

Reserve Your Advertising Space in *NW Cyclist*



Targeting the country's
"Greatest Bicycling Cities"*
Seattle and Portland!

Release: March 2012

- Bike Commuting
- Events/Previews
- New Gear
- Oregon Mountain Biking
- Favorite NW Rides
- Bikeways

*Bicycling Magazine, June 2008

Advertising Rates** & Sizes

SIZE	PRICE	WIDTH	HEIGHT
Full Page	\$2,755	7-1/2"	9-5/8"
1/2 Pg Hor.	1,685	7-1/2"	4-3/4"
1/4 Pg Sq.	1,105	3-5/8"	4-3/4"
1/8 Pg	585	3-5/8"	2-3/8"
Directory (Print+Web)	375		
Back Cover	3,365	7-1/2"	9-5/8"
Inside Covers	3,215	7-1/2"	9-5/8"

All prices are net **Qualify for lower rates with frequency placements in *Outdoors NW*
Bundle with Digital Marketing (ask your Sales Representative)

Advertising Deadline: **Feb. 17, 2012**

Release Date: **March 8, 2012**

- 35,000 copies
- 6-Month Shelf-life
- 4-color
- 135,000 Readers

Distribution

- Seattle Intl. Bicycle Expo (March 10–11)
- Portland NW Bike Show (March 24–25)
- Bike Shops/NW Events/Retailers/etc.
- Digital Edition

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