

**WESTERN STATES CYCLING MAGAZINE**

# **CYCLING WEST CYCLING UTAH 2021 MEDIA KIT**



**ROAD  
MOUNTAIN  
ADVOCACY  
RACING  
TOURING  
TRIATHLON  
COMMUTING**

- Print Ad Rates
- Publication Schedule
- Website Ad Info
- Email newsletter ads
- Flier & Poster Distribution
- Business Memberships
- About Us

PHOTO CREDIT: Patrick Walsh

# CYCLING WEST & CYCLING UTAH

## 2021 Media Kit

We appreciate your interest in advertising in Cycling West and Cycling Utah.

Cycling West and Cycling Utah Magazines are published eight months a year, March through October. We print and distribute 10,000 -15,000 copies of each issue. These are distributed throughout Utah, Wyoming, Idaho, Montana, western Colorado, N. Arizona, N. California, and Nevada at around 400 bike shops and tons of other high traffic locations, and various cycling events.

We are Cycling Utah within the state of Utah and Cycling West everywhere else - there is one magazine with two cover versions.

Cycling West and Cycling Utah is the primary source for cycling news, information and events in the mountain west region since 1993. We regularly feature articles on trails, advocacy and events, great photos, and the only comprehensive cycling event calendar in the region. Our readers range from recreational cyclists to racers, mountain bikers to touring cyclists, and the young to young-at-heart.

Advertising in Cycling West and Cycling Utah is a great way to promote your business to a dynamic and mobile readership. Cycling West and Cycling Utah is the hub for our cycling community.

Your advertising supports Cycling West and Cycling Utah's role in strengthening our cycling community, which in turn helps grow your business.

For a sample copy, please call us and we can send you one. Or, download our current issue at [cyclingutah.com](http://cyclingutah.com).

RATES ARE SUBJECT TO CHANGE

## 2021 Advertising Rates

For Color Ads

**1 Issue Rate: \$31** per column inch

**3 Issue Rate: \$29** per column inch

**6 Issue Rate: \$27** per column inch

**8 Issue Rate: \$25** per column inch

Rates are tentative and subject to change for 2021  
(all rates are non-commissionable)  
(Rates for ads 1/2 page and larger are discounted further. See next page for ad sizes and rates).

## Shop Directory Listing

Join Cycling West!

Your listing supports our mission: To Make the World a Better Place Through Cycling!

For All 8 Issues

**\$175/year**  
(One-time charge)

## Poster and Flier Delivery

See Page 4.

## Inserts

See Page 4.

## Email Newsletter

See Page 5

## Website Advertising

Advertise on the World Wide Web at [www.cyclingutah.com](http://www.cyclingutah.com)

**Banner ads: start at \$50 month.**

Rates are monthly and subject to change.  
(see page 5 for details)

If you would like a web page for your business or event, we can provide this.

**\$50** per hour for design  
Hosting on the Cycling Utah web site is available.

## PUBLICATION SCHEDULE

**CYCLING WEST / CYCLING UTAH** will publish eight times in 2021 beginning in March and concluding in late October.

### DEADLINES

Advertising deadlines (subject to change) for publication year 2021 are as follows:

#### March / Early Spring Issue

Space	Ad	Publication
Reservation	Copy	Date
<b>2/3</b>	<b>2/10</b>	<b>2/20</b>

#### April / Spring Issue

Space	Ad	Publication
Reservation	Copy	Date
<b>3/10</b>	<b>3/17</b>	<b>3/27</b>

#### May / Late Spring Issue

Space	Ad	Publication
Reservation	Copy	Date
<b>4/14</b>	<b>4/21</b>	<b>5/1</b>

#### June / Early Summer Issue

Space	Ad	Publication
Reservation	Copy	Date
<b>5/12</b>	<b>5/19</b>	<b>5/29</b>

#### July / Summer Issue

Space	Ad	Publication
Reservation	Copy	Date
<b>6/16</b>	<b>6/23</b>	<b>7/3</b>

#### August / Late Summer Issue

Space	Ad	Publication
Reservation	Copy	Date
<b>7/14</b>	<b>7/21</b>	<b>7/31</b>

#### Fall Issue

Space	Ad	Publication
Reservation	Copy	Date
<b>8/25</b>	<b>9/1</b>	<b>9/11</b>

#### Winter Issue

Space	Ad	Publication
Reservation	Copy	Date
<b>10/20</b>	<b>10/27</b>	<b>11/6</b>

# CYCLING WEST & CYCLING UTAH

1124 4th Ave; Salt Lake City, UT 84103 • (801) 328-2066

For advertising information contact Dave Iltis • (801) 328-2066 or [dave@cyclingutah.com](mailto:dave@cyclingutah.com)

[www.cyclingwest.com](http://www.cyclingwest.com)

## MAGAZINE DISPLAY AD RATES (prices are per issue, full color)

AD SIZE	Width ↔	Height ↑↓	Rates: 1 Issue Rate   3 Issues   6 Issues   8 Issues			
			(1x)	(3x)	(6x)	(8x)
Spread	21 inches	14 in.	\$3,038	\$2,842	\$2,646	\$2,450
Full Page	5 columns	14 in.	\$1,736	\$1,624	\$1,512	\$1,400
3/4 Page	5 columns	10 1/2 in.	\$1,465	\$1,370	\$1,276	\$1,063
	4 columns	13.5 in.				
2/3 Page	5 columns	9 in.	\$1,256	\$1,175	\$1,094	\$1,013
	4 columns	11.2 in.				
3 full	3 columns	13.5 in.	\$1,130	\$1,057	\$984	\$911
1/2 Page	5 columns	7 in.	\$1,031	\$964	\$898	\$831
	4 columns	9 in.				
	3 columns	12 in.				
2 full	2 columns	13.5	\$837	\$783	\$729	\$675
	5 x 5	5 in.	\$775	\$725	\$675	\$625
1/3 Page	4 columns	6 in.	\$744	\$696	\$648	\$600
	3 columns	8 in.				
	2 columns	12 in.				
1/4 Page	4 columns	4 1/2 in.	\$558	\$522	\$486	\$450
	3 columns	6 in.				
	2 columns	9 in.				
1/6 Page	4 columns	3 in.	\$372	\$348	\$324	\$300
	3 columns	4 in.				
	2 columns	6 in.				
1/8 Page	3 columns	3 in.	\$279	\$261	\$243	\$225
	2 columns	4 1/2 in.				
	1 column	9 in.				
1/16 Page	2 columns	2.25 in.	\$140	\$131	\$122	\$113
	1 column	4.5 in.				
1 x 2	1 column	2 in.	\$62	\$58	\$54	\$50

## 2021 Advertising Rates

For Color Ads

Your ad appears in both magazines. We are Cycling Utah within the state of Utah and Cycling West everywhere else - there is one magazine with two covers

**1 Issue Rate: \$31** per column inch

**3 Issue Rate: \$29** per column inch

**6 Issue Rate: \$27** per column inch

**8 Issue Rate: \$25** per column inch

Other Ad sizes are available. We can tailor an ad to fit your budget or current layout. If you have existing ad copy, we can likely make it work and provide a quote. For exact ad dimensions, use the column widths below and the height to the left.

Rates are subject to change.

**Our Mission:  
To Make the World a Better  
Place Through Cycling!  
Please join us!**

### Mechanical dimensions

(Column widths in inches)

**1 column = 1.867 in.**

**2 column = 3.9 in.**

**3 column = 5.933 in.**

**4 column = 7.967 in.**

**5 column = 10 in.**

Total image area of full page: 10 in. X 14 in.

Halftones 100 Line Screen. No Bleed.

