



# 2012 MEDIA KIT

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PHOTO GREG WHITE, COURTESY OF LETSCORIDEBIKE.COM



( smart living by bike )

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Mia Kohout | Publisher  
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# who we are

Momentum is North America's leading **bicycle lifestyle** magazine.

We are at the forefront of the exploding urban transportation cycling movement in North America.

*It's more than a trend, it's a lifestyle.*



*“the right title at the right time”*  
– NEWSSTAND DISTRIBUTOR



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# what we do

## PRINT EDITION

Total readership: **100,000** (12/7/11)  
Published 5 times per year

## DIGITAL EDITION

Total readership: **15,000** (12/7/11)  
Published 5 times per year

## HOLIDAY GIFT GUIDE

Published in the Winter issue

## GOODY BASKET

Our second annual special edition **Gear Guide** features the latest & greatest bikes and accessories for smart living by bike

## URBAN TRAVEL GUIDE

An annual bonus publication distributed in March – a special edition Urban Travel Guide featuring **bike-friendly destinations** in North America.

## WEBSITE

www.momentumplanet.com  
grew from **15,000** monthly unique visitors to **25,000** from May 2010 to May 2011

## BLOGS

Reach a more engaged, targeted market within *Momentum* with one of our several blogs. Each blog focuses on a different segment of our market.

## SOCIAL MEDIA

**3,500** Facebook users  
**5,000+** Twitter followers  
**2,000+** Flickr photos  
**17,000+** YouTube views

## EVENTS

*Momentum* attended, *Momentum* sponsored and *Momentum* hosted. Thousands of magazines distributed at numerous events across North America, and always on the hunt for more! Please contact us for more details.

*“Momentum speaks to the kind of cyclist that Wheelhouse caters to. We are all about the message that riding a bike is fun and convenient, and does not require special clothing or expensive equipment.”*

– WHEELHOUSE DETROIT, MI



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# advertising works!

**97%** of readers read the ads  
**40%** read the ads thoroughly  
**63%** have bought something they saw advertised in the magazine

Momentum asked... Do you remember what the ad was for?

*"I like your ads. Ads are another good way to learn about the coolest bike stuff out there."*

*"Helped me decide on a helmet and a seat. And can I say, the latest Brooks ad is the most awesome ad I've seen? I cut it out and put it up on the wall of my office. Hysterical."*

*"Weehee, Nutcase. Sometimes the ads are good inspiration and often a window into how I can get more biking into my life and lifestyle."*

*"A particular bike company that I wound up recommending to a friend who was looking for her first commuter bike."*

*"Ergon grips; Brooks saddles; Arkel panniers; Knog lights; Shimano gears; Electra bicycles."*

*"Over time, thematic branding builds up a cultural following. Your advertisers generally push stylishness and the everyday lifestyle elements of bicycling. This encourages me to ride more often around town to work or the shops, perhaps even to brand myself as modern, greenish and healthy. Over time, I spend money on my bikes and clothing."*

*"Momentum changed my sense of style and connected me to brands and items I didn't know existed."*

## BRAND AWARENESS:

Momentum readers **connect to brands** as much, or more, than they do to product.

Our readers were 50-80% more likely to name our top 5 advertisers by their brand name, as opposed to by a generic product name such as helmets, when describing what they bought after seeing an ad in Momentum.



## BIKES HIT THE MAINSTREAM

Join the growing list of companies that recognize the value of the bicycle lifestyle market.

*"My bike shop is based around the idea of bicycling as a positive lifestyle choice – and Momentum Magazine is where I go to find brands and manufacturers that fit my stylish, urban customer and the vision of my store. I have connected with Po Campo, Basil bags and Pashley Cycles because I saw them first in Momentum."*

– JOSEF, FLYING PIGEON-LA



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# advertiser testimonials

*“Our customers make a conscious decision to reuse one bottle instead of thousands of single-use plastic ones. Unsurprisingly, many of them apply the same kind of thinking to their transportation choices, and end up on bikes. Momentum’s editorial team and readership see the bicycle as a powerful agent of change, similar to the vision of Klean Kanteen.”*

– SCOTT ROLFSON, KLEAN KANTEEN  
MARKETING DIRECTOR



*“Advertising in Momentum Magazine has been a good investment since day one. As a small company, we are careful about every cent we spend on advertising. Momentum has always made the cut because their audience is OUR customer. Not only does the magazine make it into the right hands, but its genuine love of city cycling also ensures that we are surrounded by content that reflects well on our brand and our products. The affordable rates and ability to be part of other events, such as fashion shows and product giveaways, means that every dollar we spend with Momentum goes that much further.”*

