



# 2016 media KIT





# SINCE 2005, MOMENTUM MAG HAS BEEN THE VOICE OF URBAN BICYCLE LIFESTYLE.

We are inspiring our readers to ride a bicycle for transportation, wellness, and most importantly, fun!

We are the only media company of its kind speaking to men, women, and families with content 100% dedicated to growing and enhancing cycling as a part of a lifestyle using an eco-friendly and fun form of transportation.

We are dedicated to providing in-depth and thoughtful editorial that showcases riding a bike as a fun, smart, and stylish way to get around.

## WE ARE THE TASTEMAKERS OF A CITY BICYCLING LIFESTYLE.

Momentum Mag is a digital-first multiplatform media company. Our multiplatform media channels include bi-annual print magazines, monthly digital tablet and phone editions, daily content shared on our website and in our e-newsletters, and broadcast out across our social channels. We connect with your target customers everyday.

### *fast facts:*



**70%** of our audience researches a product online before they buy it



**43%** of our audience are women, making ours the only cycling specific magazine that reaches a large female audience



**43%** of our audience plan on buying a bike valued higher than \$1,000 in the next 12 months.





# READERSHIP DATA & DEMOGRAPHICS

## OUR CORE READERS

Our core readers are active urban professionals between the age of 35-54 who are engaged in their community, conscientious about their purchasing decisions, have a lot of disposable income and love the freedom they feel when they ride a bicycle.



**70%** USA

**25%** CAN

**5%** INT'L

## THE VALUE OF OUR READERS

- >> 90% of our readers are between the ages of 25-64
- >> 43% of our readers are women, 57% of our readers are men
- >> Household income:
  - \$45K - \$85K: 22%
  - \$85K - \$125K: 22%
  - \$125K+: 15%
  - < \$45K : 18%
- >> 23% of our readers own 5 or more bikes
- >> 54% of our readers spent more than \$1,000 on their most expensive bike, and 43% plan on buying a bike valued higher than \$1,000 in the next 12 months
- >> 10% of our readers or our readers' partners started biking again because we inspired them

## HOW OUR CURRENT SUBSCRIBERS ENGAGE WITH MOMENTUM MAG

- >> 77% read the print & digital magazines
- >> 64% visit our website at least once a month
- >> 54% read the e-newsletters
- >> 48% have entered a contest
- >> 32% follow us on social media







## PRINT mag

### USA - 25K COPIES

- ♦♦ 2,000 subscribers (projected: 15,000 by Spring Issue 2016)
- ♦♦ 2,000 shop subscribers
- ♦♦ 4,000 newsstand copies (40% sell through rate)
- ♦♦ 2,000-10,000 event copies

### CANADA - 5K COPIES

- ♦♦ 1,000 subscribers
- ♦♦ 500 shop subscribers
- ♦♦ 1,000 waiting room copies
- ♦♦ 1,500 newsstand copies
- ♦♦ 1,000 event copies



## DIGITAL mag

### 4,000 SUBSCRIBERS

- ♦♦ Monthly starting November 2015
- ♦♦ Projected growth to 10,000 subscribers by December 31st and 30,000 subscribers by May 2016



## SOCIAL MEDIA

- ♦♦ 22,700 Facebook fans
- ♦♦ 21,000 Twitter followers
- ♦♦ 3,000 Instagram followers
- ♦♦ 2,000 Pinterest followers



## WEBSITE

### 65,000 AVG. UNIQUE MONTHLY VISITORS

- ♦♦ 57% USA
- ♦♦ 14% Canada
- ♦♦ 29% International



## e-NEWSLETTER

### 12,000 SUBSCRIBERS

- ♦♦ 7,100 from USA
- ♦♦ 4,900 from Canada & International

SPONSORSHIP OPPORTUNITIES:

# BUILD YOUR BRAND WITH MOMENTUM MAG **LIKE never BEFORE.**

## WHY BECOME A SPONSOR? WHY NOW?

We are changing the way we work with our partners and advertisers in 2016 so that we can offer you the opportunity to reach our audience every day with a multi-platform media plan that maximizes your exposure and gives you the best value possible for your budget.

