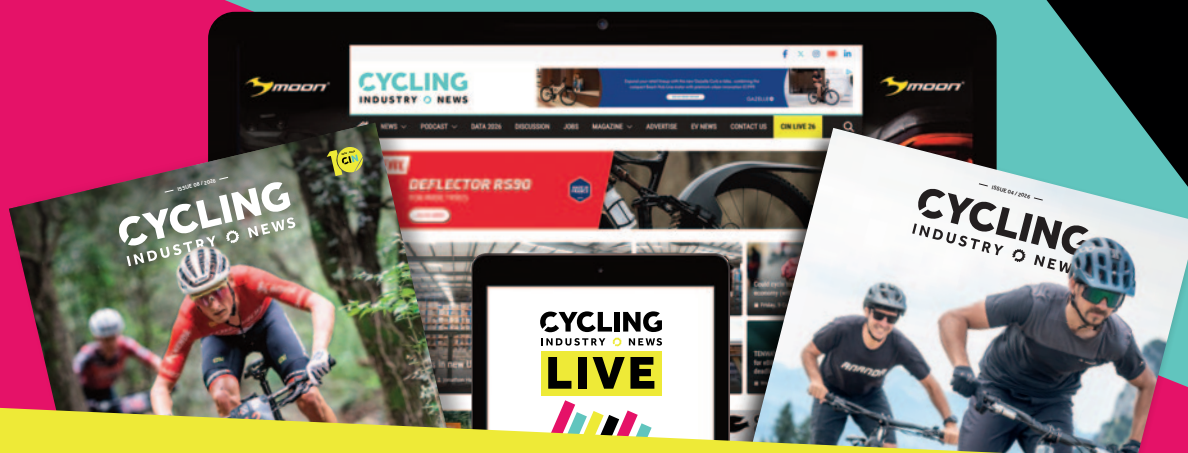




CYCLING
INDUSTRY  NEWS

MEDIA 2027

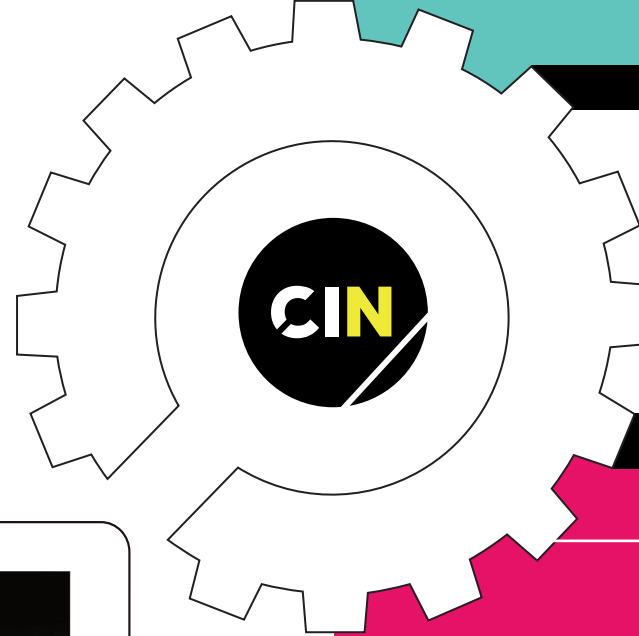
DIGITAL | PRINT | EVENTS | PODCAST | MARKET DATA

CYCLING
INDUSTRY  NEWS
LIVE | 2027

[FIND OUT MORE HERE](#)

CYCLING INDUSTRY NEWS

WEBSITE



#1

Cycling B2B UK
market leader

1million

B2B users
per year

REACH

61% UK / 27% EU
/ 12% USA

SUPPLIER DIRECTORY

**NEW
FOR 2027!**

Linking buyers and suppliers in the entire cycle industry

Kicking off in 2027 online and fully searchable on the CIN website, the all-new SUPPLIER DIRECTORY offers maximum visibility to an engaged readership every single month of the year

Just £360 for 12 months!



