

bikebiz

at the heart of the cycle industry

BikeBiz is passionate about the whole spectrum of the bike industry, from e-bikes to infrastructure, and covers all the essential aspects needed for those in the cycle industry to stay informed.

From breaking news, product updates, and marketing messages, to industry issues and financial markets, BikeBiz is essential reading for those in the cycle industry, from the workshop to senior executives.

Our magazine is read by more than 2,700 opted-in subscribers, alongside our database of 3,300 newsletter subscribers, and our website reaches up to 115,000 unique readers per month, while our jobs board helps fill dozens of cycle industry jobs every month.

Here's what we do

Inform

BikeBiz exists to inform those in the cycle industry about the latest job openings, products, developments and important issues. Whether you want to launch a new component or bike, let readers know about changes to your business, or create awareness around your brand, we can help hit the key audience within the cycle industry.

Create

To help you reach the widest audience, we can support you to create bespoke campaigns and content, helping you deliver maximum impact for your business. Whether through ad campaigns, advertorial content, or online marketing, the BikeBiz team can help create content that inspires.

Boost

With our significant reach and contacts within the cycle industry, we can help amplify your message out to the cycle industry. Thanks to our expanding social media following across multiple platforms, and our 2,700+ strong database opted-in mailing list subscribers, BikeBiz is perfectly placed to help hit those key bike trade audiences.

BikeBiz delivers an extensive online offering, maximising value for advertisers as well as fast, innovative platforms delivering you the latest breaking news through special features, business analysis, social media and a whole host of up-to-the-minute content.

Simply put, BikeBiz is the one-stop information destination for anyone working in the bike trade.

2025 FEATURES

Our editorial team will be working hard to bring you big interviews, in-depth company and people profiles, market and product information, key news analysis, opinions and much more.

As well as our regular features programme we will also be delivering in-depth information on upcoming industry events and initiatives.

JANUARY

- Trendspotting + IceBike* preview
- Bike security
- Bike storage

FEBRUARY

- Commuter special + COREbike
- Hybrids and folders, and commuter clothing
- Cycle luggage

MARCH

- Gravel and adventure market
- Gravel and adventure bikes, accessories and clothing
- Energy and nutrition

APRIL

- Industry diversity
- Women's bikes, accessories, and clothing
- Time trial + triathlon

MAY

- The kid's market
- Children's bikes, accessories and clothing
- Pedals and cycle footwear

JUNE

- Cycle safety + Eurobike preview
- Helmets
- Protective clothing



JULY

- The road market
- Road bikes, accessories, and clothing
- Cycle lights

AUGUST

- The MTB market
- Mountain bikes, accessories, and clothing
- Winter accessories and clothing

SEPTEMBER

- Cycling technology
- Indoor training, Cycle computers, power meters
- Stocking fillers

OCTOBER

- Sustainability
- Workshop tools and cleaning
- Chains, gears and cranks

NOVEMBER

- The micromobility market
- E-bikes, cargo bikes and e-scooters
- Brakes (inc levers, discs and pads)

DECEMBER

- BikeBiz Awards
- Tyres and inner tubes
- Wheels, hubs and spokes

Meet the team

Our dedicated team can help you reach your business goals.

Please get in touch using the details below:

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www.bikebiz.com

Twitter: @BikeBizOnline

Facebook: @bikebiz

Instagram: @bikebizmag

LinkedIn: @bikebizmag



Magazine Advertising

BikeBiz is a premium publication for a premium readership. Our targeted distribution of 2,700 readers ensures you reach an exclusive list of the decision makers at the leading retailers, distributors and brands. The high-end monthly publication engages you year-round with our high-quality readership, and offers increased visibility at the major trade shows.

Magazine advertising allows you to:

- Reach an exclusive readership of key decision-makers and influencers
- Align your brand with a publication offering premium access to our end-user base
- Benefit from year-round visibility and alignment with the leading trade shows

www.bikebiz.com

Twitter: @BikeBizOnline

Facebook: @bikebiz

Instagram: @bikebizmag

LinkedIn: @bikebizmag



PRINT AD SIZES:

Note:

The BikeBiz logo will be accommodated in the top 50mm of the cover. Please do not use any distracting images or copy in this area.