## SPONSORSHIP BENEFITS INCLUDE:

- » Working with Momentum Mag for the entire year to make sure you maximize your exposure and build your brand value with our readers.
- » Reaching our audience every day with a multi-platform approach.
- » An easy laid out annual plan with all deadlines & publishing dates determined early so you can plan your creative accordingly.
- » Monthly reporting on how your campaign is doing.
- » Customized packages catered to your budget level
- » Creative & engaging marketing opportunities
- » The best customer service possible from our Sales, Marketing & Editorial teams
- » The best possible value and the biggest discounts we can offer

# SPONSORSHIP rate sheet

\* Rates in effect until Nov. 30, 2015

	Platinum	Gold	Silver	Bronze	Starter
Exclusive custom downloadable guides					
Includes web & app versions	1x				
Monthly digital magazine (12 issues)					
Custom content creation + placement	3x	2x			
Custom product feature (Digital Gear Guide)	12x	6x	4x		
Full-page ad	12x	6x	2x		
Print magazine (2 issues) Spring + Autumn 2016					
Full-page ad	2x	2x			
Half-page ad			2x	2x	1x
Spring gear guide listings	3x	3x	3x	1x	3x
Autumn gear guide listings	3x	3x	3x	1x	3x
Branding & ads on momentummag.com					
Exclusive category sponsorship	12 months	4 months			
Top banner	12 months (25k + impressions/mo)	12 months (20k + impressions/mo)	6 months (10k + impressions/mo)		
Mobile banner	12 months (25k + impressions/mo)	12 months (20k + impressions/mo)	6 months (10k + impressions/mo)		
E-newsletters					
Exclusive spotlight newsletter (Momentum Extra)	6x	2x	1x	1x	
Display advertising (text or image)	12x	12x	8x	6x	3x
Social media	12x	12x	6x	2x	2x
<b>ANNUAL COST</b>	\$94,500	\$51,700	\$18,689	\$6,784	\$4,342
<b>MULTIPLATFORM DISCOUNT</b>	74%	71%	57%	26%	19%
<b>DISCOUNTED COST</b>	<b>\$25,000</b> \$2,083/mo	<b>\$15,000</b> \$1,250/mo	<b>\$8,000</b> \$667/mo	<b>\$5,000</b> \$417/mo	<b>\$3,500</b> \$292/mo



# OPEN rate sheet

## MAGAZINE RATE SHEET x1 x2 x3

Monthly digital magazine (12 issues)

Exclusive issue sponsorship \$10,000

Custom content creation + placement \$5,000

Full-page ad \$1,000

Product feature (Gear Guide) \$1,000

Print magazine (2 issues) Spring + Autumn 2016

Full-page ad \$3,750 \$3,300

Half-page ad \$1,895 \$1,750

Spring gear guide listings \$500 \$800 \$1,000

Autumn gear guide listings \$500 \$800 \$1,000

## MULTIMEDIA SHEET CPM

Ads on momentummag.com

Top banner 728 x 90 px \$20

Mobile banner 320 x 50 px \$10

Exclusive category sponsorship (not CPM) \$1,000 per month

E-newsletters

Exclusive spotlight newsletter \$100

Display advertising (text or image) \$30

Social media

Broadcasts \$10

## EXCLUSIVE CUSTOM GUIDES

Web & app versions (includes sharing emails & exclusive product/brand highlights) \$10,000

- ♦♦ All prices are in US dollars
- ♦♦ Rates are net of agency fees
- ♦♦ No modifications are accepted



**O**ur new monthly digital magazine app features exclusive content that is designed for enhanced reader experience and engagement, and is built exclusively for tablets & mobile, with a supplementary HTML version available for desktop readers.

4,000



Current readership

10,000



Projected by Dec. 31, 2015

30,000



Projected by May 2016

## 1 >> CUSTOM CONTENT CREATION

We will create an exclusive custom content piece highlighting your brand, products etc in a unique, fun & engaging way. Content will be placed in our digital magazine app, on momentummag.com, promoted through our social channels, and made available for you to use at will with slight modifications for reposting to adhere with Google SEO standards.

## 2 >> FEATURE PRODUCT LISTINGS

We will create a mini custom content piece highlighting a product of your choosing, providing readers with product information, availability and a URL linking to either a Buy Now page or a product information page of your choosing.

## 3 >> ISSUE SPONSORSHIP

An exclusive opportunity to sponsor one issue of your choosing. Issue sponsorship includes 2 display ad pages at the front and back of the magazine and a sponsor thank-you with a call to action on the editorial intro page and one sponsor product spotlight page.

## 4 >> DISPLAY ADS

Full page display ads with clickable links to a URL of your choosing. We will provide you with information on how to optimize your artwork for tablet and smartphone displays.