– MARIA BOUSTEAD, PO CAMPO



*“We’ve advertised with Momentum since it first began, and we’ve continually getting new and more reasons to continue to work with the publication. We’re always impressed with the varied and well written content. Momentum caters to such a wide variety of cyclists: from the hobbyist to the hardcore commuter, that it makes it a no-brainer.”*

– MARK LALONDE, PLANET BIKE MARKETING



*“Momentum has been a great partner for KEEN. The number of media outlets has exploded, and it’s harder than ever to truly connect with a passionate audience. We feel that we really can with Momentum.”*

– PAULA MANGIN, BOYCE:MANGIN  
(MEDIA BUYER FOR KEEN INC.)



*“Momentum speaks to the kind of cyclist that Wheelhouse caters to. We are all about the message that riding a bike is fun and convenient, and does not require special clothing or expensive equipment.”*

– WHEELHOUSE DETROIT, MI

*“We love reading Momentum Magazine almost as much as our customers do!”*

– PRACTICAL CYCLES, SACRAMENTO CA

*“Momentum is about people using bikes for transportation, and doing it with style, panache and a joie de vivre. The team behind the magazine are also examples of individuals who are leading a bike lifestyle. They speak and live bikes; there’s nothing fabricated. Brooks mirrors that authenticity, both historically and presently. It’s just the right fit.”*

– SUZETTE AYOTTE, BROOKS SADDLES & ACCESSORIES;  
PR/ COMMUNICATIONS/ NORTH AMERICA



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# demographics

## BY THE NUMBERS:

PASS A ROUND RATE x3+

**69%** share their copy with their spouse/ partner

**43%** share their copy with friends

**20%** share their copy with their workmates

**52%** of readers have children

**43%** ride bikes with their children

*Momentum* reaches the **90%** of people who are not yet biking

**8%** of readers starting biking again because they were inspired by *Momentum*

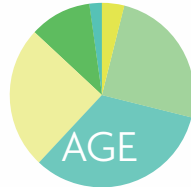
**60%** of readers have spent more than **\$1,000** on their most expensive bicycle of which **30%** spent **\$2,000+**

*Based on 1,000 sample size, 55% subscribers*



● **63%** MALE ● **37%** FEMALE

- **3%** AGED 18-24
- **22%** AGED 25-34
- **30%** AGED 35-44

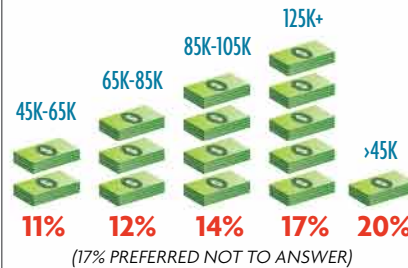


- **24%** AGED 45-54
- **16%** AGED 55-64
- **5%** AGED 65+



- **42%** READ PRINT ONLY
- **37%** READ PRINT AND ONLINE
- **14%** READ ONLINE ONLY

## HOUSEHOLD INCOME

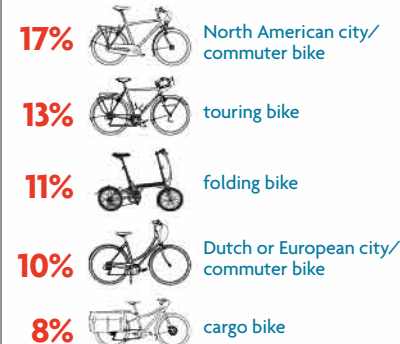


## HOW MANY BIKES OUR READERS OWN



**65%** ARE PLANNING ON BUYING A BIKE IN THE NEXT 12 MONTHS.

THIS IS WHAT THEY ARE THINKING ABOUT BUYING...



Our Readers are Interested in The Following Bike Products/ Services

- 90%** bikes
- 77%** lights
- 75%** baskets, bags & panniers
- 73%** bike-friendly businesses
- 72%** bike-specific clothing
- 70%** bike parts
- 60%** helmets
- 60%** locks
- 60%** maintenance equipment
- 52%** bike-friendly hotels

At Least Once per Month Our Readers...

- 98%** eat out in restaurants
- 91%** buy organic food
- 76%** travel to a different city
- 72%** drink wine
- 72%** drink beer (microbrew)
- 52%** drink spirits

Activities by Bike

- 88%** visit/ recreation
- 86%** run errands
- 80%** bike to work
- 73%** shopping/ grocery shopping

Other Activities

- 78%** walk
- 56%** camp
- 34%** run
- 33%** yoga
- 31%** ski/ snowboard

Organic Foods Our Readers Buy

- 84%** fruits & vegetables
- 59%** cereals
- 54%** bread
- 51%** snacks (protein bars, Clif bars)
- 49%** dairy
- 45%** vegetarian (soy, tofu)
- 43%** meat
- 42%** coffee
- 38%** snacks (crackers)



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# circulation + distribution

## USA

**50,000** total copies

of which....