EXCLUSIVE FRONT COVER

Trim: (W) 210mm x (H) 265mm
Bleed: (W) 216mm x (H) 271mm
Type: (W) 190mm x (H) 245mm



DOUBLE PAGE SPREAD

Trim: (W) 420mm x (H) 265mm
Bleed: (W) 426mm x (H) 271mm
Type: (W) 400mm x (H) 245mm



FULL PAGE

Trim: (W) 210mm x (H) 265mm
Bleed: (W) 216mm x (H) 271mm
Type: (W) 190mm x (H) 245mm



HALF PAGE (HORIZONTAL)

Type:
(W) 183mm x (H) 115mm



HALF PAGE (VERTICAL)

Type:
(W) 88mm x (H) 238mm



QUARTER PAGE & MARKETPLACE

Type:
(W) 88mm x (H) 107mm

All prices exclude VAT at 20%. Payment terms are strictly 30 days from date of invoice, only with an approved account. All overseas advertisers will be required to make payment in full by credit card prior to publication.

Our editorial team is dedicated to delivering the latest industry news and in depth analysis across a unique combination of print and digital channels.

That means anyone can digest the content that's important, in a way that's most convenient – whether that's via a magazine, laptop, tablet or mobile phone.

The digital edition of BikeBiz offers the same rich and diverse content as the print magazine, but available to a worldwide audience.

Each issue is viewed for more than 14,000 minutes every month, equating to nearly 10 days of readership!

Hosted on leading publishing platform YUDU, the digital edition can be bolstered with additional exclusive content such as videos, banners and interactive imagery.



RATES

MAGAZINE PRINT

Exclusive Front Cover £1,950
Outside Back Cover £1,250
Inside Front Cover £1,050
Inside Back Cover £1,050
Double Page Spread £1,550
Full Page £900
Half Page £550
Quarter Page £350
Marketplace Quarter Page £250
2 Page Thick Stock £2,750
4 Page Thick Stock £3,950
Inserts (plus postage @£195 per 10g) £475
Specials executions on request

PRINT ADVERTORIAL

Single page - £900
Double page spread - £1,550

PRINT AND ONLINE ADVERTORIAL

Print and online advertorial
Single page - £1,150
Double page spread - £1,750

DIGITAL ISSUE RATES

Takeover - £8500 for 12 months
Page Zero - £6500 for 12 months
Ticker tape - £6500 for 12 months
Contents page pop up- £5000 for 12 months

Talk to our sales team
for other opportunities.

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Digital Advertising

Advanced targeting to maximise your marketing impact.

Enhance your visibility to the market with targeted messaging across our digital portfolio. Our high-quality online content is distributed to the fast-growing **BikeBiz** database via our daily newsletters, offering multiple avenues of visibility for your messaging. Our bespoke digital solutions help you to reach more than 78,000 end-user decision-makers, purchasers, and users every month.

Our digital advertising opportunities allow you to:

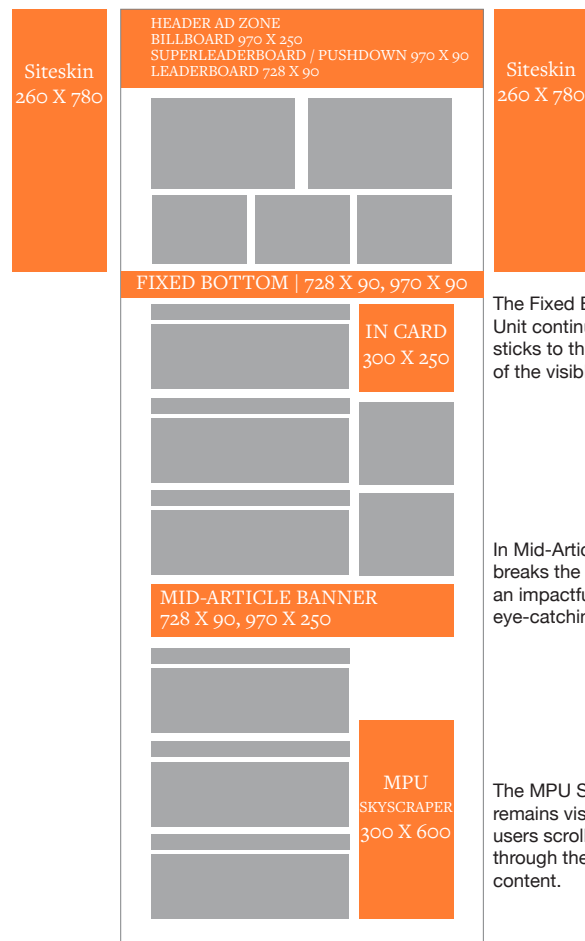
- Regularly engage with more than 74,000 **BikeBiz** readers via our website and 4,000 via our newsletters
- Maintain industry presence and brand awareness through the website
- Accentuate your messaging with bespoke digital solutions

