



CYCLING
INDUSTRY  NEWS

MEDIA 2026

DIGITAL | PRINT | PODCAST | EVENTS



CYCLING INDUSTRY NEWS

WEBSITE

10
2016 | 2026
CIN

#1

Cycling B2B UK
market leader

1million

B2B users
per year

WHO?

59% UK / 28% EU
/ 13% 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

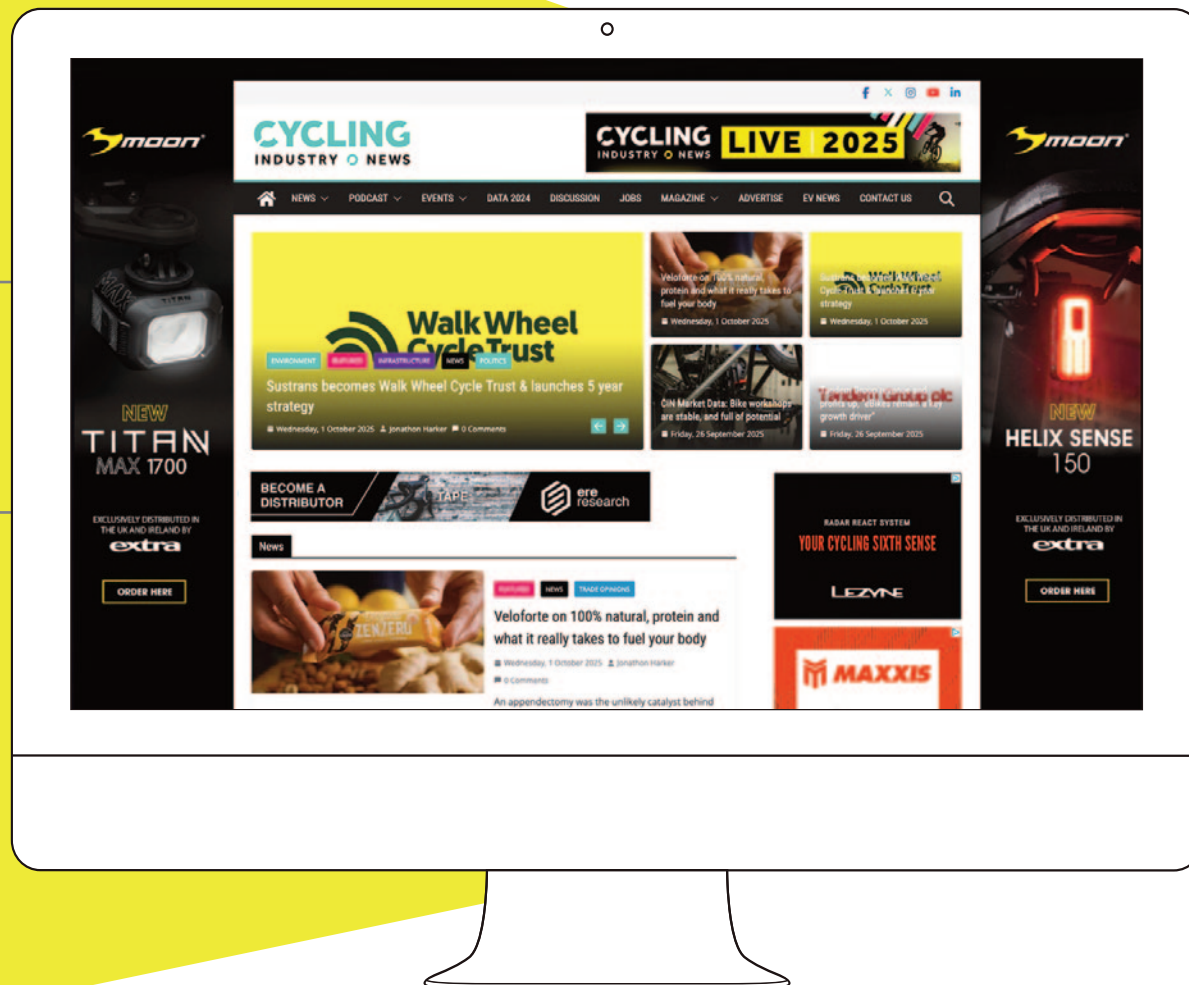
RECRUITMENT

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 > 50.9%
[Open rate on bi-weekly emails > 53.2%



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 over 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 3,200+ 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