### CLASSIFIED ADVERTISING

Classified advertising is available in CYCLING WEST / CYCLING UTAH.

**Individual Rates:** Priced by the column inch. Call for quote.

**Commercial rates:** Priced by the column inch. Call for quote. Commercial accounts will have the business name in bold face and borders upon request.

Payment must accompany advertising copy. No billing will be done. CYCLING WEST / CYCLING UTAH reserves the right to refuse any ad that contains copy in poor taste or is libelous in nature. Notify us within 7 days of publication of any typographical error that may reduce the value of the ad. Credit will be given to correct these errors. Sorry, no cash refunds.

Advertising deadlines are approximately the 20th of the month (see deadlines on preceding page).

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# CYCLING WEST CYCLING UTAH

**Ad formatting**  
Send via email or High quality  
printout (will be scanned)

Ads are preferred via email (or dropbox if large).  
Please call with any questions.

CYCLING WEST / CYCLING UTAH is pro-  
duced on a Macintosh using Adobe Indesign.

Artwork charges will apply to camera-ready ads  
of such quality that warrants makeover.

## **Mechanical dimensions for ads**

(Column widths in inches)

- 1 column = 1.867 in.**
- 2 column = 3.9 in.**
- 3 column = 5.933 in.**
- 4 column = 7.967 in.**
- 5 column = 10 in.**

Total image area of full page: 10 in. X 14 in.  
Halftones 100 Line Screen  
No Bleed.

## **AD FILE FORMATS**

**PDF or JPG preferred.**

**PDF Settings** - Embed all fonts, press opti-  
mized. PDF - x/1a or Press Optimized PDF  
preferred.

**Tiff Settings** - 300 dpi, CMYK color or Grayscale.  
Mac compatible, no compression.

**JPG Settings** - 300 dpi, RGB color or grayscale,  
highest quality.

**EPS Files** - All images should be CMYK.

**Illustrator - Outline all fonts.**

Other formats are accepted. Please contact us  
for details. A hard copy or scanned proof may  
be required with other formats.

## **FLIER/POSTER DISTRIBUTION**

**CYCLING WEST / CYCLING UTAH** will  
also deliver brochures, posters, or fliers to bicycle  
shops in Utah, Idaho, Montana, Wyoming, W.  
Colorado, N. Arizona, Nevada, and N. California.  
(Display of fliers at shops is at the discretion of  
shop owners.)

**Pricing (subject to change):**

**Zone 1:** Wasatch Front (Provo, Salt Lake, Ogden,  
Logan, and Park City). Approximately 85 locations.

**\$210 in conjunction with an ad**

**\$250 without an ad**

**Zone 2:** Bike shops in the rest of Utah, S. Idaho, W.  
CO, WY, E. NV. Approximately 140 locations. • Utah  
Only (call for quote).

**\$325 in conjunction with an ad**

**\$375 without an ad**

**Zone 3:** Reno/Tahoe/N. California.

Approximately 135 locations

**\$300**

[Rates are for the first item. Additional items are  
billed at 1/2 price.]

### **Flier and Poster Requirements**

Fliers must be bundled in groups. We recommend  
10-15 fliers per shop. Folded fliers may be rubber-  
banded. Sheet fliers (i.e. 8.5 x 11) must be binder-  
clipped. Recommended poster size is 11x17.

**Posters:** Posters are charged the same rate as  
fliers. Hanging of posters is left to the discretion  
of the shop owner. We recommend 1 poster per  
shop.

Zone 1: Posters may be delivered to us unfolded.  
Zone 2: Posters must be folded to 8.5 x 11 or  
smaller.

Deadline for fliers is the same as the monthly Ad  
Copy deadline to insure delivery. Flyers will be  
delivered with the monthly issue of the paper.  
No other deliveries will be made until the next  
monthly issue.

**Printing:** We can have your poster printed. Call  
for details. We just need a pdf file. This is the easi-  
est option.