CYCLING INDUSTRY JOBS

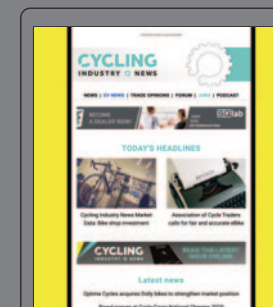
RECRUITMENT

Our bustling jobs board on cyclingindustry.news offers 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 includes up to 8,000+ 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 > 50.6%
[Open rate on bi-weekly emails > 54.4%



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](https://www.linkedin.com/company/cycling-industry-news)
39,000+ followers



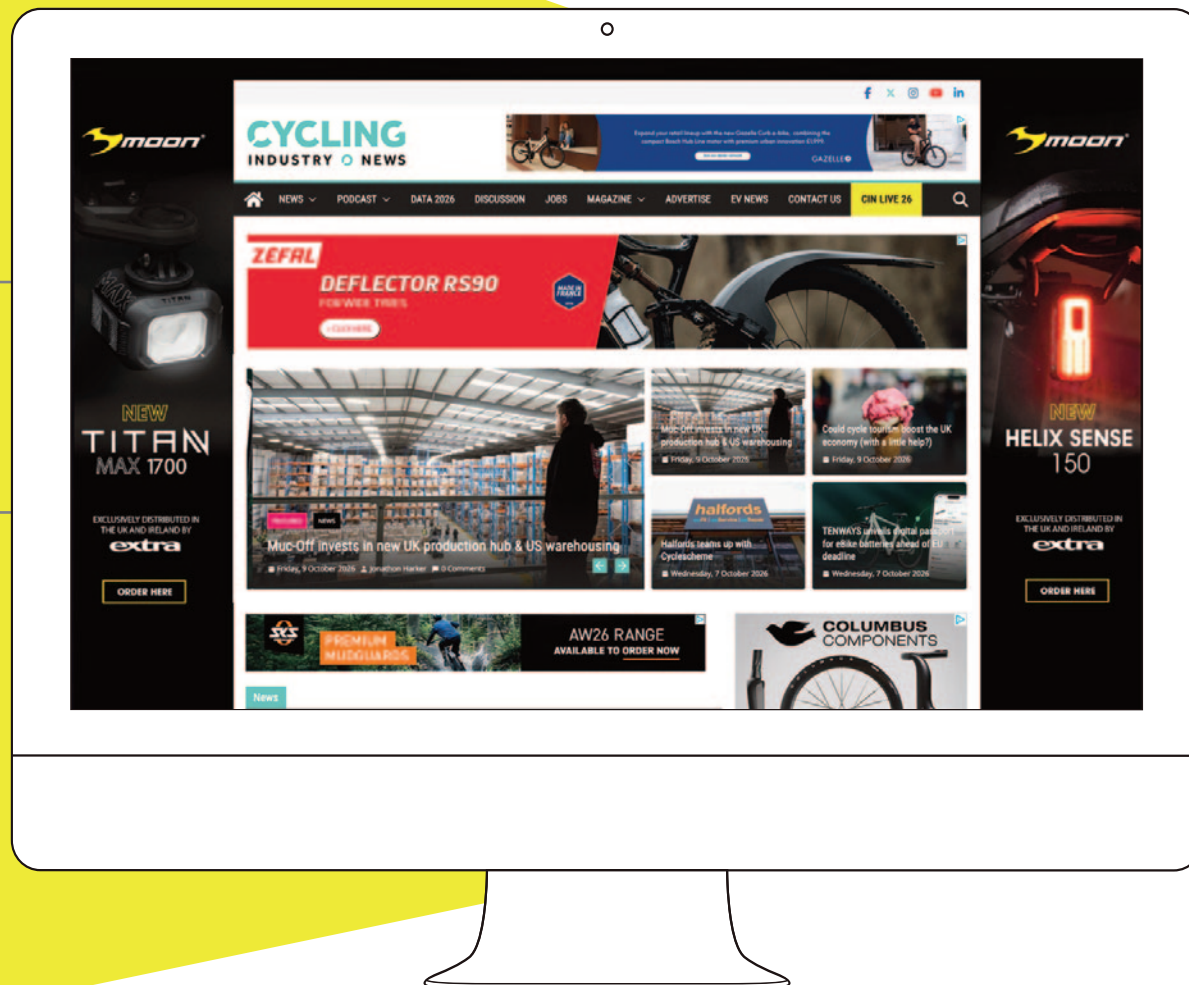
[cyclingindustrynews](https://www.facebook.com/cyclingindustrynews)
6,800+ following



[cyclingindustry](https://www.x.com/cyclingindustry)
6,100+ followers



[cyclingindustrynews](https://www.instagram.com/cyclingindustrynews)
3,250+ followers



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 120,000 trade visitors per month, with our digests landing in the inboxes of key trade professionals at every level of the chain.

