



# LEAGUE OF AMERICAN BICYCLISTS

## 2015 MEDIA KIT

*The League of American Bicyclists* is the nation's oldest bicycle advocacy organization, leading the movement to create a Bicycle Friendly America for everyone. Members of the League are uniquely dedicated to bicycling, they have disposable incomes, and they read League publications thoroughly.

By advertising with the League, you gain exposure with the nation's most engaged bicycle advocates — and your dollars support our proven and innovative work, from our Bicycle Friendly America program to our Women Bike initiative, to increase ridership and make bicycling better nationwide.



25,000 ENGAGED MEMBERS NATIONWIDE



## DEMOGRAPHICS

According to our 2013 membership survey:

» 90% are satisfied or very satisfied with their League membership

» 84% have been a member for more than one year

» 80% believe the League effectively represents the interests of bicyclists

» 52% have incomes of more than \$75,000, 1/3 earn \$100,000+

» 66% are regular transportation cyclists; 85% ride for recreation and/or fitness

» 25% are between 25 and 44 years old; 55% are 45-64; 20% are 65 or older

» 2/3 male, 1/3 female

» 70% of our members read every issue of *American Bicyclist*; 69% read each issue of our E-news

WWW.BIKELEAGUE.ORG

## AMERICAN BICYCLIST E-NEWS

35,000 SUBSCRIBERS | 35% OPEN RATE

Our bi-weekly electronic newsletter, *American Bicyclist Update*, features the latest information about bicycle advocacy, profiles of bike leaders, updates on our Bicycle Friendly America program — and how readers can take action for better bicycling in their community.

### PRIMARY BANNER (AT TOP, 400 X 150 PX)

One available

Entire Year: \$9,000  
(only one available)

Six Months: \$5,000

Three Months: \$3,500

One month: \$1,500

### SIDE SQUARE (RIGHT RAIL, 120 X 120 PX)

Twelve available

Entire Year: \$1,500

Six Months: \$1,000

Three Months: \$600

One Month: \$250

\*Artwork is due Thursday before publication date

Jan. 5, 19

Feb. 2, 16

March 2, 16, 30

April 13, 27

May 11, 25

June 8, 22

July 5, 20

Aug. 3, 17, 31

Sept. 14, 28

Oct. 12, 26

Nov. 9, 23

Dec. 7, 21

## AMERICAN BICYCLIST MAGAZINE

25,000 READERS | 60% PASS-ALONG RATE

Our quarterly magazine, *American Bicyclist*, has been recently redesigned and updated to rival the best bicycling publications in the country. From inspiring profiles of incredible bicyclists to the most cutting-edge efforts in bicycle advocacy, our magazine is eagerly anticipated by our members nationwide.

### INTERNAL PAGES

Full page: \$1,500

Half page: \$1,100

One-third page: \$750

One-quarter page: \$500

One-sixth page: \$350

10% discount for two ads  
25% discount for four ads

### COVER POSITIONS

Back cover: \$3,000

Inside front cover: \$2,500

Inside back cover: \$2,300

2-page spreads & advertorials available, call for pricing.

### WINTER 2015 (mail Jan 8)

Insertion orders: 12/17

Artwork due: 12/22

### SPRING 2015 (mail April 2)

Insertion orders: 2/6

Artwork due: 3/6

### SUMMER 2015 (mail July 1)

Insertion orders: 6/5

Artwork due: 6/12

### FALL 2015 (mail Oct 2)

Insertion orders: 9/4

Artwork due: 9/11

### ADVERTISE WITH US:

Contact Karen Brooks at (412) 465-0817, karen@bikeleague.org

All publications shared with and promoted to 28,000 TWITTER FOLLOWERS | 33,000 FACEBOOK FANS

# AD CONTRACT

**THE LEAGUE**  
OF AMERICAN BICYCLISTS

Contact Karen Brooks with questions at (412) 465-0817 or karen@bikeleague.org. Contracts can be sent to karen@bikeleague.org or faxed to 202-822-1334. All mailed payments and mailed contracts must be sent to the League of American Bicyclists, 1612 K Street NW, Suite 308, Washington, D.C. 20006.

COMPANY NAME

CONTACT

BILLING ADDRESS

CITY

STATE

ZIP

PHONE

FAX

EMAIL

WEB SITE

## *American Bicyclist* magazine

**Number of issues:**  One issue  Two issues (half year, 10% discount)  Four issues (full year, 25% discount)

**In issues:**  Winter 2015  Summer 2015  
 Spring 2015  Fall 2015

**Size and Orientation:**  Full-page  1/2 page island  1/2 page horizontal  1/2 page vertical  1/3 page vertical  1/3 page horizontal  1/4 page  1/6 page vertical only

**Premiums**  Back Cover  Inside Front Cover  Inside Back Cover

## *American Bicyclist Update* E-News

**Type of Ad:**  Primary Banner  Button

**Duration:**  One Month  Two Months  Three Months  Full Year **Start Date:**

**Cost**

**E-News: \$**

**Magazine: \$**

**Total Amount Due: \$**

## Payment

Invoice my company after each issue or at the start date of electronic advertising

Check Enclosed

Visa  MasterCard  American Express Card #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Signature: