

velonews

2017 **MEDIA KIT**

Highlighting the bikes, racing, and passion
that define the sport of cycling





THE AUTHORITATIVE CYCLING RESOURCE FOR MAJOR BROADCAST NETWORKS:

When cycling news enters the national spotlight, *VeloNews* is the go-to consultant for the likes of ESPN, CNN, ABC World News and Fox Sports

FOR MORE THAN 40 YEARS, the *VeloNews* organization has been the American voice of competitive cycling, with a magazine and website that have both shaped and reported on cycling culture. That influence has only grown as *VeloNews* has expanded to become a truly global player in cycling media.

And as the sport has shifted, so has *VeloNews*. Racing is still in our DNA and still drives the most exciting aspects of the industry. But racing—for both fans and participants—is only a part of the broader culture of performance cycling, a culture that includes history, adventure, trends, travel, adventure, science, and some of the coolest products around.

VeloNews is and will remain the leader in blending competitive cycling's rich history with its dynamic and evolving present.

IN EVERY ISSUE: *VeloNews* writers travel the world to deliver readers the context, insider information, and behind-the-scenes reporting they need to make sense of cycling's most important races and most intriguing personalities

GEAR AND TECH: *VeloNews*'s Service Course section gives consumers the in-depth information they need to make sense of the bike industry's myriad categories and backs it up with in-depth product reviews that involve lab testing, interviews, and thousands of test rides.

With a vivid new redesign backed by the best cycling photographers in the business, *VeloNews* delivers not just photos of cycling's most important moments but also portraits of its stars and an overall look that captures the sport's future-retro aesthetic.

AT A GLANCE

CIRCULATION 30,000

READERSHIP 68,591

FREQUENCY: 12x including the Buyer's Guide and the official Tour de France Guide (each special issue has a 90-day newsstand presence)

VERIFIED CIRCULATION CVC audited

**OFFICIAL MEDIA PARTNER OF THE TOUR DE FRANCE,
GIRO D'ITALIA, AND TOUR OF CALIFORNIA**

ALL ADS RUN IN
PRINT AND DIGITAL
EDITION. ENHANCE YOUR
DIGITAL EDITION AD WITH
BONUS CONTENT SUCH
AS VIDEO, AUDIO OR
SLIDESHOWS!



SOCIAL FOLLOWING:
400,000+



VELONEWS.COM AT A GLANCE

- » MONTHLY USERS: 800,000+
- » MONTHLY SESSIONS: 3.4 million

ENGAGING CORE CYCLISTS DAILY

A VITAL MIX of breaking news items, must-read features, analysis pieces, and interviews make VeloNews.com the online thought leader in competitive cycling

The most stringent product testing of any English-language cycling site makes VeloNews.com a vital go-to resource for consumer



A dynamic new redesign in 2016 will help surface VeloNews.com's most vital content to increase engagement and retention, make it easier for readers to navigate product reviews, and highlight our authoritative personalities, with video content and more dynamic story presentations.



82%
visited an advertiser's
website after seeing an
ad in the magazine

OUR AUDIENCE

THE **VELONEWS AUDIENCE** consists of passionate, motivated cyclists and cycling fans who define themselves by their passion for—and dedication to—this sport and lifestyle. They are the influencers not just in the sport's leadership positions but also the ones helping to shape local racing scenes, bike-shop culture, and the purchasing decisions of everyone on their group rides. Our readers are the people shaping this sport.

DEMOGRAPHICS

GENDER 93% male, 7% female
MEDIAN AGE 50
HHI \$156,804
EDUCATION 96% attended college,
36% have post-graduate degrees

ACTIVE

- » 99% own road bikes and average time spent riding is 9 hours weekly
- » 53% participate in organized bike racing
- » Average races per year: 9 races
- » 81% use electrolyte drinks and gels

OPINION LEADERS

- » 87% regularly give advice, with 80% responding that they offer advice once a month or more

HEAVY USERS OF CYCLING EQUIPMENT

- » Readers would have to spend an average of \$15,782 to replace all of their cycling gear
- » Average spend on road bike: \$4,789

SHOPPING

- » 87% would pay more for environmentally friendly "green" products

Source: *Velo Reader Study and VeloNews User Study*

2017 EDITORIAL AND PRODUCTION CALENDAR



90 DAY
NEWSSTAND
PRESENCE

JAN/FEB

THE BEST OF THE BEST! (AND A FEW DUDS)

Look back at the 2016 season with us as we dole out the awards (and a few sad trombones) for the riders, races, performances, brands, inventions, and events that defined the year in cycling.

SPACE CLOSE:

11/29/16

MATERIALS DUE:

12/6/16

ON SALE: 1/10/2017

MARCH

2017 SEASON PREVIEW

The cycling season is longer than ever—for pros and consumers. Join us for in-depth rider profiles, product news, team analysis, training tips, and a deep exploration of the narratives worth paying attention to as the new season really gets going.