- 3,500 subscribers\*
- 2,500 shop subscribers\*
- 20,000 digital subscribers\*
- 10,000 newsstand copies
- 6,000 event copies
- 8,000 digital copies

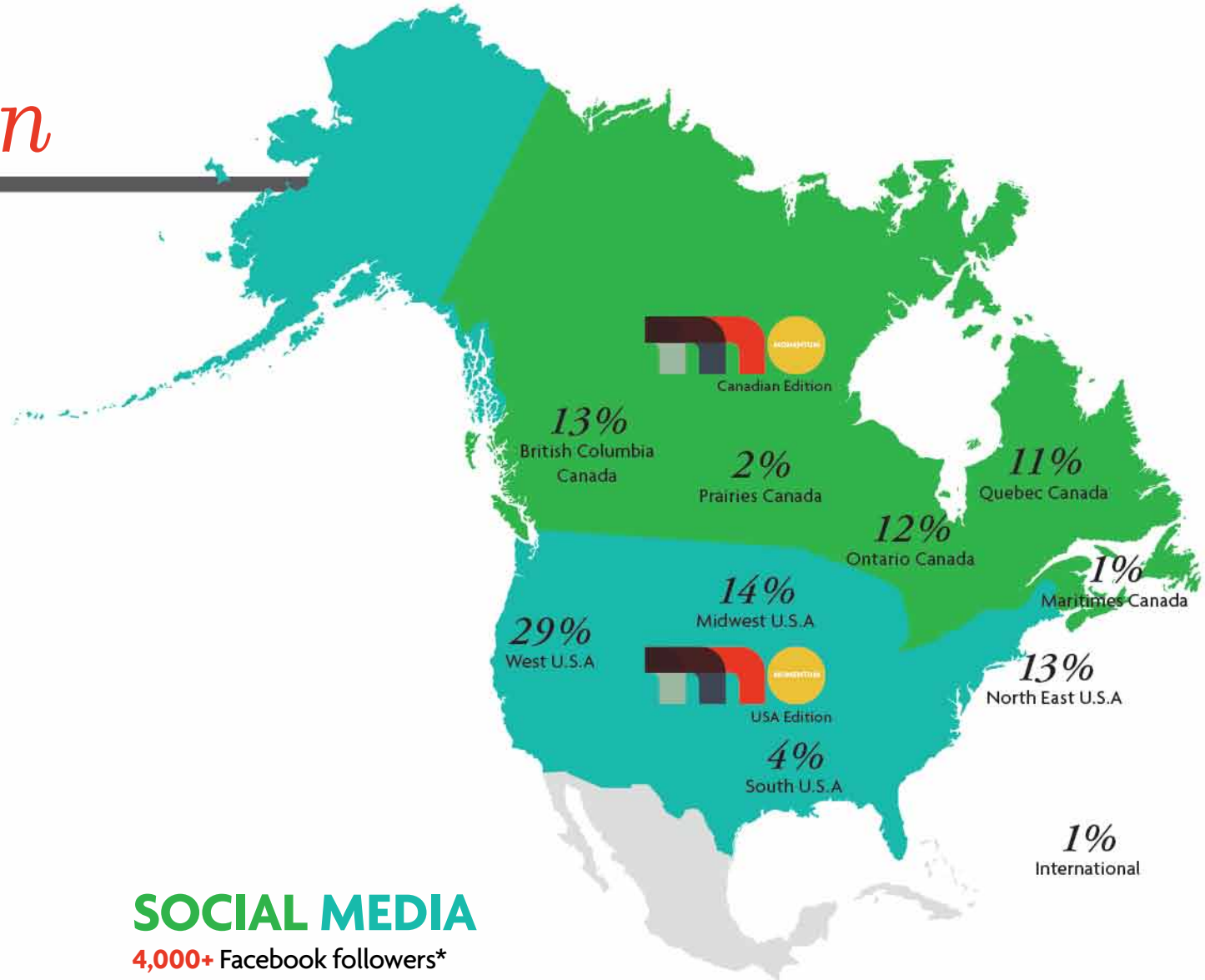
## CANADA

**25,000** total copies –

of which....