**Fliers or posters may be dropped off or sent  
to our office:**

1124 4th Ave  
Salt Lake City, UT 84103

## **INSERTS**

We can insert your brochure in each copy of the  
magazine. Call for a quote.

## **CIRCULATION**

Cycling Utah and Cycling West is a free publica-  
tion. We circulate 10,000 - 15,000 copies per issue  
(plus ~1500 downloads/month on our website)  
to over 400 bike shops and more in **Utah, Idaho,  
Wyoming, Montana, Nevada, N. Arizona, N.  
California, and western Colorado** including  
over 300 high-traffic locations and bike shops  
along Utah's Wasatch Front. Locations include bike  
shops, bookstores, fitness centers, coffee shops,  
and restaurants. We also distribute papers at many  
major Utah and Regional cycling events. Issues  
are also posted as pdf's on our website. Individual  
memberships are available for \$25/year or more.

## **ADVERTISING GUIDELINES**

All advertising must be in good taste as to subject  
matter, illustrations and wording. Advertising that  
is considered offensive, misleading or detrimental  
to the public, the magazine or another advertiser  
will be refused publication.

Cycling Utah is responsible for the first insertion  
of any advertisement unless the advertisement  
has been submitted camera ready or has been  
approved by the advertiser.

If an error occurs, we will correct or reprint only the  
portion of the ad that was in error. If an error does  
not affect the ad value, no correction will be made.

Cycling Utah assumes no responsibility for errors  
after the first insertion. Advertisers must contact

Cycling Utah of an error within 10 days after pub-  
lication. It is the responsibility of the advertiser to  
check their ad for errors.

Proofs of advertisements will be provided upon  
request for the purpose of correcting typographi-  
cal errors. Major copy changes after proof are not  
permitted. Ads received after deadline will not  
be proofed. Ad proofs will not delay publication.

## **DISTRIBUTION**

If you would like to distribute Cycling Utah and  
Cycling West at your business, please call us to be  
added to our list. This is a free service.

## **PRINTING**

Cycling Utah and Cycling West is printed on mini-  
mum 40% post-consumer Inland Empire hibrite  
37#, 72-bright newsprint with soy-based ink.

## **ARTWORK CHARGES**

We can design your ad.  
Call for a quote • \$50 per hour

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# CYCLING WEST CYCLING UTAH

## WEBSITE ADVERTISING

CyclingWest.com Website Banner Advertising

Cycling West is a great way to reach cyclists. Our website has tons of great resources, calendar information, our latest issue, and cycling content not found in the print edition.

We offer several banner sizes to meet your needs.

### Leaderboard 728x90

10 rotations per ad slot available  
\$60/rotation/month (\$600/mo for 100%)  
1 ad slot

### 300x250 medium rectangle

10 rotations available  
\$50/rotation/month (\$500 for 100%)  
3 ad slots available

Individual page sponsorships (such as our event calendar pages) or category specific ads available on request.

All ads are run of site unless otherwise noted.

1 month minimum charge. 5% discount for 6 months prepaid. 10% discount for 12 months prepaid.

