

A detailed close-up photograph of a motorcycle engine, showing various components like the cylinder head, cooling fins, and intake system. The image is set against a dark background with a yellow dotted pattern at the bottom. The text 'CYCLE WORLD' is prominently displayed in the center in a bold, white, sans-serif font.

CYCLE WORLD

MEDIA KIT 2020

BONNIER
MOTORCYCLE GROUP

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MISSION STATEMENT

Cycle World is the largest motorcycle media brand featuring complete coverage of the world of motorcycles, with an expert, technical point of view on the two-wheeled machines that populate this world, as well as a deep connection to the spirit, soul and history of the motorcycle life. Whether visiting CycleWorld.com, reading our e-newsletter and the magazine, to interacting with social media, *Cycle World* readers receive your powerful message across multiple platforms.

BRAND OVERVIEW

PRINT

238,000

TOTAL AUDIENCE

+

4x

FREQUENCY

Issue

1

2 0 1 9

CYCLE
WORLD



140,000

TOTAL CIRCULATION

+

1962

ESTABLISHED

BRAND OVERVIEW

ONLINE

3,362,439

AVERAGE MONTHLY PAGE VIEWS

1,058,516

AVERAGE MONTHLY
UNIQUE VISITORS

549,329

FACEBOOK FANS

/cycleworld

75,479

INSTAGRAM FOLLOWERS

@cycleworld

48,408

TWITTER FOLLOWERS

@cycleworldmag

155,000

E-NEWS

CYCLEWORLD.COM

TARGET MARKET

AUDIENCE SNAPSHOT

- The *Cycle World* audience rides an average of 119 days, and approximately 289 miles a year
- 81.7% plan to purchase motorcycle apparel from an online retailer in the next 12 months, while 52% said they would also purchase apparel from a dealership
- On average, the *Cycle World* audience plans to spend \$606 on motorcycle apparel, and \$724 on parts/accessories in the next 12 months
- 15.8% of the *Cycle World* audience have introduced 20 or more people to motorcycling

TARGET MARKET

AUDIENCE SNAPSHOT

97.7% / 1.9%
MALE/FEMALE

54
AVERAGE AGE

8.4%
AGE 18-34

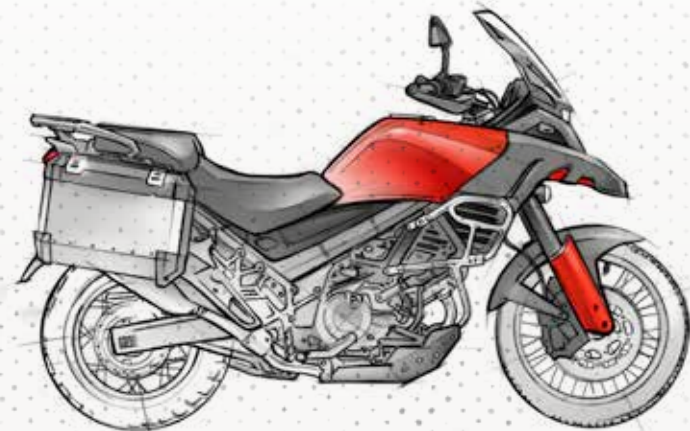
18.9%
AGE 35-49

72.6%
AGE 50+

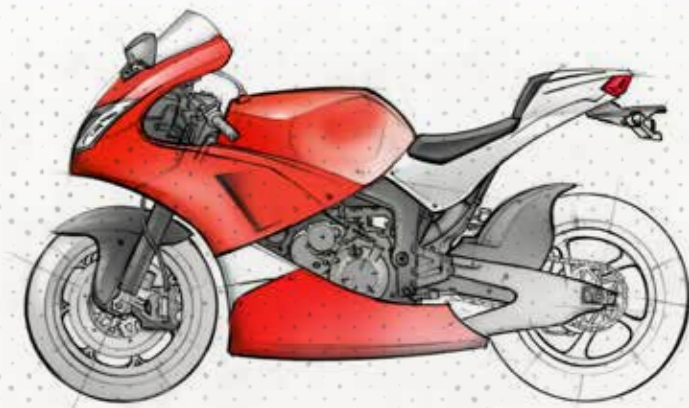
\$128,955
AVERAGE HHI

67.9%
EMPLOYED

71.5%
MARRIED



2.8
AVERAGE NUMBER OF
MOTORCYCLES OWNED



PRODUCTION CALENDAR

ISSUE	SPACE CLOSE	MATERIALS DUE	ON SALE	ON TABLETS
ISSUE 1 '20	1/24/20	1/27/20	3/17/20	3/9/20
ISSUE 2 '20	3/27/20	3/30/20	5/19/20	5/11/20
ISSUE 3 '20	8/7/20	8/10/20	9/29/20	9/21/20
ISSUE 4 '20	9/25/20	9/28/20	11/17/20	11/9/20
ISSUE 1 '21	1/22/21	1/25/21	3/16/21	3/8/21

PRINT SPECIFICATIONS

TRIM SIZE: 8.375" x 10.875"

BINDING: Saddlestitch, Jog to Foot

Supplied materials that do not comply with the following specifications will be corrected and the advertiser billed for the required production. All ads supplied must be CMYK. For ads requiring a spot color, please contact your production manager for specifications.

AD SIZES:

Follow ad size specifications and guidelines provided in this document. Ads that do not meet exact size specifications listed on the rate card will incur charges for resizing.

REQUIRED FORMAT:

PDF/X-1a format files required for submission. Files should conform to SWOP guidelines, and total ink density should not exceed 300%. View specifications.

PROOFS:

Bonnier Corporation utilizes Virtual Proofing technology. Hard copy guidance is no longer required. If you opt to send a proof for internal color approval, please send a Web Coated SWOP 2006 certified proof.

INSERTS:

Consult your advertising representative. Production, design and prepress services are available; rates upon request.

PRODUCTION GUIDELINES

For all bleed ads: Build file to document size and add .125 in. bleed on all 4 sides. Ensure that crop marks are offset .125 in. from trim.

Allow .125 in. safety area within trim on all 4 sides (no live matter) Spread ads: Supply in a single document

MATERIALS REQUIREMENTS FOR IN-HOUSE DESIGN SERVICES

PHOTOS: Supplied images should be high res (300 dpi) in CMYK. B/W images must be high res (300 dpi) grayscale. Images supplied in RGB will be converted to CMYK.

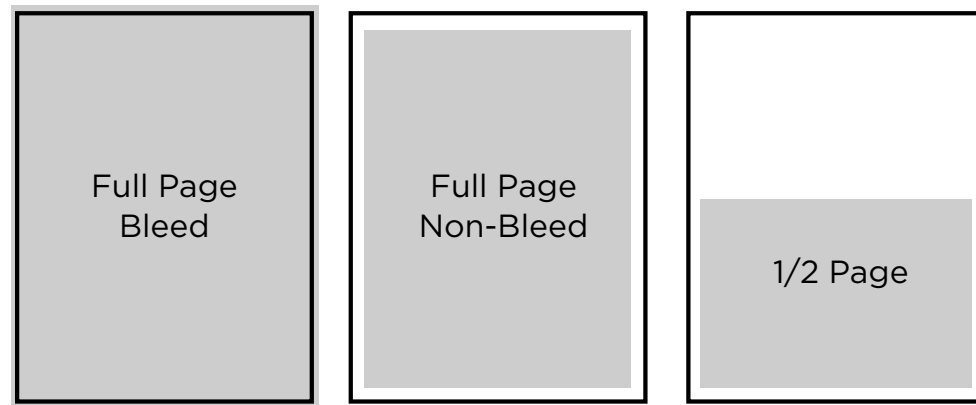
LOGOS: Vector .eps or .ai files are preferred. Type must be converted to outlines unless the fonts are provided. Jpgs should be 300 dpi.

Native files supplied for corrections/adjustments, must be accompanied by the fonts and links used in those files. (Recommended: use the packaging function in InDesign to gather fonts and links.) Black type on light background should be defined as 100% black only.

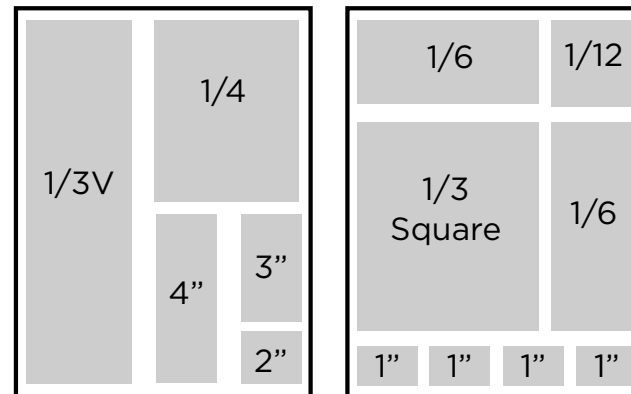
If we do not receive instructions regarding your materials, the most recent ad of the same size scheduled will be picked up. Ad materials received after the deadline may incur late fees, unless an ad extension is arranged with ad services prior to the deadline.

PRINT SPECIFICATIONS

DISPLAY ADS



MARKETPLACE/CLASSIFIED



AD SIZE

Full Page
Two Page Spread
Jr. Spread
1/2 Page Horizontal

NON-BLEED

7.875" x 10.375"
16.25" x 10.375"
16.25" x 4.875"
7.625" x 4.875"

TRIM

8.375" x 10.875"
16.75" x 10.875"
16.75" x 5.25"
8.375" x 5.25"

BLEED

8.625" x 11.125"
17" x 11.125"
17" x 5.5"
8.625" x 5.5"

MARKETPLACE/CLASSIFIED

1/3 Page Vertical
1/3 Page Square
1/4 Page Vertical
1/6 Page Vertical
1/6 Page Horizontal
1/12 Page Square
4-inch Vert.
3-inch Vert.
2-inch Vert.
1-inch Vert.

2.153" x 9.40"
5" x 4.875"
3.625" x 4.875"
2.33" x 4.875"
2.33" x 4.875"
2.33" x 2.25"
2.33" x 4"
2.33" x 3"
2.33" x 2"
2.33" x 1"

TRIM

2.82" x 10.875"

BLEED

3.07" x 11.125"

AD MATERIAL SUBMISSIONS

Ad files should be submitted via our Ad Portal at adportal.bonniec.com.

For ads supplied electronically, advertiser must supply an additional content proofing jpg. We do not accept ads via e-mail. Electronic files are stored for one year only, unless otherwise requested in writing.

SEND ALL OTHER MATERIALS TO:

Cycle World / Attn: Melissa Beckham
460 North Orlando Ave., Ste. 200, Winter Park, FL 32789

PRODUCTION CONTACT

407-571-4792
Melissa.Beckham@bonniec.com

LAYOUT/PRODUCTION NOTES:

Allow .25 in. safety area within TRIM on all 4 sides (no live matter).
Ensure that crop marks are offset .125 in. from trim.

TABLET SPECIFICATIONS

iPad Specifications & Features for Bonnier Adobe DPS Platform

For Client Supplied Ads Designed for Tablet

ACCEPTED FORMATS & SPECS

InDesign:

Create document at 768 px x 1024 px. Use InDesign's Package Feature for gathering and supplying fonts and images. If adding interactive elements such as video, audio and HTML5, please be sure to test in Adobe Content Viewer before submitting and notify your production contact. These assets must also be submitted with materials. For specs on interactivity or additional screens, see enhancement details below.

PDF:

10.667" x 14.222" 300 dpi

JPEG:

or any rasterized file –
1536 px x 2048 px 264 dpi RGB

Layout Guidelines:

Keep any live material away 130 px from top and 200px from bottom of screen

AD MATERIAL SUBMISSIONS

Upload a .zip file of your ad materials and all assets to the (title) iPad Editon on our ad portal at: adportal.bonniercorp.com

PRODUCTION CONTACT

407-571-4792

Melissa.Beckham@bonniercorp.com

For Enhancements to your Straight From Print Ad or Customized Ad Builds

AVAILABLE FEATURES & SPECS

External Web Links

- Your iPad-friendly web page can open up from a link on your ad without the user having to leave the app
- Webpage should not have Flash elements
- Avoid pages with long load times

Interactive Gallery

- Supply 300 dpi images at 536 px x 2048 px, 8 images max
- Button or touchable photo thumbnails bring up larger versions or scroll through multiple images in one frame

Additional Screens

- Four total screens max
- Two or three more screens can be stacked below your initial ad, offering more of your messaging and reader engagement

Video Player

- Maximum length for embedded videos is 30 seconds.
- Specs: 720p .mp4 file using .h264 compression
- Full Screen: 1280 x 720 (16:9 aspect ratio)
- In-Content: Specs are TBD depending upon scope

Advanced Interactivity / HTML 5

Will generally require greater pre-planning and lead time, and a creative call should take place well in advance of the ad close date. Adobe Flash elements or links to Flash-based websites are not compatible with the iOS platform.

