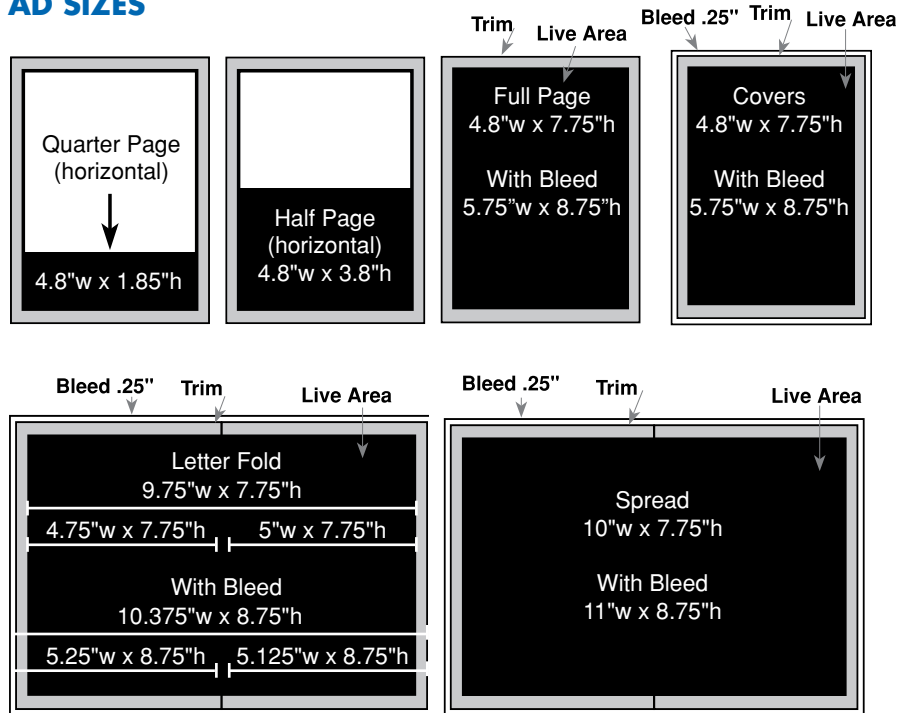
PREMIUM POSITION (bleed)

Back Cover	4.8" w x 7.75" h	\$1,500	\$1,000	\$1,500
Inside Front Cover	4.8" w x 7.75" h	\$1,000	\$850	\$1,000
Page 1 Premium	4.8" w x 7.75" h	\$1,000	\$850	\$1,000
Inside Back Cover	4.8" w x 7.75" h	\$800	\$650	\$800
Center Spread	10" w x 7.75" h	\$3,000	\$2,250	\$3,000
Letter Fold Front Cover	9.75" w x 7.75" h	\$4,600	—	\$4,600
Letter Fold Back Cover	9.75" w x 7.75" h	\$4,000	—	\$4,000

DISCOUNT

3% discount for advertising in two guides
5% discount for advertising in all three guides

AD SIZES



The guides are printed on sheet-fed press. Recycled paper content varies between 20–40% and soy-based inks are used.

PRODUCTION REQUIREMENTS

- All final production is done on the Macintosh platform with Adobe InDesign® CS5.
- Digital-ready art can be provided via CD, DVD, FTP site or e-mail attachment.
- Stuffed files should be self-extracting.

PROOFS

All files must be accompanied by a proof. A digital proof (PDF) must be made directly from the supplied file.

SUPPORTED PROGRAMS

(up to versions listed below)

- Adobe InDesign® CS5
- PageMaker® 7.0
- QuarkXPress® 6.5
- Adobe Illustrator® CS5
- Adobe Photoshop® CS5
- FreeHand® 10.

Note: We cannot accept native Microsoft Publisher files.

FILES

Include the original native file, with all fonts and linked graphic files.

If your file was created using a different program than found in our above supported list, save the file as an EPS, TIFF, high-resolution PDF or JPEG file.

RESOLUTION

Art/Photo/Images: 300 dpi

DESIGN SERVICES

We can build an ad for you. Additional production costs may be associated.

MECHANICAL REQUIREMENTS

PAPER STOCK

All Pages 60# Bright-White Text
Cover 80# Gloss Cover
Binding Saddle Stitched and Trimmed
Printing Sheet Fed

COLOR

Four Color CMYK
Maximum Ink Density 240
Halftone Screens 150 Lines Per Inch
Best Black Build 60C, 40M, 40Y, 100K

DOCUMENT CONSTRUCTION

Finish /Trim Size 5.25" w x 8.25" h
Live Area 4.8" w x 7.75" h
Cover Trim Size 5.25" w x 8.25" h
Cover with Bleed (1/4") 5.75" w x 8.75" h

INSIDE PAGES

Bleed No bleed for 1/4 & 1/2 pages
Center Spread Live Area 10" w x 7.75" h
Center Spread Trim Size 10.5" w x 8.25" h
Center Spread with Bleed 11" w x 8.75" h

DEADLINES

Publication	Space	Material
NW Tour Guide	Jan 23	Jan 30
NW Race Guide	Jan 31	Feb 7
RM Tour & Race Guides	Feb 27	Mar 2



FOR MORE INFORMATION:

sales@bicyclepaper.com
206.903.1333 or 1.888.836.5720
68 S Washington St.
Seattle, WA 98104

BICYCLEPAPER