# SPONSORED Free GUIDES *Digital Opportunities*

Put your messaging, branding and product info in front of our readers with this exclusive sponsorship opportunity. We will create an on-demand guide with in-depth and practical information for interested readers. Sponsorship includes co-branding with Momentum and showcased as the Sponsor of the Free Guide, a special section of the guide with brand information and product highlights as it pertains to the subject matter of the guide, and we will share emails of those that downloaded the guide with you.

## TOPICS AVAILABLE:

1. A Guide to Cargo Bikes
2. A Guide to E-Bikes
3. A Guide to Folding Bikes
4. A Guide to Kids Bikes
5. A Guide to Belt Drive Bikes
6. A Guide to Internal Hubs
7. A Guide to Biking in the Rain
8. A Guide to Biking in Winter
9. A Guide to Biking with Pets
10. A Guide to Buying a Bicycle Online
11. A Guide to Biking to Work
12. A Guide to Stylish Biking
13. A Guide to Biking While Pregnant
14. A Guide to Building Company Culture with Bicycles
15. City Travel by Bike
16. A Guide to City Biking
17. A Guide to Biking with Kids
18. A Guide to Transportation Cycling
19. A Guide to Starting a Bike-Based Business
20. How to Carry Stuff by Bike
21. A Guide to Locking Your Bike
22. Basic Bike Maintenance
23. Yoga for City Cyclists
24. How to Buy a Used Bicycle
25. DIY Bike Projects
26. BikeStyle: A Collection of Inspirational People who Ride Bicycles

## BICYCLE LIVING SECRETS



## BICYCLE LIVING SECRETS

The Ultimate How To Guide



**T**he humble bicycle has the power to completely transform lives. Now, this may sound to you like an exaggeration, but as you start using a bicycle to do more – from riding to work to your evening commute to weekend adventures – you'll start to see the world around you a little differently. From the middle of your bicycle you'll discover new places, meet new people, and find new ways to participate in your community. You will also start to uncover the benefits of daily riding that include improvements to your health, ways of saving money, and simply living happier.

We also know that from time to time you will encounter challenges. Whether it is finding a bike-friendly route or handling grocery store runs, these challenges are sometimes made to looking for an alternative way of getting around. That's why we have put together this collection of articles that focus on helping you overcome some of the most common challenges bicycle riders face. Each article is designed to help you build the confidence to ride when and where you want. While we understand that some journeys simply cannot be made by bicycle, after reading the following articles we hope you'll discover more.

**SMART LIVING BY BIKE**  
Discover the joys of using the fun and practical advantages that come with your bicycle. Whether you're looking for ways to save money, improve your health, or simply enjoy the ride, this guide has you covered. [Learn more about smart living by bike.](#)

**LEARN MORE**  
Discover 17 more fun and interesting ways to live smart by bike. [Learn more about smart living by bike.](#)

27. Not to Miss Fun Bicycle Events in the USA
28. Not to Miss Fun Bicycle Events in Canada
29. A Guide to Bicycle Advocacy in the USA
30. A Guide to Bicycle Advocacy in Canada
31. Missing something? We can customize a guide for you

**GUIDE INCLUDES** ▶▶ Web & app versions, shared emails, and exclusive product/brand highlights. Available for free download in the Momentum Mag app available on iTunes, Google Play and Amazon, and for free download from [momentummag.com](http://momentummag.com)



# E-newsletters

Digital Opportunities

Our weekly, daily, and spotlight e-newsletters feature daily and weekly web content delivered straight to our opt-in subscribers' inboxes. Our open rate is well above industry average and drives considerable traffic to our website and to our partners' and advertisers' respective websites.

12,000

30,000



Current subscribers



Projected by May 2016



**EMAIL MARKETING** REMAINS ONE OF THE MOST **EFFECTIVE** DIGITAL MARKETING TOOLS AVAILABLE TODAY.

## 1 >> NEWSLETTER EXTRAS

Momentum Mag's editorial and marketing teams will create an exclusive advertorial newsletter dedicated to sharing your story with our subscribers

## 2 >> TEXT ADS

Create or we can help you create a title (attention grabber), short 40 word or less description, call to action (button text) and provide a product or lifestyle image for inclusion in our weekly newsletter.

## 3 >> DISPLAY ADS

Provide 300x250 display advertising in our weekly newsletter series.



# WEBSITE & SOCIAL MEDIA

*Digital Opportunities*

**W**ith a 25 percent growth rate of unique visitors in 2015, momentummag.com continues to delivery daily content and advertising opportunities on its website portal.



