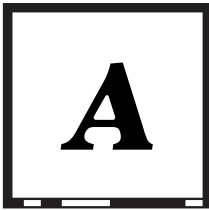


A red, rounded rectangular logo with a white border containing the text "ADVENTURE CYCLIST" in white, bold, sans-serif capital letters.

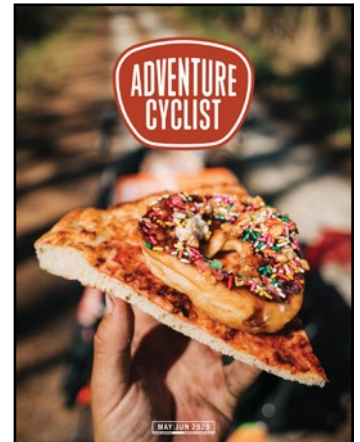
ADVENTURE
CYCLIST

Large white serif text "Media Kit" overlaid on a scenic landscape of yellow trees and a winding road with cyclists.

Media
Kit



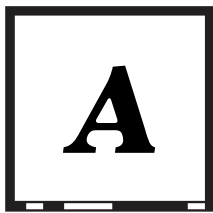
Adventure Cyclist celebrates the life-changing joys and struggles of bicycle travel by showcasing its many facets through a broad lens to anyone interested in bike-powered adventure, strengthening the connective tissue where epic meets accessible. Our magazine serves as a map that provides all the necessary information to guide a bicycle adventure in a way that encourages creative problem solving and wandering off the designated route.



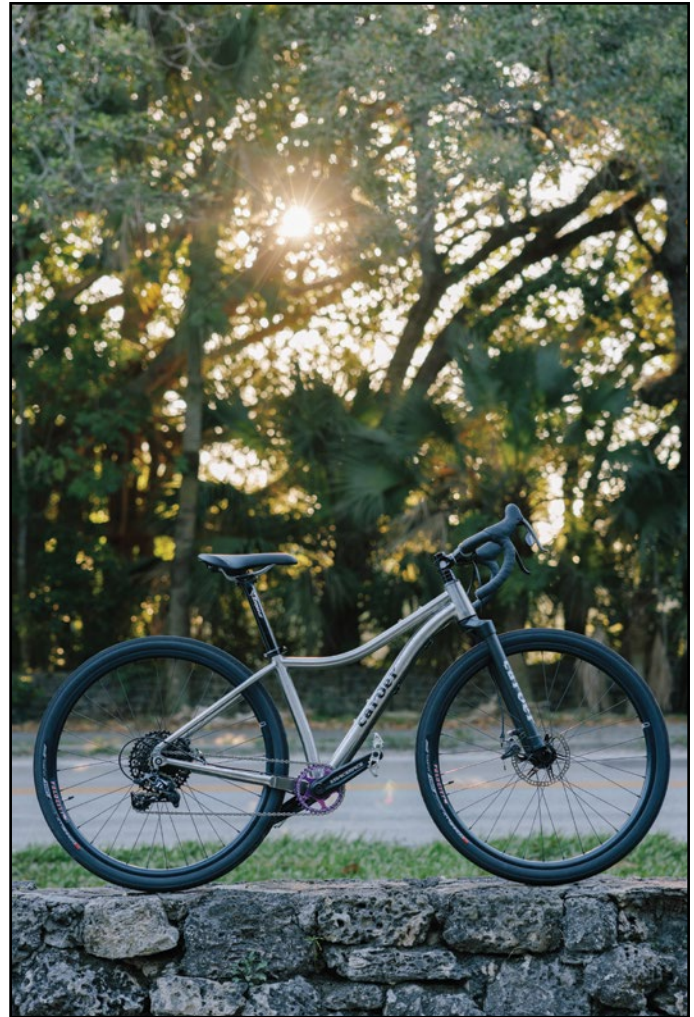
From Arizona to Zimbabwe, *Adventure Cyclist* has covered bicycle travel around the world for more than 40 years. Touring isn't a passing fad here; it's our lifeblood. With moving essays and photographs, long-form narratives from every corner of the planet, and columns covering every aspect of a bike traveler's needs – from cooking and bike maintenance to beginner's inspiration and physio tips – we offer an unrivaled look at the world from the seat of a bicycle.

“The number one comment that I get from our 54,000+ members is that this is the only magazine they read from cover to cover! It’s very apparent how impressionable the ads are as their products and services are visible on the bikes and bodies of hundreds of traveling cyclists who visit our headquarters each summer. Every day is like seeing the advertisement section of *Adventure Cyclist* and *Bike Bits* come to life. There’s definitely a direct connection between what members have seen advertised and what they’re using!”

– Geoff McMillion, Adventure Cycling memberships manager



dventure Cyclist readers are passionate travelers and discerning customers (we challenge you to find another readership willing to dive into a conversation about gear inches!) who value new experiences and destinations. They know that the right gear gets them over the horizon and are willing to seek out the perfect product worthy of a spot in their panniers. Readers trust our independent and in-depth product evaluations in Road Test and Gearing Up, tested with industry-leading insight.



Our readers love *Adventure Cyclist*, and so do our advertisers. As an exclusive benefit for Adventure Cycling members, our circulation is 100% subscriber-based and mailed directly to our members' homes. This committed readership, combined with the best print value in cycling media, offers a cost-effective way to reach an engaged audience.