SPACE CLOSE:

1/4/2017

MATERIALS DUE:

1/5/2017

ON SALE: 2/7/2017

BUYER'S GUIDE

ALL THE BIKES

Every year, *VeloNews* takes its bike testing up a notch. Our dedication to taking every road bike we test into the lab gives our reviews an objective basis no other U.S. cycling publication can match, and our new rating system makes our reviews the most comprehensive and user friendly available in any language. And our annual testing retreat provides opportunities for rich video and high-impact content pieces tied to this annual reader favorite.

SPACE CLOSE:

2/9/2017

MATERIALS DUE:

2/16/2017

ON SALE: 3/21/2017

APRIL

THE CLASSICS

For more and more people, the pro cycling season really peaks in April, as the men's and women's pelotons rip through cycling's traditional heartland in the spring classics. The wins, the losses, the equipment, and the personalities all seem much bigger and more important for these few weeks.

SPACE CLOSE:

1/26/2017

MATERIALS DUE:

2/2/2017

ON SALE: 3/7/2017

MAY

GIRO GUIDE AND TRAVEL SPECIAL

VeloNews is once again the partner for the official U.S. Giro d'Italia Guide. As grand tour season kicks off, we'll have all the behind-the-scenes drama, race analysis, and rich history that make the Giro so special. PLUS: If you haven't already, it's time to start planning your next bike vacation. Here are the locales, outfitters, equipment, and travel tips you need to know about.

SPACE CLOSE:

2/24/2017

MATERIALS DUE:

3/9/2017

ON SALE: 4/11/2017

JUNE

THE GRASSROOTS ISSUE

Bicycle racing in the U.S. starts with and still largely centers on the amateur racing communities that dot the country. Each has its own marquee events, influential personalities, and collective culture. This issue will explore some of the noteworthy local scenes and the events, brands, and people who define them.

SPACE CLOSE:

4/13/2017

MATERIALS DUE:

4/20/2017

ON SALE: 5/23/2017

2017 EDITORIAL AND PRODUCTION CALENDAR

90 DAY
NEWSSTAND
PRESENCE

TOUR DE FRANCE

THE OFFICIAL GUIDE

Once again, ASO has chosen *VeloNews* as its official partner for the annual U.S. Tour de France guide. With original features and analysis from our expert staff plus stories from our counterparts at *L'Equipe*, we'll have everything you need to know as the 2017 Tour gets underway. The riders, the teams, the route, the bikes, and the passion—it's all here.

SPACE CLOSE:

4/27/2017

MATERIALS DUE:

5/4/2017

ON SALE: 6/6/2017

JULY

THE NUMBERS ISSUE

From *Freakanomics* to *FiveThirtyEight.com*, new data tools, statistical analysis, and smart, engaging writing are providing new insights into every walk of life. Come along as we take a sport-science and data-driven dive into the world of cycling. Whether you're interested competitive cycling or simply riding for fun, we'll show you the sport as you've never seen it before.

SPACE CLOSE:

5/11/2017

MATERIALS DUE:

5/25/2017

ON SALE: 6/27/2017

AUGUST

LET'S GET DIRTY

Down with pavement! OK, not really. But as tires get wider, frames get stronger, and brakes get, uhh, discier, more and more road rides (and races) are incorporating unpaved roads. Call it gravel riding, call it glorified cyclocross, call it what you will—the point is it's a blast and the best way to breath some new life into your local routes. PLUS: The state of cross-country mountain bike racing and why every roadie should hit the trails from time to time.

SPACE CLOSE:

6/19/2017

MATERIALS DUE:

6/27/2017

ON SALE: 8/1/2017

SEPTEMBER

THE STATE OF TECH

From a gear perspective, where is cycling as both a sport and an industry? What recent developments have changed things for the better? What things still need to be improved? Who are the inventors and engineers changing our approach to the bike? And what new products and breakthroughs are we expecting for 2018?

SPACE CLOSE:

7/17/2017

MATERIALS DUE:

7/27/2017

ON SALE: 8/29/2017

OCTOBER

CONSPIRACY THEORY!

Come along as the *VeloNews* team, lead by a guest editor, dives into cycling mysteries, rumors, and superstitions—everything from the serious (drugs, motors) to the silly (rider beliefs about air-conditioning and Coke) to the historical (just who killed Ottavio Bottecchia)? PLUS: Cyclocross Preview. Whether as a racer or fan, here's what you need to get ready for the season ahead.

SPACE CLOSE:

8/14/2017

MATERIALS DUE:

8/23/2017

ON SALE: 9/26/2017

NOVEMBER/ DECEMBER

THE YEAR IN PICTURES

Our reader-favorite photo annual returns with the images that defined the year in cycling, either through their sheer beauty or for the important moments they captured.