**65,000**

UNIQUE VISITORS  
PER MONTH



**22,700**

FACEBOOK  
FOLLOWERS



**21,000**

TWITTER  
FOLLOWERS



**3,000**

INSTAGRAM  
FOLLOWERS



**2,000**

PINTEREST  
FOLLOWERS



## 1 » CATEGORY SPONSORSHIP

An exclusive opportunity for your company to co-brand and own a section of the website. Includes your logo and 'Presented by' recognition at the top of the page below the menu bar and a static or rotating 300x250 display ad that will always live on the category landing page and in all articles associated with that category.

## 2 » DISPLAY ADS

Top banner display ad available in 728x90 pixels. Submit a display ad designed by you and provide a clickable URL that will drive traffic to your website.

## 3 » SOCIAL MEDIA

We will broadcast exciting news and updates on behalf of our sponsors to our fans and followers.



Now entering its 11th years of production, we are producing bi-annual (Spring & Autumn) issues including a Spring Buying Guide and an Autumn City Biking Gear Guide. The 2016 editions will include much more content and a larger subscriber base.

## 30,000 COPIES IN CIRCULATION

### 1 >> DISPLAY ADS

Traditional print advertising available in 1/4, 1/2, and full pages. Including covers.

### 2 >> GEAR GUIDES

List your product in print in either our Spring Buying guide or our Autumn Gear Guide.



PHOTO ADVERTISING FEATURE

**TEMPO BICYCLES LA JOLLA**  
tempobicycles.com  
\$5995 USD  
*Smartphone integration, frame integrated battery, analog shift CVT technology, hydraulic disc brakes, and optional rear mount camera.*

**LUCETTA DELUXE ALUMINUM EDITION**  
lucetta.com  
\$3495 USD / CAD  
*An innovative light from Italy that effortlessly snaps to your bike with magnets. Buckling made easier by re-attaching the light.*

**VIRTUE CYCLES PEDALIST**  
pedalistcycles.com  
\$4500 USD  
*The Virtue Pedalist is a unique four-wheeled cargo trike with an outer shell and electric power.*

**PLANET BIKE CASCADIA ALX FENDERS**  
planetbike.com  
\$6499 USD / CAD  
*Rugged aluminum construction makes these fenders durable and ultra-secure. 100 mm mudflaps provide super coverage. Hardware is stainless and pre-installed.*

**FYXATION PIXEL SINGLE SPEED**  
fyxation.com  
\$439 USD / CAD  
*Built for the city, the sprightly riding Pixel Single Speed is fun, fast, and affordable.*

**CLUB RIDE TWO TIMER**  
clubridegear.com  
\$10995 USD / CAD  
*A sport fit jacket made from Wind20 fabric body with LiteFill quilted thermal insulation and Dri-nalze brushed back knit sleeves.*

**HELMETS THE KID**  
helmetsthekid.com  
\$250 / CAD  
*Available in four unique styles. Fits ages 5-12, meets CPSC and CE certified. Original design.*

**CARL & ROSE BRICK AND MORTAR CHAINGUARD**  
carlrose.com  
\$15 USD / \$45 CAD  
*Available in three colors. Made with a custom-bracket system. Save your hem with these Canadian-made beauties.*

**BROMPTON BICYCLE BLACK EDITION IN LIME GREEN MGL**  
brompton.com  
\$1605 USD / \$1906 CAD  
*It rides like a bike yet folds up to the size of a small suitcase, featuring limited edition black components.*

MOMENTUMMAG.COM SEP-OCT 2015 **63**

**Riding in a Suit**  
Savvy style with Indochino

**THE STYLE ISSUE**

- Vintage Autumn Bike Style
- Bike Fashion
- Outerwear
- Rain wear

**2014 ANNUAL HOLIDAY gift guide**

win a bike! **68** inside

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• gear: Lucetta | Remover | 48 • Honda | 52

0 5313 2455 11



# TECHNICAL SPECS × DIGITAL

## DIGITAL MAGAZINE SPECS

- Display ads >> Vertical (portrait) orientation  
>> 1536 × 2048 pixels (full-page) at 300dpi  
>> Minimum font size - 36 points  
>> PDF file or high-res JPG in RGB required