WEBSITE CREATIVES

HOME AND SECTION PAGE FEATURES

Get more options for visibility than ever with our new home page and section features.

DESKTOP



The Fixed Bottom Unit continuously sticks to the bottom of the visible frame.

In Mid-Article Banner breaks the page in an impactful, eye-catching way.

The MPU Skyscraper remains visible as users scroll down through the site content.

MOBILE

With a site fully optimised for mobile viewing, additional sizes for mobile must be provided.



Mobile Mid-Article Banner dominates the screen for maximum viewing.

RATES

Main sponsorship and advertising positions

Ad Frames: campaign-specific

- Sitewide Siteskins (desktop only) £2,000
- Billboard £2,000
- Fixed Bottom £2,000
- Super Leaderboard £1,750
- Leaderboard 728x90 £1,500
- Article Sidebar £1,300
- Homepages MPU £750
- In Content Homepages Banner £750
- Solus Email rates: £995

Jobs

- Single job vacancy on BikeBiz £99
- Single job vacancy on BikeBiz and micromobilitybiz £120
- Single job vacancy on BikeBiz and Top 5 Jobs of the week story £120
- Single job vacancy on BikeBiz and micromobilitybiz and Top 5 Jobs of the week story £150
- Featured Job on BikeBiz £195
- Featured Jobs on both BikeBiz and micromobilitybiz £250

DAILY NEWSLETTER

- Leaderboard £995
- Banner £600
- MPU £600

Please note:

Newsletter adverts cannot be animated or use sound

Creatives must be submitted as attachments. to an email, and not imbedded within the email.

Please supply a valid URL for the ad to click through to.

Online Advertorial

BikeBiz Only £700

BikeBiz and micromobilitybiz - £1,000

(£ per month unless specified)

All prices exclude VAT at 20%. Payment terms are strictly 30 days from date of invoice, only with an approved account. All overseas advertisers will be required to make payment in full by credit card prior to publication.



BIKEBIZ AWARDS

For over a decade, the BikeBiz Awards has served as a key event for the recognition of the very best talent from across the UK cycling scene.

The Awards offer an array of expertly-curated categories, designed to reflect the vibrant nature of the sector, and most importantly puts the decision-making power in the hands of industry professionals and cycling enthusiasts.

There are a variety of Award sponsorship opportunities available. Contact Richard. Setters@biz-media.co.uk to find out more



www.bikebiz.com

Twitter: @BikeBizOnline

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LinkedIn: @bikebizmag



BIKEBIZ DIRECTORY

The BikeBiz Directory, is the essential A-Z of the bike trade, including listings for all companies associated with the industry in one handy guide.

Subscribers to the BikeBiz print magazine receive a free hard copy of each iteration of the BikeBiz Directory bundled with the December edition.

Anyone requiring additional hard copies of the Directory should contact Richard Setters.

To view the directory on your tablet or mobile, it is advised that you first install the free Issuu app. Once installed, simply launch the app and search BikeBiz Directory.

The directory can be viewed on desktop, tablet or mobile, and via the free Issuu app. Use the slider facility to easily navigate the directory online.

BIKEBIZ DIRECTORY RATES

Double Page Spread	£1,295
Full page	£850
Half page vertical	£595
Quarter page	£375
Bold entry plus logo	£145