

CYCLING INDUSTRY NEWS

MEDIA — 2024 —

DIGITAL | PRINT | MARKET DATA | PODCAST



CYCLING INDUSTRY NEWS

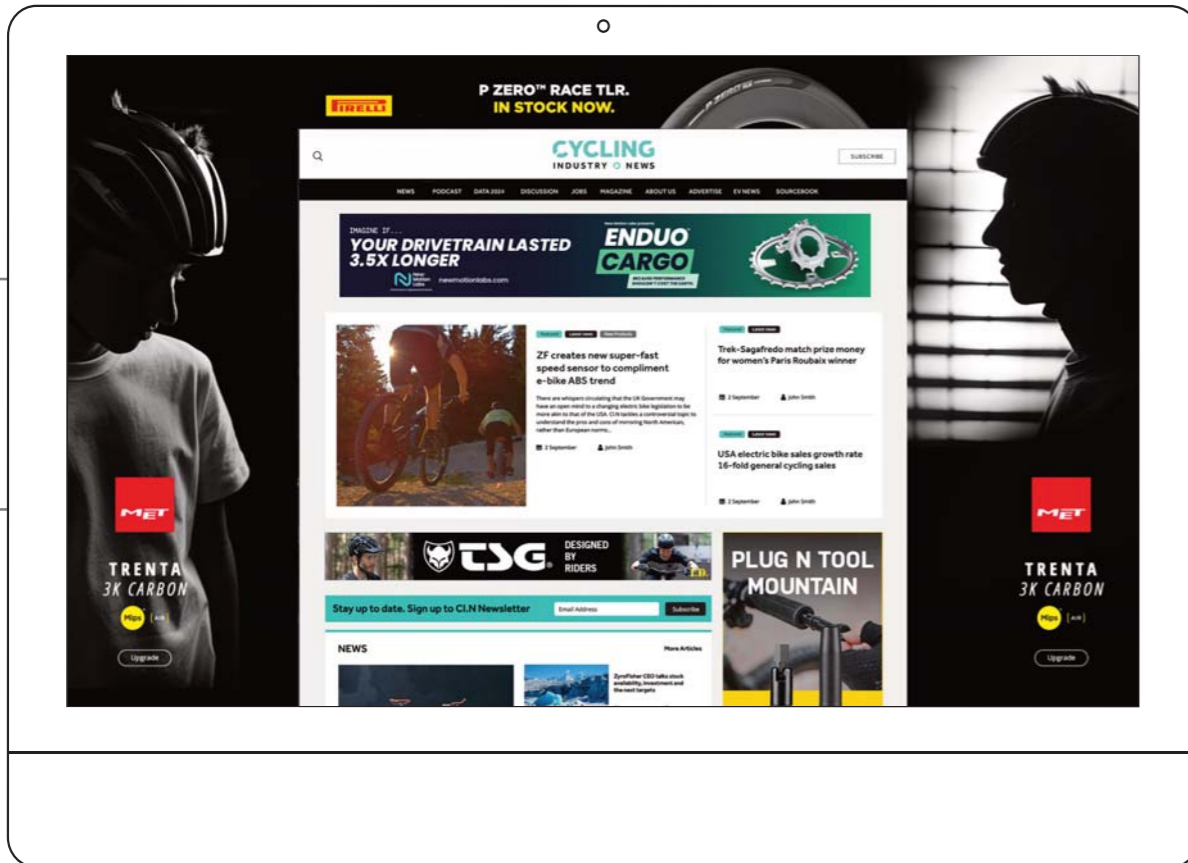
WEBSITE



#1
Cycling B2B UK
market leader

1million
B2B users
per year

WHO?
48% UK / 27% EU
/ 19% USA



SPONSORED CONTENT

On the ultra-responsive Cycling Industry 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

CYCLING INDUSTRY JOBS

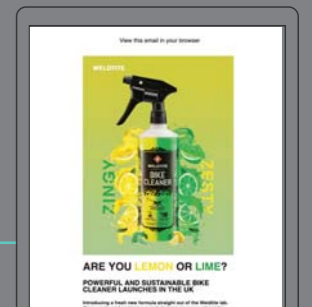
RECRUITMENT

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 6,000+ verified active trade email addresses, giving Cycling Industry 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 > 50.4%
[Open rate on bi-weekly emails > 51.6%



WWW.CYCLINGINDUSTRY.NEWS

With a global reach into the bicycle business, Cycling Industry News is your research backed guide to the bicycle and electric bike markets, charting each movement through a variety of print, digital and podcast content. The site welcomes around 100,000 trade visitors per month, with our digests landing in the inboxes of key trade professionals at every level of the chain.

