

CYCLING WEST

2024 MEDIA KIT



**ROAD
MOUNTAIN
ADVOCACY
RACING
TOURING
MULTISPORT
COMMUTING**

- Print Ad Rates
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- Flier & Poster Distribution
- Business Memberships
- About Us

PHOTO CREDIT: Julie Melini on the Mickelsen Trail. Photo by Lou Melini

CYCLING WEST & CYCLING UTAH

2024 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 12,000 -15,000 copies of each issue. These are distributed throughout Utah, Wyoming, Idaho, Montana, New Mexico, Colorado, N. Arizona, N. California, North Dakota, South Dakota, and Nevada at over 425 bike shops and tons of other high traffic locations, and to 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. Your ad appears in both 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, racing, training, art, 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.

RATES ARE SUBJECT TO CHANGE

2024 Advertising Rates

For Color Ads

1 Issue Rate: \$33 per column inch

3 Issue Rate: \$30 per column inch

6 Issue Rate: \$28 per column inch

8 Issue Rate: \$26 per column inch

Rates are tentative and subject to change for 2024
(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

\$185/year
(One-time charge)

Poster and Flier Delivery

See Page 4.

Inserts

See Page 4.

Email Newsletter

\$300/week, See Page 5

Website Advertising

Advertise on the World Wide Web at 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 2024 beginning in March and concluding in late October.

DEADLINES

Advertising deadlines (subject to change) for publication year 2024 are as follows:

March / Early Spring Issue

Space	Ad	Publication
Reservation	Copy	Date
2/7	2/24	2/24

April / Spring Issue

Space	Ad	Publication
Reservation	Copy	Date
3/13	3/20	3/30

May / Late Spring Issue

Space	Ad	Publication
Reservation	Copy	Date
4/10	4/17	4/27

June / Early Summer Issue

Space	Ad	Publication
Reservation	Copy	Date
5/15	5/22	6/1

July / Summer Issue

Space	Ad	Publication
Reservation	Copy	Date
6/12	6/19	6/29

August / Late Summer Issue

Space	Ad	Publication
Reservation	Copy	Date
7/17	7/24	8/3

Fall Issue

Space	Ad	Publication
Reservation	Copy	Date
8/28	9/4	9/14

Winter Issue

Space	Ad	Publication
Reservation	Copy	Date
10/30	11/6	11/16

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1124 4th Ave; Salt Lake City, UT 84103 • (801) 574-3413

For advertising information contact Dave Iltis • (801) 574-3413 or dave@cyclingutah.com

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.	\$3200	\$3000	\$2700	\$2500
Full Page	5 columns	14 in.	\$1800	\$1700	\$1600	\$1450
3/4 Page	5 columns	10 1/2 in.	\$1600	\$1500	\$1350	\$1100
	4 columns	13.5 in.				
2/3 Page	5 columns	9 in.	\$1400	\$1300	\$1150	\$1050
	4 columns	11.2 in.				
3 full	3 columns	13.5 in.	\$1250	\$1100	\$1000	\$950
1/2 Page	5 columns	7 in.	\$1100	\$995	\$950	\$850
	4 columns	9 in.				
	3 columns	12 in.				
2 full	2 columns	13.5	\$850	\$800	\$750	\$700
	5 x 5	5 in.	\$800	\$750	\$700	\$650
1/3 Page	4 columns	6 in.	\$792	\$720	\$672	\$624
	3 columns	8 in.				
	2 columns	12 in.				
1/4 Page	4 columns	4 1/2 in.	\$594	\$540	\$504	\$468
	3 columns	6 in.				
	2 columns	9 in.				
1/6 Page	4 columns	3 in.	\$396	\$360	\$336	\$312
	3 columns	4 in.				
	2 columns	6 in.				
1/8 Page	3 columns	3 in.	\$297	\$270	\$252	\$234
	2 columns	4 1/2 in.				
	1 column	9 in.				
1/16 Page	2 columns	2.25 in.	\$148	\$135	\$126	\$117
	1 column	4.5 in.				
1 x 2	1 column	2 in.	\$66	\$60	\$56	\$52

2024 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: \$33 per column inch

3 Issue Rate: \$30 per column inch

6 Issue Rate: \$28 per column inch

8 Issue Rate: \$26 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, file sharing, 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 produced 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.