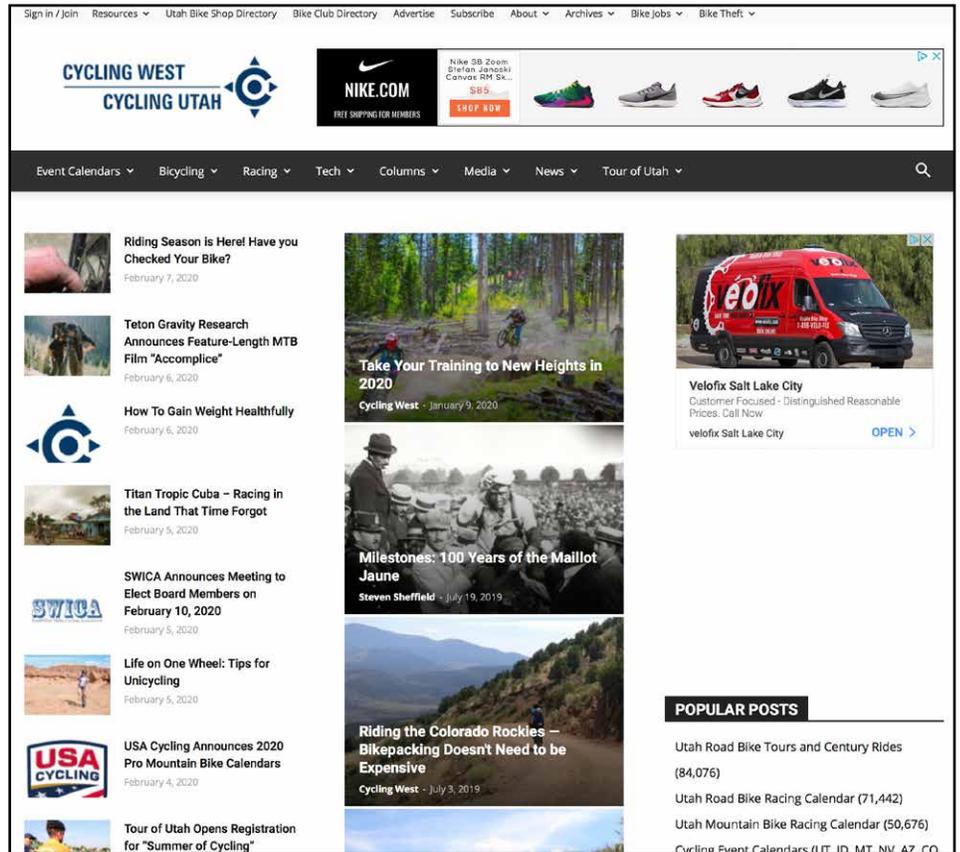
Files: Files sent should be gif or jpg. 30kb or less preferred. We can also link to a file that you host.

Flash will work too.

Web banner pricing and number of rotations per ad slot subject to change.

### Web Traffic:

40000 page views/month  
22000 visits/month  
(12 month average, data from Google Analytics)



Above: CYCLINGWEST.com homepage [Not all banner sizes shown here].

Right: Inner page.

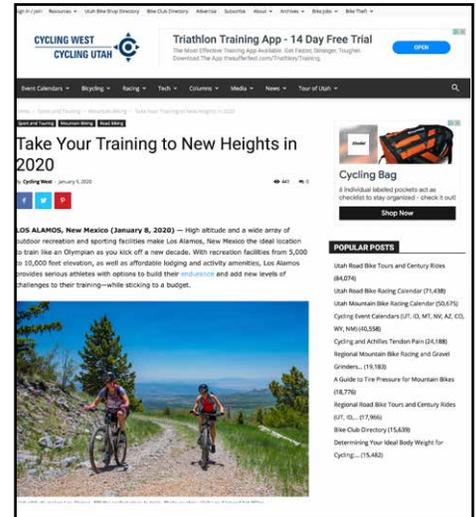
## EMAIL NEWSLETTER ADVERTISING

Our email newsletter has over 34000 subscribers. Sponsorships start at \$300/edition. E-newsletters are sent out generally weekly. Call or email for details. (pricing subject to change)  
Newsletter ads include a headline, landscape image (750 px wide), paragraph of text, and a link to your website.

## BUSINESS MEMBERSHIPS

Become a supporting member of Cycling West! Business and Individual Memberships are available. Levels:

- \$50/year - includes a subscription to the print magazine.
- \$175/year - Includes a listing in the new supporters section in the magazine.
- \$500/year - Includes a 1/32 page ad.
- \$1000/year - includes a 1/16 page ad.
- \$2000/year - includes a 1/8 page ad.



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