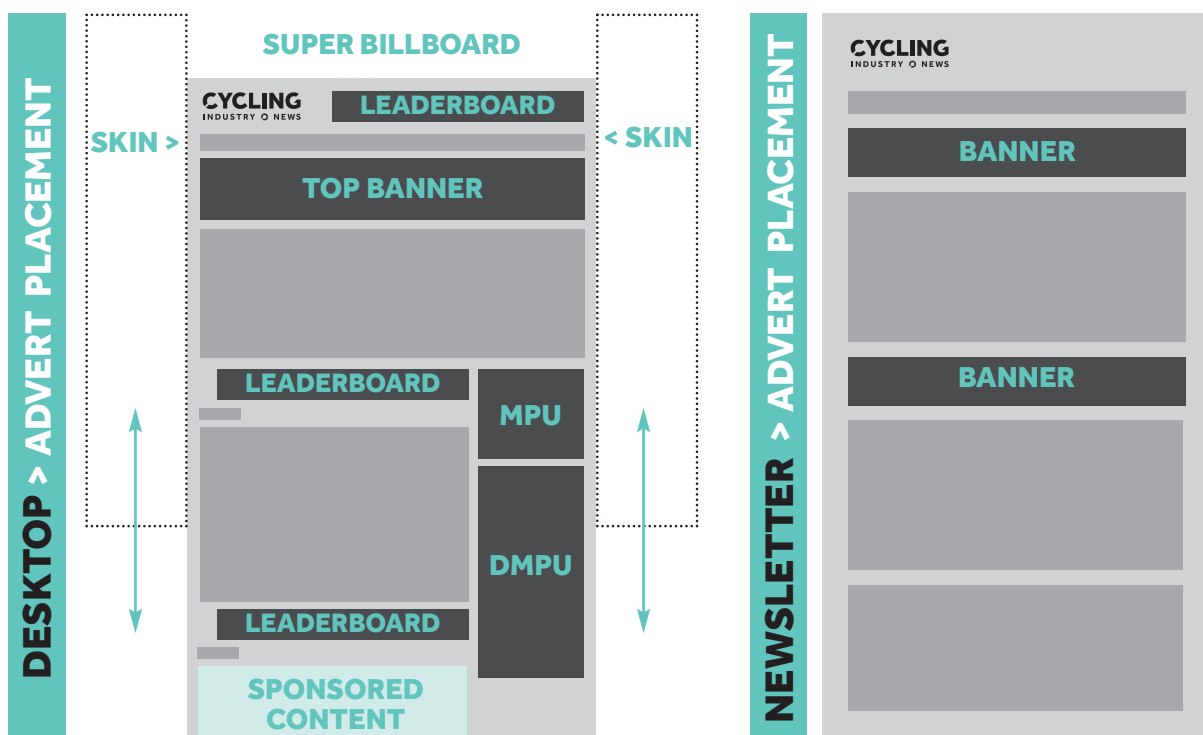
cyclingindustrynews
2,500 followers



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.

The Magazine celebrates its 10th year in 2026 and 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 10 x print issues a year, absorbed by 6,000+ readers in the UK bicycle industry, but read digitally as far afield as Australia and the USA.

Print issues are complemented by 1 x interactive digital issue too!

CYCLING
INDUSTRY NEWS

2026

PRINT + DIGITAL COPY DEADLINES

ISSUE 01 / 2026

Deadline > 10th December 2025
Published > early January 2026

ISSUE 02 / 2026

Deadline > 12th January 2026
Published > early February 2026

ISSUE 03 / 2026

Deadline > 13th February 2026
Published > early March 2026

ISSUE 04 / 2026

Deadline > 16th March 2026
Published > early April 2026

ISSUE 05 / 2026

Deadline > 17th April 2026
Published > early May 2026

ISSUE 06 / 2026

Deadline > 14th May 2026
Published > early June 2026

ISSUE 07 / 2026

Deadline > 16th June 2026
Published > mid July 2026

ISSUE 08 / 2026

Deadline > 14th August 2026
Published > early September 2026

ISSUE 09 / 2026

Deadline > 16th September 2026
Published > mid October 2026

DIGITAL ISSUE | WINTER 2026

Deadline > 12th October 2026
Published > early November 2026

ISSUE 10 / 2026

Deadline > 18th November 2026
Published > early December 2026

EDITORIAL

To get involved with CIN email...
jon@cyclingindustry.news



PRINT + DIGITAL 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 PRINT issues	1x	2x	3x	4x	5x	6x	7x	8x	9x	10x
Full page	£1,400	£1,300	£1,200	£1,100	£1,000	£950	£925	£900	£875	£850
Half page	£950	£900	£850	£800	£750	£700	£650	£600	£575	£550
No of DIGITAL issues	1x									
Full screen	£700									

* ADVERTISING RATES ARE PER ISSUE

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@cyclingindustry.news

Lloyd Ramsdale

Sales Manager
Cycling Industry News
18 Alban Park
Hatfield Road
St Albans
Herts, AL4 0JJ

t +44 (0) 1727 739160

e lloyd@cyclingindustry.news

w cyclingindustry.news



CYCLING INDUSTRY NEWS LIVE

20-21 SEPTEMBER 2026

STONELEIGH | WARWICKSHIRE

live.cyclingindustry.news



Cycling Industry News Live

Following the resounding success of our inaugural *CIN Live* in September 2025, the event will return again in September 2026, bigger and better with more industry-leading innovations, exhibitors and seminars... and more compelling reasons for IBDs to visit again. The 2025 event delivered on CIN's promise of championing education, pin-sharp analysis and market-useful content alongside unrivalled networking opportunities. Furthermore, in 2026, the event will continue to provide a focal point for the industry in the Autumn, with all of the trade welcome to take part.



Develop new and existing business relationships



Effectively generate new and promising sales leads



Support your existing supply chain network



Present your business as a thought leader through our seminars



Launch new products and services, highlight existing ranges and build brand awareness



Maximise your ROI with a succinct, cost-effective, efficient two-day event



Network with both UK and International visitors and exhibitors

CLICK HERE TO RESERVE YOUR SPACE!





IN ASSOCIATION WITH



PODCAST

The **Cycling Industry News Podcast** has been on air for over seven 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.

[CLICK HERE](#)

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



CONTACT

TELEPHONE

+44 (0) 1727 739 160

SALES

LLOYD RAMSDALE

lloyd@cyclingindustry.news

EDITORIAL

JON HARKER

jon@cyclingindustry.news

PRODUCTION + ARTWORK

production@cyclingindustry.news



CYCLING INDUSTRY NEWS

Stag Publications Ltd > 18 Alban Park > Hatfield Road > St Albans > Herts > AL4 0JJ

[t +44 \(0\) 1727 739160](tel:+44%201727739160) [e info@cyclingindustry.news](mailto:info@cyclingindustry.news) [w cyclingindustry.news](http://cyclingindustry.news)