The Cycling Industry News website delivers a seamless user experience, benefiting advertisers and readers alike. And, being fully responsive, it works perfectly on mobiles and tablets too, maximising the visibility of your messaging.

Produced by a highly experienced team with decades' experience in B2B cycle trade publications, cycle exhibitions and bike retail, as well as benefiting from an increasingly diverse range of guest experts and journalists, Cycling Industry News is relied upon to bring timely, factual and insightful content that can help move your business forwards in a crowded marketplace.

SOCIAL

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



cycling-industry-news
35,000+ followers



cyclingindustrynews
6,500+ following



cyclingindustry
6,600 followers



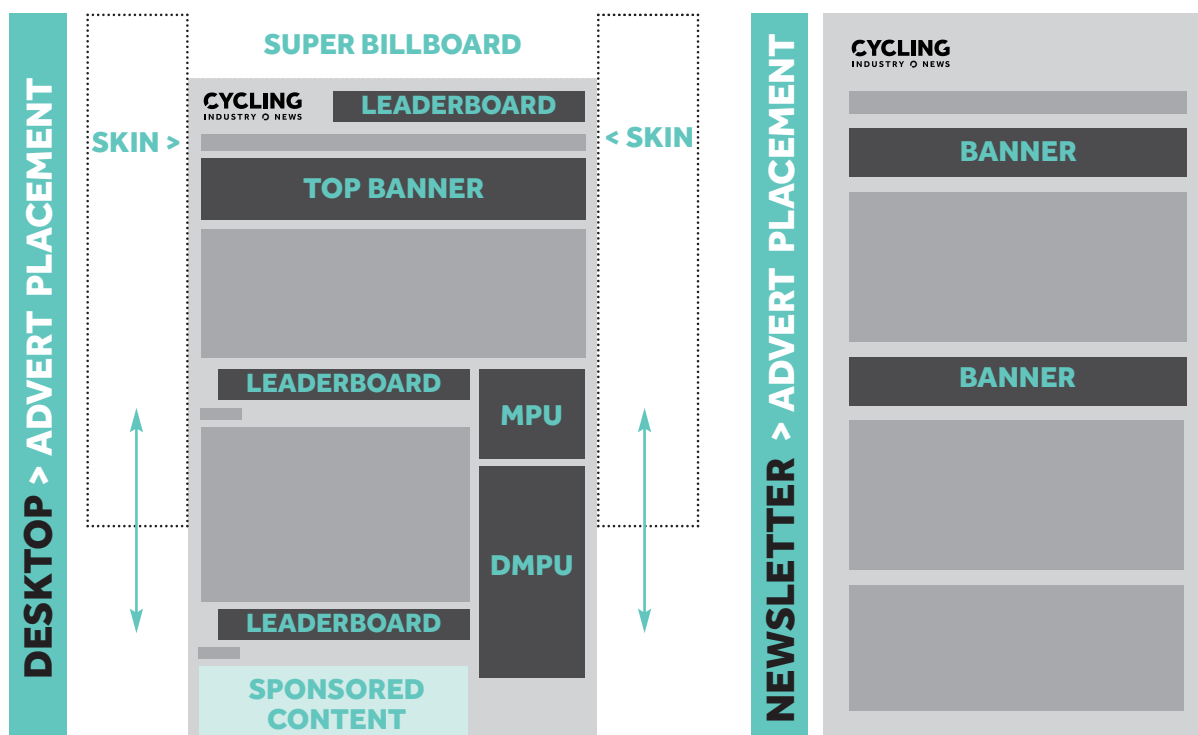
cyclingindustrynews
2,500 followers



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	£800 per month
+ recommended 2x density for retina display	1,456 x 180px	640 x 100px	936 x 120px	
MPU	300 x 250px	n/a	n/a	£400 per month
+ recommended 2x density for retina display	600 x 500px	n/a	n/a	
DMPU	300 x 600px	n/a	n/a	£650 per month
+ recommended 2x density for retina display	600 x 1,200px	n/a	n/a	
NEWSLETTER BANNER	1200 x 160px	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 lloyd@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



A market-leading B2B publication for the bicycle business, **Cycling Industry News Magazine** serves the entire cycle trade, providing unique and detailed in-house research, allied to unrivalled editorial expertise.