- 2,500 subscribers\*
- 2,500 shop subscribers\*
- 1,000 digital subscribers\*
- 5,000 newsstand copies
- 3,000 event copies
- 11,000 digital copies

(\*as of 11/09/01)



## SOCIAL MEDIA

- 4,000+** Facebook followers\*
- 5,800+** Twitter followers\*
- 3,500+** Flickr photos from group members\*
- 17,000+** YouTube views\*



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# booking & artwork deadlines

Issue/Item	Booking Deadline	Artwork Deadline
#55 - Mar/ April	Friday, January 13 <sup>th</sup>	Friday, January 20 <sup>th</sup>
Urban Travel Guide*	Friday, January 13 <sup>th</sup>	Friday, January 20 <sup>th</sup>
#56 - May/ June	Friday, March 2 <sup>nd</sup>	Friday, March 16 <sup>th</sup>
Goody Basket*	Friday, March 9 <sup>th</sup>	Friday, March 16 <sup>th</sup>
#57 - July/ August	Friday, May 11 <sup>th</sup>	Friday, May 18 <sup>th</sup>
#58 - Sept/ Oct	Friday, July 13 <sup>th</sup>	Friday, July 20 <sup>th</sup>
#59 - Nov/ Dec/ Jan	Friday, Sept 7 <sup>th</sup>	Friday, Sept 14 <sup>th</sup>
Holiday Gift Guide*	Friday, Sept 7 <sup>th</sup>	Friday, Sept 14 <sup>th</sup>

\*Special Rates Apply

## ad specs

### Double Truck Ad

Trim: 16.75" Wide x 10.875" Tall  
 Live: 15.75" Wide x 9.875" Tall  
 Bleed: 17.25" Wide x 11.375" Tall

### Full Page Ad (with bleed)

Trim: 8.375" Wide x 10.875" Tall  
 Live: 7.375" Wide x 9.875" Tall  
 Bleed: 8.875" Wide x 11.375" Tall

### Full Page Ad

7.375" Wide x 9.875" Tall

### 2/3 Vertical Ad

4.93" Wide x 9.75" Tall

### 1/2 Vertical Ad

3.65" Wide x 9.75" Tall

### 1/2 Horizontal Ad

7.5" Wide x 4.8" Tall

### 1/3 Vertical Ad

2.37" Wide x 9.75" Tall

### 1/3 Square Ad

4.93" Wide x 4.8" Tall

### 1/4 Square Ad

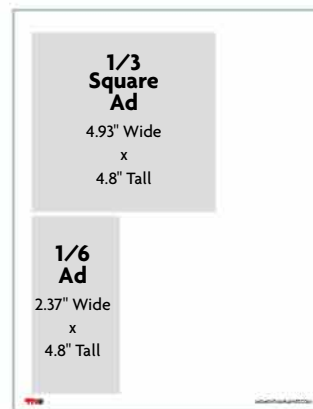
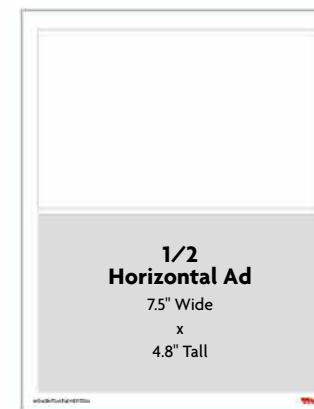
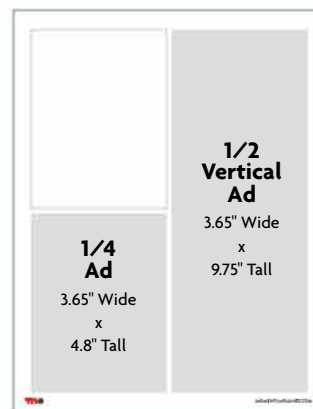
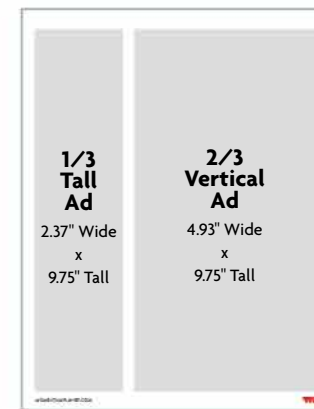
3.65" Wide x 4.8" Tall

### 1/6 Vertical Ad

2.37" Wide x 4.8" Tall

### 1/9 Marketplace Ad

2.37" Wide x 3" Tall



**Important note:**  
 If you would like an active web link in our digital edition, you must include a text-embedded URL

**File specifications:**  
 High resolution, press-ready PDFs. Please be sure that all fonts and images are embedded and that images are a minimum resolution of 300 dpi and CMYK.