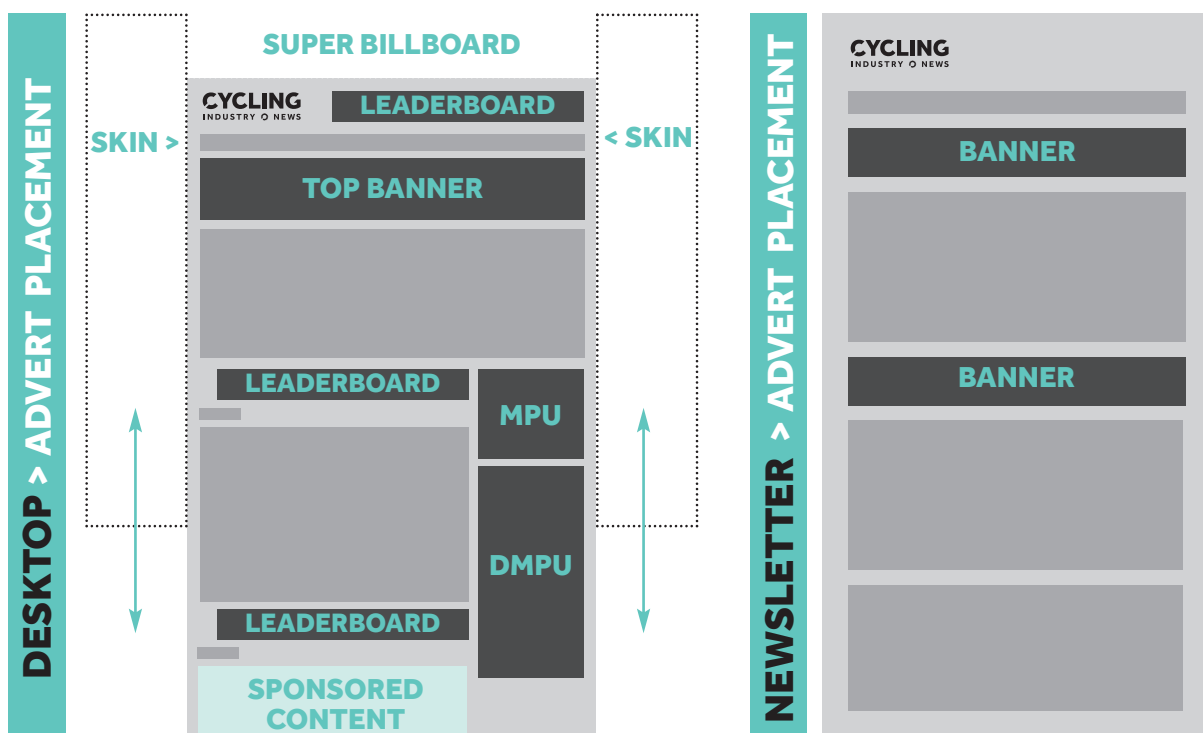
The Cycling Industry News website delivers a seamless user experience, benefiting advertisers and readers alike. And, being fully responsive, it works perfectly on mobiles and tablets too, maximising the visibility of your messaging.

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.

DIGITAL ADVERT SPECS + PRICING

AD FORMAT	DESKTOP	MOBILE	TABLET	COST
SKIN	450 x 1,500px*	n/a	n/a	£1,200 per month
*PLEASE NOTE that we will require 2x Skin panels > 1x for the left side and 1x for the right side of the website. Artwork should take into consideration that the main website (1,180 pixels width) will appear in front of it and that text may be covered 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.

Alongside our **Cycling Industry News Live** industry event, the magazine has firmly established itself as a unique voice in the cycling industry. Cycling Industry News magazine continues to go from strength to strength and **2027 will see the magazine's distribution increase to 12 x monthly issues** providing more opportunities for you to maximise your visibility and brand awareness to readers and to be aligned with true industry thought-leadership.

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 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 20+ years' experience in the trade and peerless contributors, CIN 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 12 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.

PLUS... find out more about our bespoke event wallplanner opportunities throughout 2027

CYCLING
INDUSTRY NEWS

2027

PRINT COPY DEADLINES

ISSUE 01 / 2027 > 10th December 2026

Published > early January 2027

iceBike* 2027 preview | Velofollies 2027 preview

PRODUCT FOCUS > Drivetrain and Gears

ISSUE 02 / 2027 > 12th January 2027

Published > early February 2027

COREbike 2027 preview

PRODUCT FOCUS > Workshop

ISSUE 03 / 2027 > 12th February 2027

Published > early March 2027

Taipei Cycle Show 2027 preview

PRODUCT FOCUS > Gravel and MTB

ISSUE 04 / 2027 > 16th March 2027

Published > mid April 2027

China Cycle 2027 show preview

PRODUCT FOCUS > Road

ISSUE 05 / 2027 > 16th April 2027

Published > mid May 2027

TBC to allow for market-aligned features

PRODUCT FOCUS > Tubeless and Tyres

ISSUE 06 / 2027 > 14th May 2027

Published > mid June 2027

Eurobike 2027 preview

PRODUCT FOCUS > Protection (helmets/security)

ISSUE 07 / 2027 > 16th June 2027

Published > mid July 2027

TBC to allow for market-aligned features

PRODUCT FOCUS > Lights and Electronics

ISSUE 08 / 2027 > 14th July 2027

Published > mid August 2027

CIN Live 2027 preview | ZIV European Bike Show

PRODUCT FOCUS > Consumables and Energy

ISSUE 09 / 2027 > 10th August 2027

Published > early September 2027

CIN Live 2027 show issue

PRODUCT FOCUS > Workshop

ISSUE 10 / 2027 > 16th September 2027

Published > mid October 2027

TBC to allow for market-aligned features

PRODUCT FOCUS > Cargo Bikes

ISSUE 11 / 2027 > 15th October 2027

Published > mid November 2027

CIN Live 2027 review

PRODUCT FOCUS > Software

ISSUE 12 / 2027 > 16th November 2027

Published > early December 2027

TBC to allow for market-aligned features

PRODUCT FOCUS > Bikepacking

EDITORIAL To get involved with *Cycling Industry News*... [e jon@cyclingindustry.news](mailto:jon@cyclingindustry.news)



PRINT ADVERTISING RATES*

Front Cover	£1,950				PRIME Position From £1,850 Full Page on Heavyweight paper within issue Special Positions CLICK HERE Inserts + Planners CLICK HERE
Outside Back Cover	£1,750				
Inside Front Cover	£1,650				
Inside Back Cover	£1,450				
DPS	£1,900				
No of PRINT issues	1x	3x	6x	12x	
Full page	£1,550	£1,375	£1,100	£850	
Half page	£1,050	£950	£800	£550	

FEEDBACK



IN ASSOCIATION WITH

CYCLING

INDUSTRY & NEWS

LIVE 2026

20-21 SEPTEMBER

CONNECTING THE

FUTURE BIKING INDUSTRY



2026 WINNERS



* 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

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EVENTS

CYCLING INDUSTRY NEWS LIVE

THOUGHT LEADERSHIP

NETWORKING

MAXIMISE YOUR ROI

NOW IN ITS 3RD YEAR!

CONNECTING THE ENTIRE BIKE INDUSTRY

100s OF BRANDS!

19-20 SEPTEMBER 2027

STONELEIGH | WARWICKSHIRE

Cycling Industry News Live

The second *CIN Live* in September 2026 delivered on its promise of being bigger, bolder and better!! And CIN Live will grow again in September 2027, with more industry-leading innovations, more exhibitors and products... and more compelling reasons for IBDs to visit again. The 2026 event again offered fantastic networking opportunities and received some brilliant feedback from exhibitors. 2027 will see the event continue to provide a crucial focal point in the Autumn for the entire cycling industry.



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!



CYCLING INDUSTRY NEWS

MARKET DATA

Now in its ninth consecutive year, CIN's **MARKET DATA 2027** carries detailed feedback from hundreds of independent retailers and workshops in the UK marketplace.

To find out more about sponsorship opportunities and how to get involved...

[CLICK HERE](#)



PODCAST

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

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

[CLICK HERE](#)

from £500 per podcast



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