



Urban Velo is a respected source of news and information about the world of urban cycling, having published continuously since 2007. Our content spans the globe and includes product news and reviews, city destination reports, rider profiles and breaking topics in urban cycling culture.

Urban Velo is distributed in print through over 400 bicycle retail outlets across the country, reaching retail consumers where they buy and influential shop employees where they work. The Urban Velo website features a daily updated blog and free digital downloads of every issue of Urban Velo to date, attracting thousands of daily visitors and 2.5 million yearly page views.

2015 Advertising Rates

PRINT ADVERTISING

Advertising Rates	Price per issue (5 per year)	1X	3X	5X
Eighth Page	Includes text link on website	\$150	140	125
Quarter Page	Includes text link on website	475	425	375
Half Page	Includes text link on website	775	700	625
Full Page	Includes 175x75 banner on website	1250	1125	995
Spread	Includes 175x75 banner on website	2000	1875	1595
<i>Premium Placements</i>				
Inside Front Cover Spread	Includes 175x125 banner on website*	3000	2700	2295
Back Cover	Includes 175x125 banner on website*	2500	2250	1895
Inside Back Cover	Includes 175x125 banner on website*	1800	1600	1395
Gallery Sponsorship	Includes 175x125 banner on website*	1800	1600	1395

*Includes top tier placement on website.

Download complete mechanical specs at www.urbanvelo.org/advertise

Publishing Schedule

	Publication Date	Materials Due Date
Issue #46	4/1/2015	3/14/2015
Issue #47	6/1/2015	5/9/2015
Issue #48	8/1/2015	7/11/2015
Issue #49	10/1/2015	9/12/2015
Issue #50	12/1/2015	11/14/2015

ONLINE ADVERTISING

Advertising Rates	Price per month
555 x 90 skyline banner	\$650
175 x 125 sidebar banner	175
175 x 75 sidebar banner	100

Sidebar banners include 600 x 400 pop-up mouseover graphic.

Sidebar banner order changes with each unique visitor.

Online advertisements are sold on a per month basis, and viewable on every page of the Urban Velo website. Brand association and repetition is key—with Urban Velo you can be sure your brand is displayed to interested consumers on a respected cycling website.

CIRCULATION

Print

7500 copies 400+ bicycle retail outlets

Website

3000 average daily visitors 1.3 million average yearly visits 2.5 million yearly page views

