

# BIKE

BIKE Magazine for cycling and travel

[BIKE-MAG.COM](http://BIKE-MAG.COM)



## Media Pack

PRINT + DIGITAL





## ABOUT US

BIKE Magazine is a global cycling and travel publication for getting out and enjoying the world of cycling. With specialist features on leisure, touring, sportives, commuting and family cycling we aim to inspire regular riding. We offer product reviews and eBIKE feature. BIKE Magazine covers the whole world of cycling, including enjoying yourself off the bike too. So we do feature cycling book and film reviews, and regularly cover cycling in the arts.

We have been supporting cyclists to get the most out of their riding since the beginning of BIKE Magazine.

Readers can enjoy BIKE Magazine worldwide on any device via our trusted partners.

Covering:

- Road Cycling and Touring
- Bikepacking
- eBike Reviews
- Cycling Product reviews
- Cycling Holidays
- Hotel Directory

Social  
Audience

22,300

Monthly  
Readership

19,000

Monthly  
Web Traffic

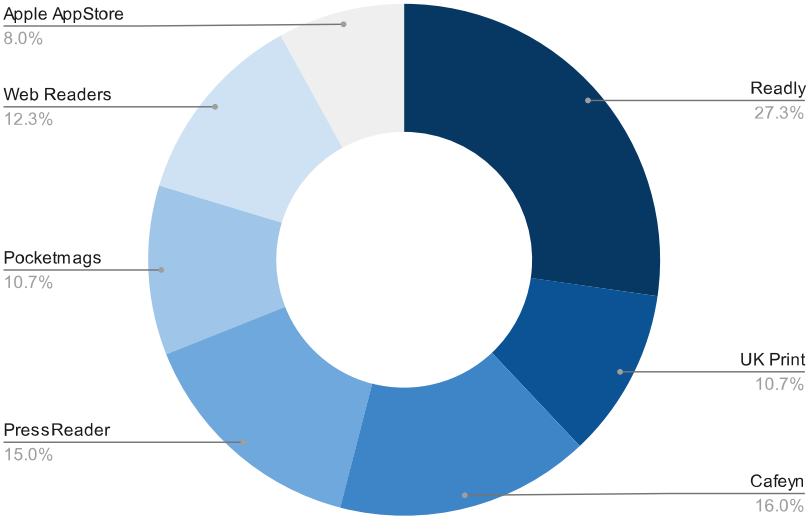
24,000

Newsletter  
Subscribers

31,000

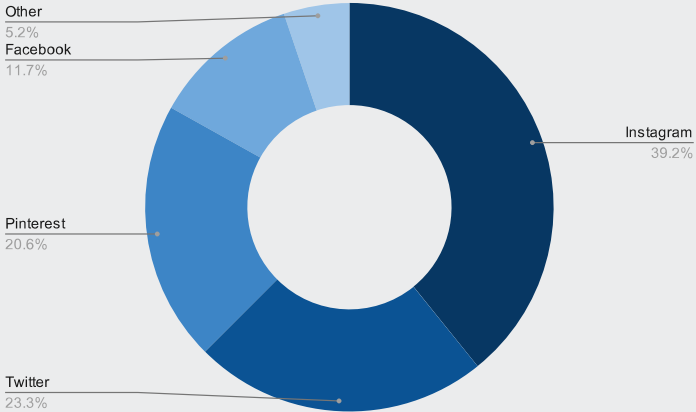


DISTRIBUTION



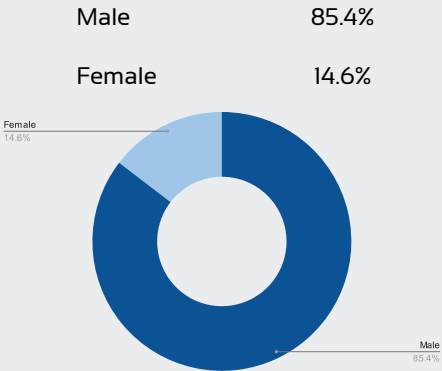
Platform	%	Monthly readers
Readly	27.3%	5100
UK Print Subscribers	10.7%	2000
Cafeyn	16.0%	3000
Pressreader	15%	2800
Pocketmags.com	1.7%	2000
Website reader	12.3%	2300
AppStore	8%	1500

SOCIAL AUDIENCE



Social Network	%
Instagram	39.20%
Twitter	23.30%
Pinterest	20.60%
Facebook	11.70%
Other	5.20%

DEMOGRAPHICS



In partnership with

## RATES

### Double Page



Price	# of issues
£999	1
£2,899	3
£5,699	6
£8,299	9
£10,999	12

### Full Page



Price	# of issues
£599	1
£1,699	3
£3,399	6
£5,299	9
£6,799	12

### Half Page



Price	# of issues
£299	1
£799	3
£1,599	6
£2,499	9
£3,299	12

### Quarter Page



Price	# of issues
£149	1
£399	3
£799	6
£1,099	9
£1,599	12

### Showcase



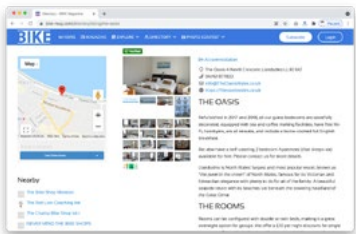
Price	# of issues
£99	1
£269	3
£539	6
£799	9
£999	12

### Advertorial



Price	# of issues
£799	1
£2,999	3
£4,599	6
£6,899	9
£8,999	12

### Directory Listing



Price	Period
£299	12 months

### Newsletter



Price	
£299	each

### Web Banner



Price	Period
£199	1 month
£599	3 months
£1,099	6 months
£1,659	9 months
£1,999	12 months

### Info

Bespoke advertising deals are available upon request.

Please contact us on

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or

+44 (0)20 7097 5177