SPACE CLOSE:

10/4/2017

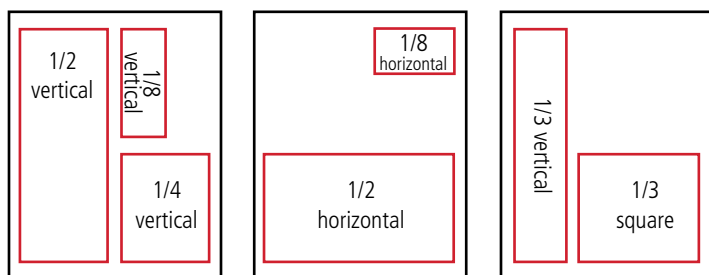
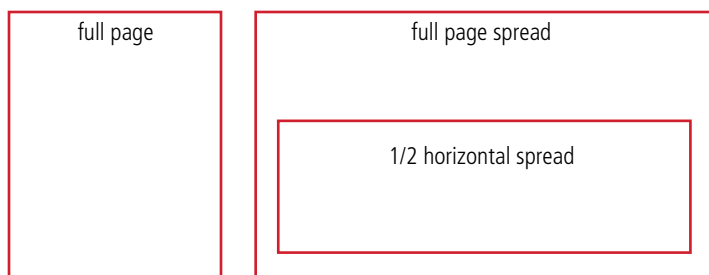
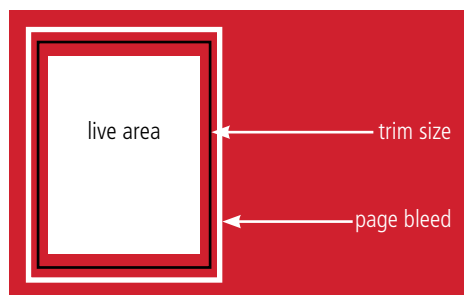
MATERIALS DUE:

10/12/2017

ON SALE: 11/14/2017



2017 ADVERTISING SPECS



FULL PAGE BLEED 9.5" x 11.375" 241mm x 289mm	SPREAD BLEED 18.5" x 11.375" 470mm x 289mm	1/3 PAGE VERTICAL 2.42" x 9.875" 61mm x 251mm
TRIM 9.0" x 10.875" 229mm x 276mm	TRIM 18.0" x 10.875" 457mm x 276mm	1/3 PAGE SQUARE 5.0" x 4.854" 127mm x 123mm
LIVE AREA 8.0" x 9.875" 203mm x 251mm	LIVE AREA 16.67" x 9.875" 423mm x 251mm 0.375" or 9mm	1/4 PAGE VERTICAL 3.71" x 4.854" 94mm x 123mm
1/2 PAGE SPREAD 16.67" x 4.854" 423mm x 123mm	1/2 PAGE VERTICAL 3.71" x 9.875" 94mm x 251mm	1/8 PAGE VERTICAL 1.772" x 4.854" 45mm x 123mm
GUTTER ALLOWANCE 0.375" or 9mm	1/2 PAGE HORIZONTAL 7.583" x 4.854" 193mm x 123mm	1/8 PAGE HORIZONTAL 3.71" x 2.344" 94mm x 60mm

FOUR COLOR NET RATES	UNIT	NATIONAL	EVENT RATE
	SPREAD	\$10,450	\$6,130
	1/2 SPREAD	\$6,060	\$3,560
	FULL PAGE	\$5,500	\$3,230
	1/2 PAGE	\$3,580	\$2,100
	1/3 PAGE	\$2,760	\$1,620
	1/4 PAGE	\$2,100	\$1,240

*Buyer's Guide and Tour de France Guide rates are 15% higher due to increased circulation and a longer newsstand life.

DIGITAL EDITION SPECS: To ensure that all URLs in ads remain active in digital edition, embed URLs as fonts – not as images.

HOW TO EMBED URLS INTO DIGITAL ADS: When the ad is being designed, the URL must be left in text format when exporting to PDF. DO NOT convert this text to paths or it will no longer be an active link.

UPLOADING INSTRUCTIONS: Submit files electronically to our file sharing website: hightail.com/u/competitorgroup

PRODUCTION CONTACT:

Competitor Group, Inc.
Production Department
AdProduction@competitorgroup.com
9477 Waples St., Suite 150
San Diego, CA 92121

MEGHAN MCELRAVY: mmcelravym@competitorgroup.com

FTP Transfer available upon request.

OPTIONAL PROOFS

All files may be accompanied by a proof created directly from the supplied digital file at 100% size and to SWOP standards.

ACCEPTABLE PROOFS

- » Contract proof (Matchprint or Kodak approval)
- » Rainbow proof
- » Iris proof

Color fidelity or content on press cannot be guaranteed if a contract proof is not supplied with your files. A make-good cannot be considered if an acceptable proof is not supplied

ACCEPTED FILES

- » Adobe PDF/X1-a files created CMYK; all images embedded
- » Adobe InDesign files with all images and fonts included
- » Adobe Illustrator files with all images included or embedded and fonts included or converted to outlines
- » Adobe Photoshop EPS and TIFF files with layers flattened

COLOR ADS

- » CMYK
- » Minimum 266 dpi
- » 133 line screen
- » Best black build: 30c, 30m, 30y, 100k
- » Remove all color management profiles
- » Images