6 issues per year
54,000+ subscribers
110,000+ total readership

MEDIAN INCOME
\$87,500

67%

have at least 4 bicycles in their household

71%

have made or considered making a purchase based on a review they read *Adventure Cyclist*

74%

plan a cycling vacation in the next year

75%

spend 1–3+ hours reading each issue



90%

consider themselves to be a bicycle traveler or cyclist



53%

are likely to pass *Adventure Cyclist* to a friend when they've finished reading

TYPICAL TRAVEL STYLE:

63% solo

35% with a significant other

36% with 1-2 friends

20% with a group (tour)

17% with a group (friends)

10% with family

WHAT THEY RIDE:

74% Road

60% Touring

50% Mountain

38% Gravel

27% Hybrid

22% eBike

13% Tandem

12% Folding

10% Fat

9% Recumbent

Our readers are possibly the most impassioned, connected audience a publication could hope for. As members, they are invested in our success and trust our authority. Whether they've been cycling for 80 years and a member since 1976 or are new to bicycle travel and *Adventure Cycling*, they reach out enthusiastically with feedback each issue, giving us a guiding light on what our cycling community most needs — and we deliver."

— Carolyn Whelan, Editor in Chief, *Adventure Cyclist*

2024

VOLUME 51

JANUARY/FEBRUARY

Multi-Modal

Some tours require more than just a bike to complete. From a bici-boat in the Amazon to a ski-bike in the Alps, we travel along with cyclists whose bikes served double duties to get them where they need to go, and who called on trains, ferries, and more to connect points A and B.

MARCH/APRIL

Trans-ient

For this annual tours issue, we focus on our surroundings in a big way: what borders keep us separate, and what does it feel like to connect them or cross them? Pedal with us, connecting ends that don't otherwise meet, and discover not only what's on the other side of the border but what's truly contained within them.

MAY/JUNE

Tech Campout

In this year's tech issue, we take a deep look into the camping side of bicycle travel, from the impact of camping along gravel roads in rural communities to what makes our rain gear work and how we can keep it that way.

JULY/AUGUST

ars photographica

As we settle into the hottest summer months, we dig deep into our creativity – and yours. Moving photographs, artistic bikes that move us, and art inspired by our favorite pastime: this issue is the art gallery you can stick in your pannier.

SEPTEMBER/OCTOBER

Down Home

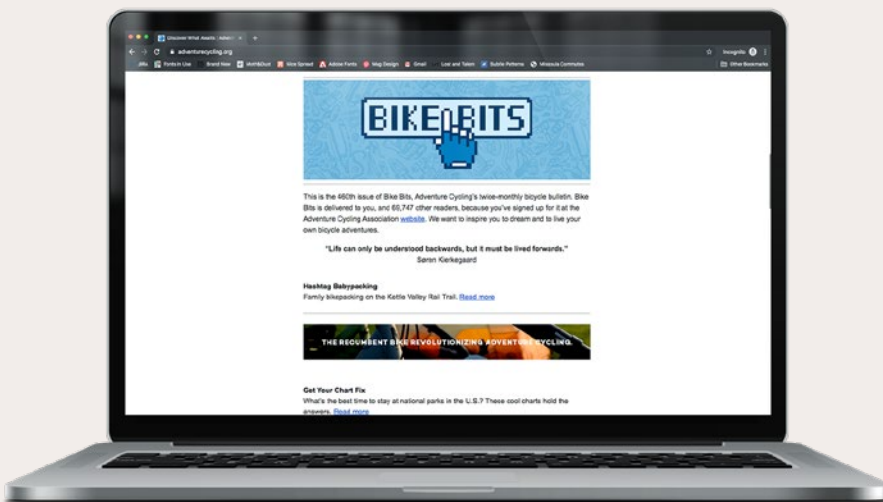
This year's history issue focuses on the history of hometown roads. What can be found alongside them, why some roads are better than others, and where and why they take us, and more, are all considered through the lens of the people who know them best: cyclists.

NOVEMBER/DECEMBER

Final Mile

Our Final Mile collection is back to share the best of short-form storytelling. Personal stories of those last stretches of a bicycle tour, or the stretch that seemed to last the longest, are showcased here alongside incredible illustrations and long-form feature stories that go a bit deeper into the experiences we have in the saddle.

Our magazine may be for members only, but Adventure Cycling's twice-monthly email newsletter Bike Bits reaches far beyond our membership with insightful stories from our own contributors as well as the best in bicycle travel from around the web. Our subscriber list is growing every month!



While our print readership is expansive, our popular newsletter boasts an even broader audience of 140,000+ dedicated cyclists and bike travelers. What's more, our open rate for newsletters is 47% compared with 21% for the average marketing newsletter.

Bike Bits highlights our favorite features from print, expanded technical and gear coverage, and online-only features alongside carefully curated bike travel stories and bicycle news from across the web.

Adventure Cyclist

PRINT

PREMIUM POSITIONS

Spread	\$6,050
Inside Front Cover	\$5,000
Back Cover	\$5,000

SINGLE PAGE

Full Page	\$4,500
2/3 Page	\$3,500
1/2 Page	\$2,400
1/3 Page	\$2,000
1/4 Page	\$1,250

MARKETPLACE

5 inch	\$570
3 inch	\$475
2 inch	\$350
1 inch	\$250

CLASSIFIEDS

First 30 words	\$125
each additional word	\$2

Bike Bits

WEB

BIKE BITS

728 x 90	\$650/month
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Discounts available for frequency, packages, and corporate members. Contact advertising@adventurecycling.org for more information and a complete rate card.