

CYCLING

INDUSTRY  NEWS

MEDIA

— 2022 —

DIGITAL | PRINT | MARKET DATA



CYCLING INDUSTRY NEWS

WEBSITE



#1

Cycling B2B UK market leader

1million

B2B users per year

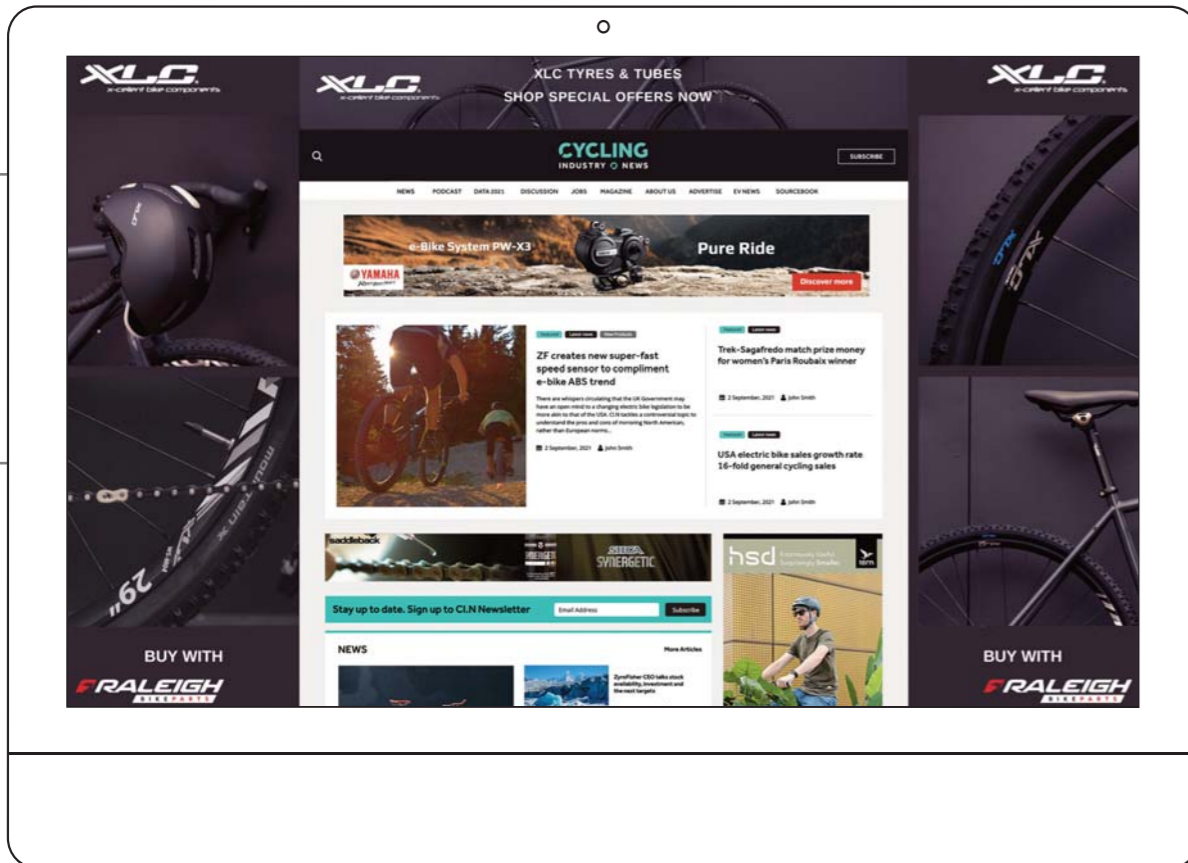
WHO?

50% UK / 25% EU / 20% USA

SPONSORED CONTENT

On the revamped CyclingIndustry.News website, our team can create premium sponsored content on your behalf. It's a type of native advertising that is consistent with the surrounding content – in other words, sponsored content is an advert that looks like it's supposed to be there.

YOUR
BESPOKE
CONTENT
HERE



SOURCEBOOK



SOURCEBOOK is CyclingIndustry.News' definitive online cycling supplier directory, further enhanced with the launch of the all-new website. This searchable directory offers the most up-to-date resource for tracking down the brands in the industry. So don't miss out on your listing.



RECRUITMENT

Our bustling jobs board has been overhauled to ensure maximum efficiency and exposure. With competitive prices and a guarantee that your vacancy will hit verified industry inboxes, you can be sure of a steady flow of CVs from professionals when placing your vacancy with us.

NEWSLETTERS + EMAIL CAMPAIGNS

Our bespoke database listed over 4,000+ verified active trade email addresses, giving CyclingIndustry.News a tremendous reach with the inboxes that matter across the globe. Need to reach retailers, buyers, CEOs and thought leaders around the globe? ASK US how we can help you grow your business via our twice-weekly Newsletters and bespoke Email Campaigns.