PRINT RATES

GENERAL DISPLAY RATES

COVERS	1X	4X
2nd	\$41,605	\$24,960
3rd	\$39,795	\$23,875
4th	\$47,030	\$28,220

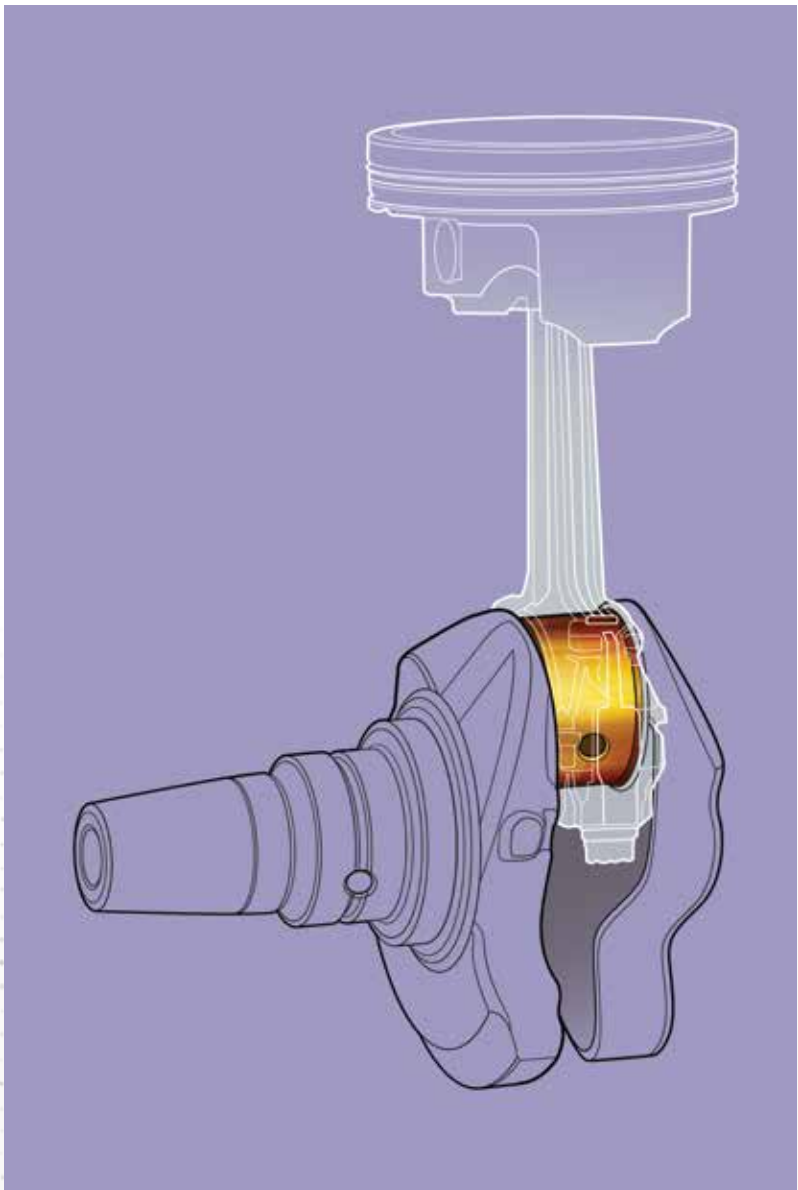
DISPLAY	1X	4X
FULL PAGE	\$36,180	\$21,710
1/2 PAGE	\$23,615	\$14,105

RETAIL ACCESSORY

	1X	4X
FULL PAGE	\$17,700	\$10,620
1/2 PAGE	\$11,510	\$6,900

MARKETPLACE/SHOWCASE RATES

	1X	4X
1/3 Vertical	\$6,310	\$3,785
1/3 Square	\$6,310	\$3,785
1/4 Vertical	\$5,095	\$3,060
1/6 Vertical	\$3,640	\$2,185
1/6 Horizontal	\$3,640	\$2,185
1/12 Square	\$1,675	\$1,470
4-inch Vert.	\$2,490	\$2,190
3-inch Vert.	\$1,960	\$1,725
2-inch Vert.	\$1,385	\$1,220
1-inch Vert.	\$730	\$645



CONTACT INFORMATION

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