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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 optimized. PDF - x/1a or Press Optimized PDF preferred.

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

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

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.

\$250 in conjunction with an ad

\$290 without an ad

Zone 2: Bike shops in the rest of Utah, S. Idaho, W. CO, WY, E. NV., ND, SD, Approximately 185 locations. • Utah Only (call for quote).

\$425 in conjunction with an ad

\$475 without an ad

Zone 3: Reno/Tahoe/N. California.

Approximately 150 locations
\$350

[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 easiest 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 publication. 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 publication. 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 typographical 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 minimum 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.com 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/each 10%/month (\$600/mo for 100%)
1 ad placement available.

300x250 medium rectangle

10 to 100% coverage available
\$50/each 10%/month (\$500 for 100%)
3 ad placements available

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

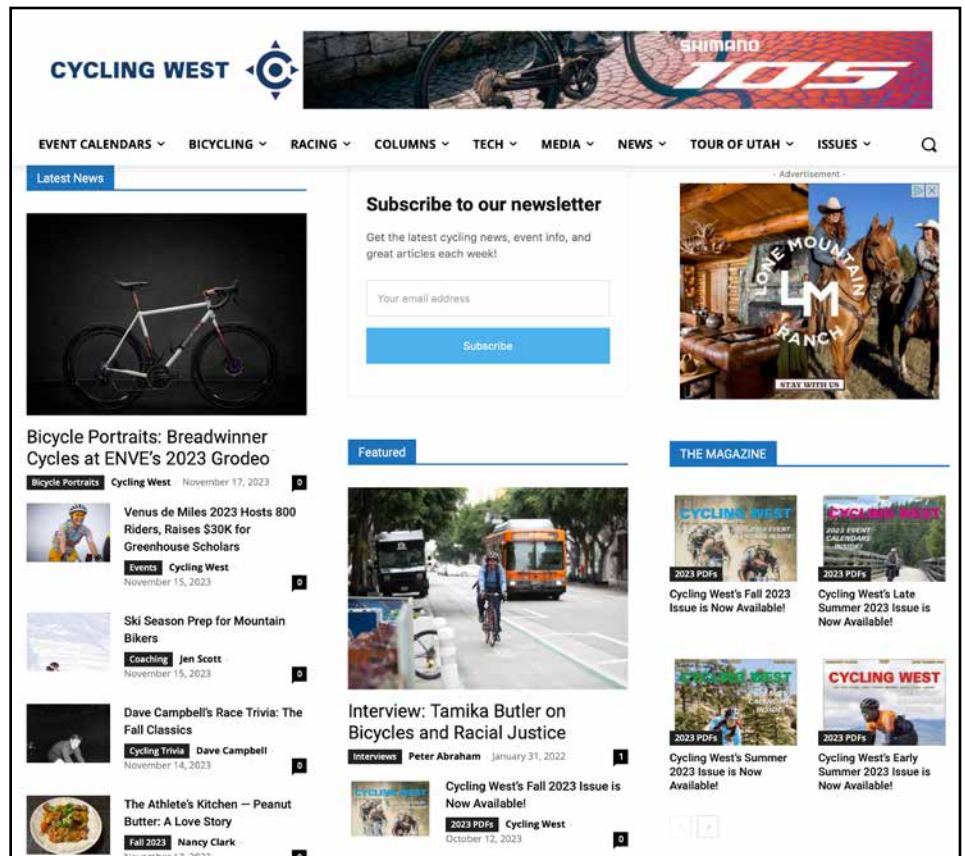
All ads are run of site unless otherwise noted.

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 25000 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.
- \$185/year - Includes a listing in the shop directory 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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