Open rate on bespoke marketing emails > 54.9%
Open rate on bi-weekly emails > 89%



WWW.CYCLINGINDUSTRY.NEWS

Since going online in February 2016, CyclingIndustry.News has rapidly become a trusted source in the cycling industry and beyond for up-to-date news and insight. The site welcomes nearly 100,000 visitors per month, offering trade professionals a daily digest of breaking news, features and trusted analysis as backed by our own in-house research.

New for 2022, the revamped CyclingIndustry.News website promises a cleaner, more seamless user experience, benefiting advertisers and readers alike. And, being fully responsive, it works perfectly on mobiles and tablets too, maximising visibility.

Written by a team with two decades' experience in bike-specific B2B publishing, as well as a roster of industry experts adding regular contribution, CyclingIndustry.News can be relied upon to inform your business and help drive your sales.

SOCIAL

With a further reach running into the hundreds of thousands across our various social media platforms CyclingIndustry.News is the trade's most active B2B in the bicycle industry. Also found on Facebook is CI.N's own 2,200+ member-strong trade forum – Cycling Industry Chat – which you can join [HERE](#).



cycling-industry-news
22,800 followers



cyclingindustrynews
3,775 following



cyclingindustry
6,300 followers



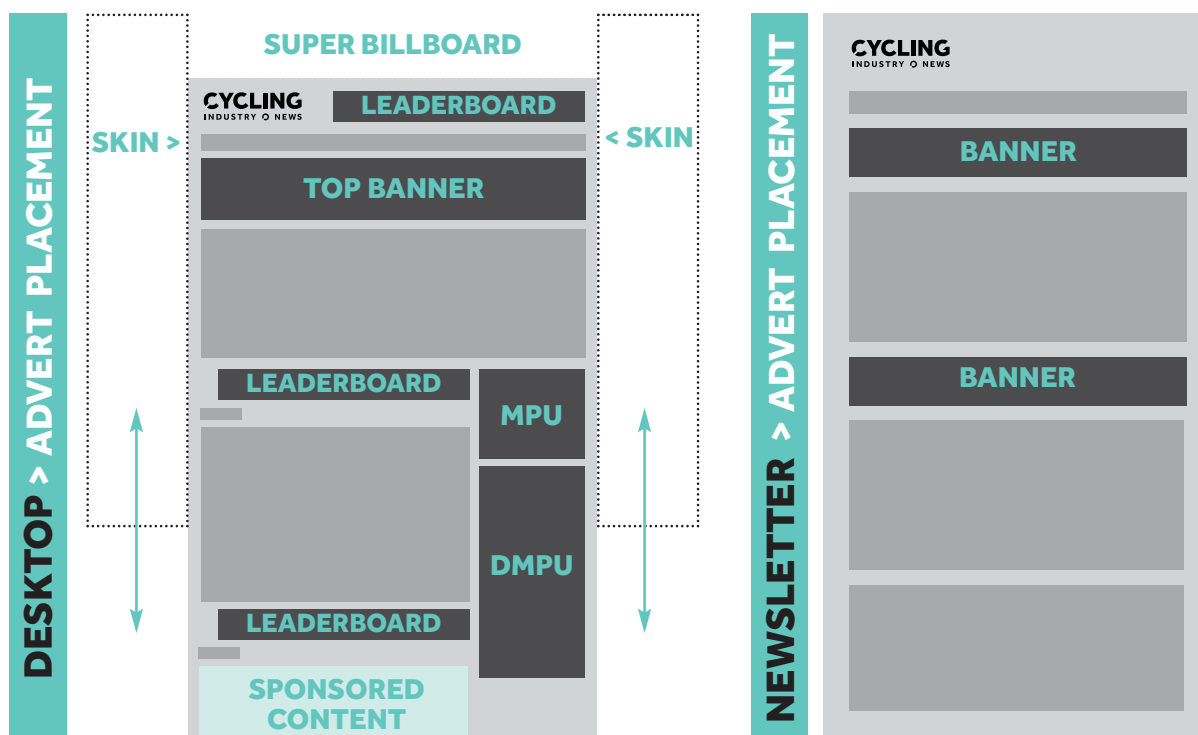
cyclingindustrynews
2,050 followers



DIGITAL ADVERT SPECS + PRICING

AD FORMAT	DESKTOP	MOBILE	TABLET	COST
SKIN	1,800 x 1,500px	n/a	n/a	£1,200 per month
The design can either be fixed or scroll and can either resize to fit a device screen or remain fixed (recommended). It should take into consideration that the main website (with 1,180 pixels width) will appear in front of it and that therefore text may be cropped depending on the settings chosen and the design. It is common for the skin to have minimal or no text to avoid this from happening. Skins should be saved as a static .JPG file and be provided with a tracking URL.				
SUPER BILLBOARD Complements a skin, sits at top of website	1,200 x 188px	320 x 50px	728 x 90px	£900 per month
+ recommended 2x density for retina display	2,400 x 376px	640 x 100px	1,456 x 180px	
TOP BANNER	1,140 x 180px	320 x 50px	728 x 90px	£850 per month
+ recommended 2x density for retina display	2,280 x 360px	640 x 100px	1,456 x 180px	
LEADERBOARD	728 x 90px	320 x 50px	468 x 60px	£14 CPM
+ recommended 2x density for retina display	1,456 x 180px	640 x 100px	936 x 120px	
MPU	300 x 250px	n/a	n/a	£14 CPM
+ recommended 2x density for retina display	600 x 500px	n/a	n/a	
DMPU	300 x 600px	n/a	n/a	£17 CPM
+ recommended 2x density for retina display	600 x 1,200px	n/a	n/a	
NEWSLETTER BANNER	600 x 80px	n/a	n/a	£500 per month
Animated .GIF or .JPG supported. A tracking URL should be supplied. The banner will be given a white border around it.				
SPONSORED CONTENT & ADVERTORIALS > Ask alfie@cyclingingindustry.news for more information.				

DIGITAL ADVERT PLACEMENTS



ALL ADVERTS ON THE CYCLING INDUSTRY NEWS WEBSITE ARE IMPLEMENTED USING **GOOGLE ADMANAGER** WITH THE SOLE EXCEPTION OF THE SKIN.



CYCLING INDUSTRY NEWS

MAGAZINE



As the UK's market-leading B2B for the bicycle business, **Cycling Industry News Magazine** is built upon both unique and detailed in-house research, as well as over 20 years combined editorial expertise serving the cycle trade. To celebrate five years at the top, the Magazine – like the all-new website – will have a whole new look for 2022, but retain the essential cycling industry insight our readers have come to expect.