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## Files accepted:

jpeg, gif, swf\*

\*Flash 8 and ActionScript 2.0 are the most recent versions that are accepted.

## Notes:

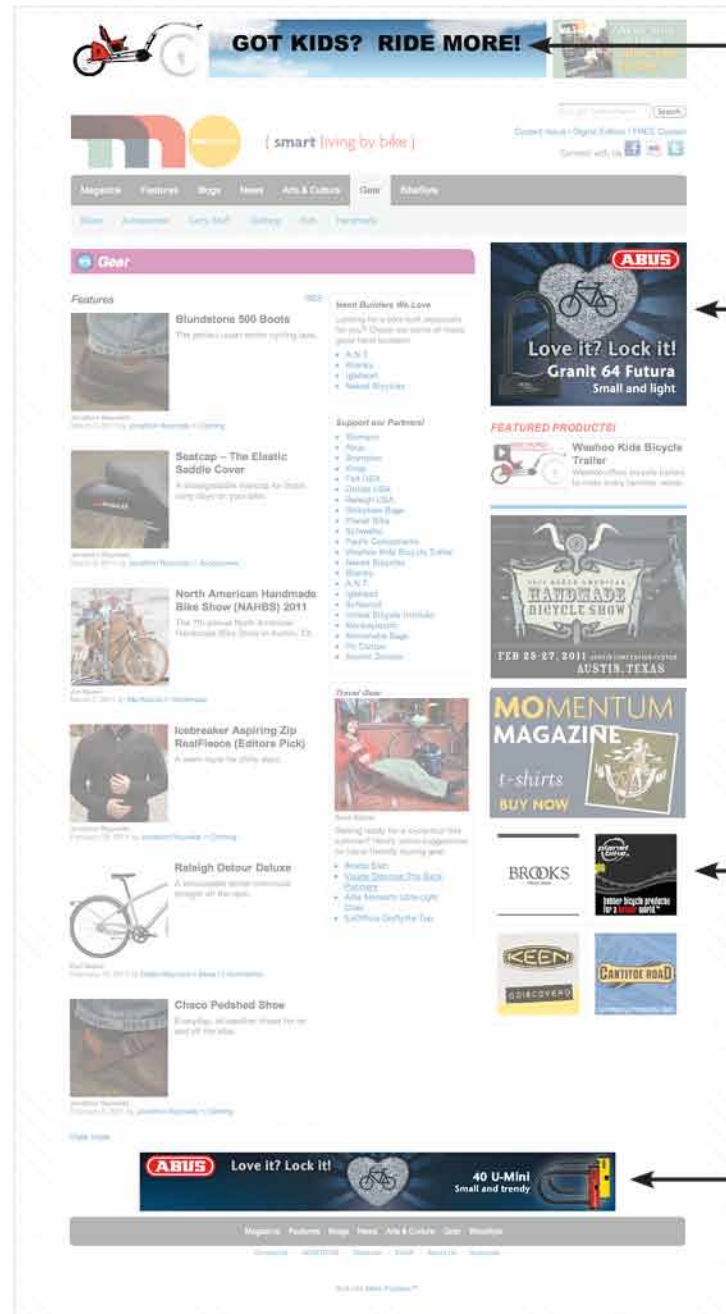
Files must be less than 1MB or sent via third party creatives.

## ClickTAG requirements:

[http://www.google.com/support/dfp\\_sb/bin/answer.py?hl=en&answer=79268](http://www.google.com/support/dfp_sb/bin/answer.py?hl=en&answer=79268)

*"I thought the latest edition of the magazine was amazing. It was chock full of content but still edgy to the eye. Love the family innovations, the features and the gear. Always interested to read about the things for which I am not the primary target (e.g., style section). I even like the ads. Momentum is hands down my favorite magazine since its inception."*

— 2011 READER SURVEY



**Top Banner**  
728 pixels wide  
90 pixels high

**Side Square**  
300 pixels wide  
250 pixels high

**Small Square**  
125 pixels wide  
125 pixels high

**Bottom Banner**  
728 pixels wide  
90 pixels high

# integratedpackage

## 10 Ways to Create an Integrated Marketing Plan with Momentum Magazine!

1. Print advertising (includes digital advertising)
2. Web advertising & blog sponsorships
3. Holiday Gift Guide
4. Goody Basket
5. Urban Travel Guide
6. Distribution Partnerships
7. Social media promotions
8. Print give-a-ways
9. Web give-a-ways
10. Editorial coverage

**Guaranteed best value in our integrated packages, and special pricing available with a minimum 1-year commitment.**

*Contact your Account Manager today!*



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