Since its launch in 2016, the Magazine has firmly established itself as a unique voice in the cycling industry and has built upon this and evolved, providing the essential 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

We draw on unparalleled editorial 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 editorial team with 15+ years' experience in the trade 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 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

2024

PRINT COPY DEADLINES

ISSUE 01 / 2024

Deadline > 16th January 2024
Published > mid February 2024

ISSUE 04 / 2024

Deadline > 22nd July 2024
Published > mid August 2024

ISSUE 02 / 2024

Deadline > 20th March 2024
Published > mid April 2024

ISSUE 05 / 2024

Deadline > 20th September 2024
Published > mid October 2024

ISSUE 03 / 2024

Deadline > 20th May 2024
Published > mid June 2024

ISSUE 06 / 2024

Deadline > 18th November 2024
Published > mid December 2024



PRINT ADVERTISING RATES

Front Cover	£1,900					
OutsideBack 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					

CYCLING

INDUSTRY  NEWS

MAGAZINE

PRINT SPECIFICATION

	TYPE AREA	TRIM	BLEED
Double Page Spread	392 x 265mm	420 x 297mm	426 x 303mm
Single Page	190 x 265mm	210 x 297mm	216 x 303mm
Half DPS	392 x 130mm	420 x 148mm	426 x 154mm
Half Page Vertical	90 x 265mm	105 x 297mm	111 x 303mm
Half Page Horizontal	190 x 130mm	210 x 148mm	216 x 154mm
Quarter Page Horizontal	190 x 65mm	210 x 75mm	216 x 81mm
Quarter Page Portrait	90 x 130mm	105 x 148mm	111 x 154mm
Quarter Page Vertical	45 x 275mm	52 x 297mm	58 x 303mm

REQUIRED FORMAT

Press-ready, high-res pdf, with 3mm bleed all-round and crop marks in situ.

DPS files to be supplied as SEPARATE single pages.

TO WHERE?

Copy to come as a digital file via email: production@cyclingingindustry.news

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CYCLING INDUSTRY NEWS

MARKET DATA

Now in its seventh consecutive year, Cycling Industry News' **MARKET DATA 2024** carries detailed feedback from hundreds of independent retailers and workshops in the UK marketplace.

Forward-looking by design, **MARKET DATA 2024** draws on manual input of those on the retail frontline who express their views on market conditions, opportunities, obstacles and trends, and much, much more. The data, presented in clear graphs and tables provides actionable information for sales departments, buyers, marketing teams and CEOs who wish to align their thinking with that of their customers... insight that is all the more crucial as the dust settles post-pandemic.

Our annual market report is generated in part to give our editorial team valuable insight on which to inform our topical and engaging writing. Nowhere else will you find a forecast of where investments are to be made, spend pulled back, detailed information on what influences these decisions and what factors are proven to see business partnerships over the line. In short, it's essential reading.

To ask us about available Gold & Silver Sponsorship Packages which offer the ability to influence the questioning, as well as maximum exposure throughout 2024...

[CLICK HERE](#)



CYCLING
INDUSTRY  NEWS

MARKET
DATA
2024

COST £800

To enquire about purchasing a licence key to our annual MARKET DATA 2024 service, [CLICK HERE](#)



IN ASSOCIATION WITH



PODCAST

The **Cycling Industry News Podcast** has been on air for over five years, in association with podcasting pro and industry veteran Sean Lally.

The CIN Podcast hosts high-calibre guests from across the spectrum of supply chain, market research, politics, retail merchandising and more, and includes unmissable insight from industry commentators like Jay Townley.

To find out more about our episode plan, sponsorship opportunities and how your company can gain airtime with us...

[CLICK HERE](#)



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