A pin-sharp focus on education and development, mixed in with a dose of industry opinion and essential market data, gives every issue a longer shelf-life, while your day-to-day updates can be found online, alongside our recruitment board at www.cyclingindustry.news

Our contributor pool runs deeper than ever for 2022 and we draw on unparalleled expertise from around the globe, cementing Cycling Industry News as a trusted source of information for industry professionals. Aside from reliable market knowledge, our team continually looks to engage with our audience, building a community around our title that remains highly engaged. Outside of print, this is best reflected in our Cycling Industry Chat Facebook group.

Backed by an editor with 15+ years' experience in the trade, as well as an enthusiast team, switched-on sales staff and peerless contributors, Cycling Industry News not only speaks the language of the bicycle business, but translates the jargon into simple, concise advice for each link of the chain to turn into enhanced profitability.

CIRCULATION

Cycling Industry News now has six print Magazines a year circulated as a hard copy to 3,000+ readers in the UK bicycle industry, but read digitally as far afield as Australia and the USA.

CYCLING INDUSTRY NEWS

PRINT COPY DEADLINES

ISSUE 001 / 2022

Deadline > 10th December 2021

Published > early January 2022

ISSUE 004 / 2022

Deadline > 13th June 2022

Published > early July 2022

ISSUE 002 / 2022

Deadline > 16th February 2022

Published > early March 2022

ISSUE 005 / 2022

Deadline > 15th August 2022

Published > early September 2022

ISSUE 003 / 2022

Deadline > 18th April 2022

Published > early May 2022

ISSUE 006 / 2022

Deadline > 17th October 2022

Published > early November 2022



PRINT ADVERTISING RATES

Front Cover	£1,900					
Outside Back Cover	£1,650					
Inside Front cover	£1,500					
Inside Back cover	£1,350					
DPS	£1,800					
No of issues	1x	2x	3x	4x	5x	6x
Full page	£1,000	£950	£885	£825	£750	£700
Half page	£750	£700	£650	£600	£550	£500
Inserts	Call to Discuss					
Special Positions	CLICK HERE					





GOLD PARTNER

RALEIGH

SILVER PARTNERS



MARKET DATA

Cycling Industry News' fifth annual retail study – MARKET DATA 2022 – will once again form a core pillar of our foundation, both for our editorial team's insight, but also to inform your business on the forward-looking direction of the marketplace.

Each of the past three years, we have rallied the support of between 10% and 15% of the UK independent bicycle dealer channel, sourcing their forecasts on the mega trends in the bicycle and electric bike business, as well as seeking to understand the factors they deem most important when selecting their preferred suppliers.

That insight not only provides a detailed assessment of sales trends, pricing and the brands holding the greatest success, but also explains in detail how to get your product a placement on their shop floors.

COST £800

To enquire about purchasing a licence key to our annual MARKET DATA 2022 service, email the editor via mark@cyclingingindustry.news

CONTENT INCLUDES BUT IS NOT LIMITED TO ...

- Sales trends and forecasts organised by product segment
- Key brands and the price points at which they enjoy success
- An assessment of Covid-19's impact
- Retailers' expectations of suppliers
- Factors affecting purchasing decisions
- Service and workshop trends
- Salaries
- ... AND PLENTY MORE.



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