Custom content >> Per client and per case basis

## WEBSITE SPECS

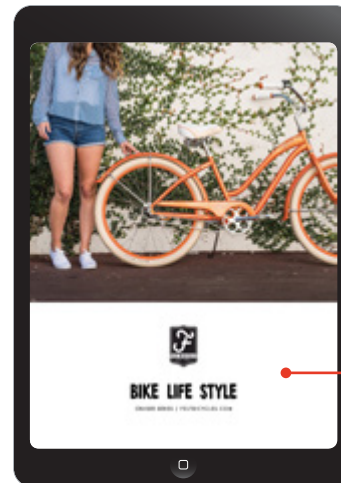
- Top banner >> 728 pixels wide × 90 pixels high  
Mobile banner >> 320 pixels wide × 50 pixels high  
Files accepted >> JPG and GIF  
Maximum file size >> 60kb for JPG and 100kb for GIF

## E-NEWSLETTER SPECS

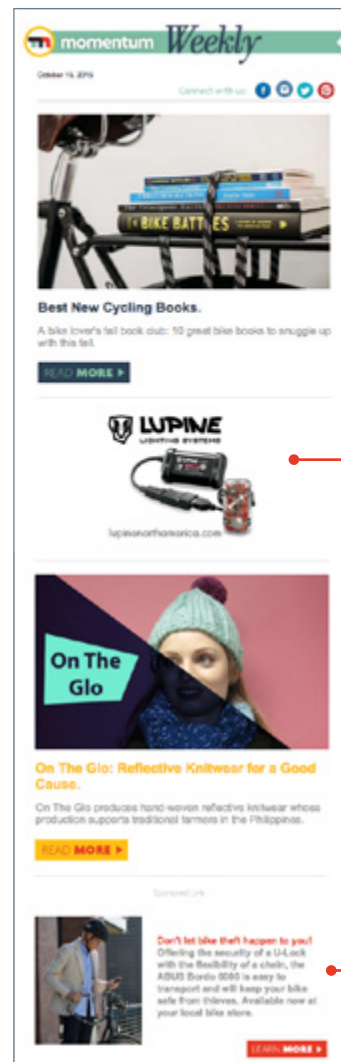
- Display ads >> JPG (< 60kb) or GIF (< 100kb) files only  
>> Maximum files size 60kb for JPG and 100kb for GIF  
>> 300 × 250 pixels

- Text ads >> 3-4 word title  
>> 25-40 word description  
>> 300 × 250 image with nothing more than a logo if anything at all

- Extras >> Press release or product page link to item you are highlighting  
>> Brief brand story  
>> High-res product & lifestyle shots  
>> Call to action/offer for our readers

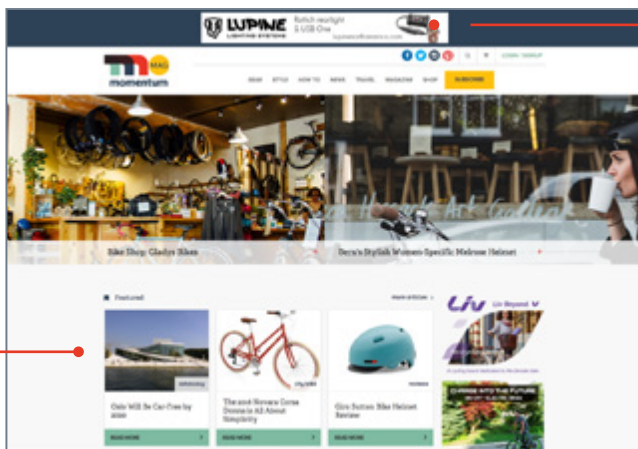


DISPLAY AD



DISPLAY AD

TEXT AD



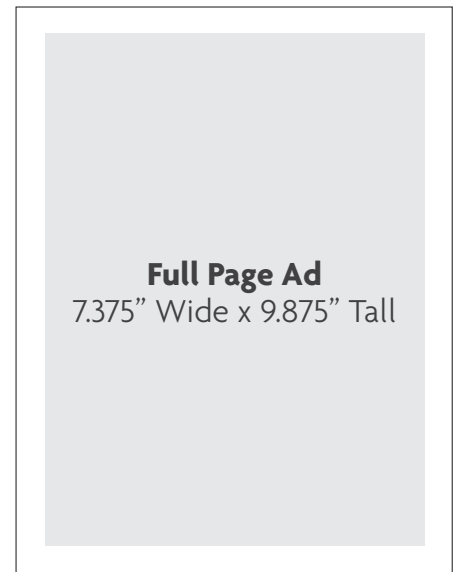
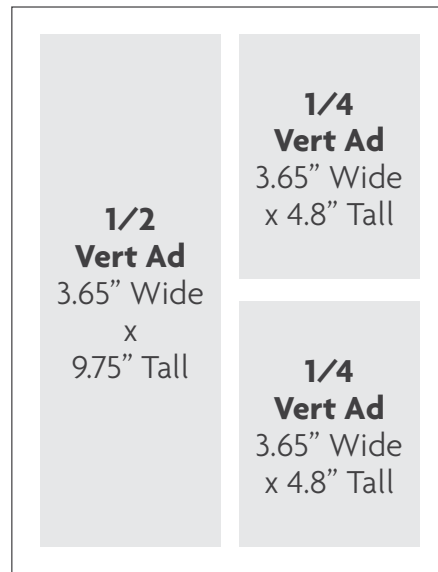
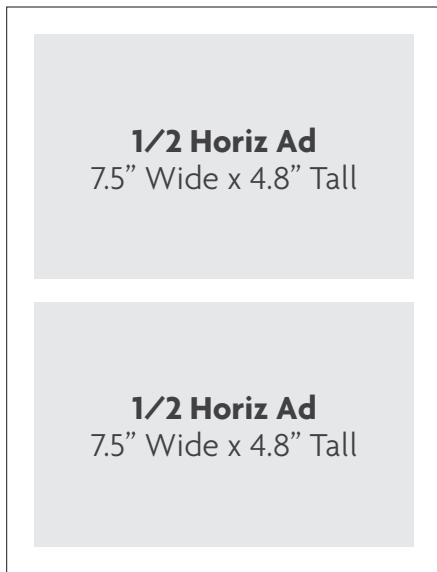
SPONSORED CONTENT

TOP BANNER



# TECHNICAL SPECS × PRINT

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## SIZE SPECIFICATIONS

Full page ad >> 7.375" wide × 9.875" tall  
½ horizontal ad >> 7.5" wide × 4.8" tall  
½ vertical ad >> 3.65" wide × 9.75" tall  
¼ vertical ad >> 3.65" wide × 4.8" tall

## 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.

## PRODUCTION QUESTIONS

>> For any production questions, please email [yuval@momentummag.com](mailto:yuval@momentummag.com)

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## TERMS AND CONDITIONS

- >> Rates shown are NET. Agencies please add your fees when invoicing clients.
- >> Rates shown are in USD. GST/HST is extra where applicable.
- >> Sponsorship packages cannot be modified.
- >> Payment: Invoices are rendered monthly for sponsorship packages. Invoices are rendered upon booking for all digital-only purchases from the Open Rate Sheet. Invoices are rendered upon booking deadline for all print-only purchases from the Open Rate Sheet. Payment terms are "Due on Receipt". Finance charges of 1.5% per month will be applied to invoices outstanding beyond 30 days.
- >> Acceptance: The publisher reserves the right to refuse any advertisement deemed unacceptable.
- >> Cancellations are not accepted after closing date/billing deadline. Cancellations post closing date will be billed at full cost. Early Cancellations to sponsorship packages will be billed at open rate sheet price for products provided to date.
- >> Advertisers and agencies assume liability for all advertising content including text, representation and illustrations. Advertising that resembles editorial content will be designated with the word ADVERTISEMENT.



# EDITORIAL CALENDAR & BOOKING DEADLINES

Issue	Theme	Booking Deadline	Artwork Deadline	Sale Date
January Digital	Winter + Resolution	Dec 4, 2015	Dec 11, 2015	January
February Digital	Travel	January 15	January 22	February
March Digital	The Healing Power of the Bicycle	February 12	February 19	March
April Digital	E-bikes	March 11	March 18	April
Spring Print/ Gear Guide	<b>A Bicycle Inspired Lifestyle</b>	<b>February 26</b>	<b>March 11</b>	<b>April</b>
May Digital	Business/ Working life	April 8	April 15	May
June Digital	City Living/ City Bikes	May 13	May 20	June
July Digital	Summer Fun	June 10	June 17	July
August Digital	Food	July 8	July 15	August
September Digital	Kids/Family/ Back to School	August 12	August 19	September
Autumn Print/ Gear Guide	<b>Transportation Wellness &amp; Fun</b>	<b>July 22</b>	<b>August 5</b>	<b>September</b>
October Digital	Street/Bike Fashion	September 9	September 16	October
November Digital	Technology/ Folding Bikes	October 7	October 14	November
December Digital	Cargo/Carry Stuff by Bike	November 11	November 18	December