

cycle**presse**



MEDIA KIT 2017
cyclepresse.com



Cyclepresse is the most widely distributed cycling magazine on the market. It's available free in more regions and bike shops than any other publication.

DISTRIBUTION

Custom display racks in bike shops and high-traffic locations build awareness of the magazine and enable cyclepresse to reach cyclists at points of purchase, when they are actively engaged with the sport.

- › Bike Shops – More than 250 Distribution Points Targeted in Québec and Ontario
- › Network of Cycling Circuits
- › Welcome Cyclists - Accommodation
- › Cycling Clubs (Online Version)
- › Trade Fairs and Shows – Many Events Targeted
- › Tourist Information Centres
- › Cafés and Bistros
- › Cycling Events
- › Mountain Biking Trails
- › Our online magazine enables readers to stay connected and to access every issue at their leisure.

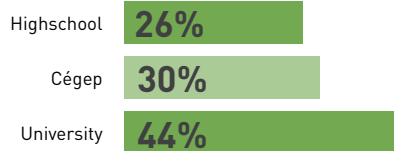
READERS

« 87% of our readers are riding at least once a week »

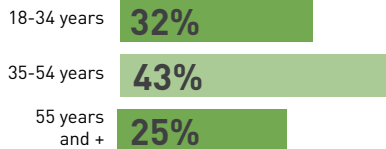
GENDER



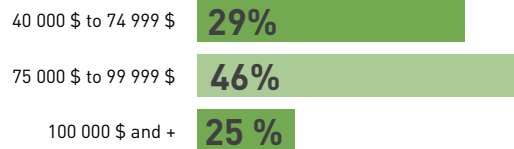
COMPLETED DEGREES



AGE



ANNUAL HOUSEHOLD INCOME



Source : Quant Cast - avril 2013



Every publication

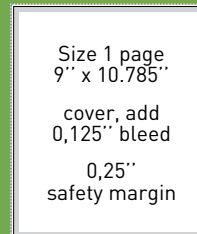
40 200 copies

> 25 000 copies printed

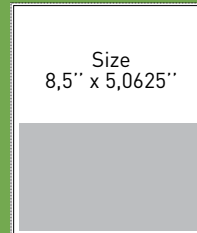
> 15 200 digital prints

> More than
70 000 readers

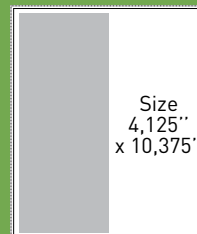
AD SIZE



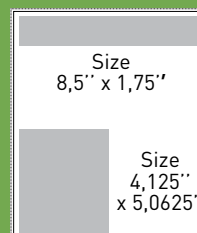
Covert 2 et 3
1X = 2 750\$
3X = 2 250\$
Covert 4
1X = 3 950\$
3X = 3 250\$
1 full page
1X = 2 250\$
3X = 1 500\$



1/2 page
horizontal
1X = 1 200\$
3X = 1 000\$



1/2 page
vertical
1X = 1 200\$
3X = 1 000\$



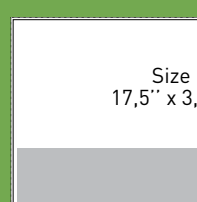
Header
1X = 750\$
3X = 625\$



1/4 page square
1X = 900\$
3X = 750\$



1/3 page
vertical
1X = 1 500\$
3X = 1 150\$



1/3 page
horizontal
1X = 1 000\$
3X = 850\$



1/3 spread
1X = 1 600\$ **3X = 1 400\$**

TECHNICAL SPECIFICATIONS

> Delivery FTP TRANSFER:

- For any material supplied by FTP, a low-resolution PDF or JPEG made from the file should be sent as a proof.

> FTP site :

View contact details on your order form

- For any questions please contact: production@cyclepresse.com

> DIGITAL FILE REQUIREMENTS:

- Preferably send a high-resolution PDF (PDF/X-1a) respecting the ad size.

- Bleed: If your image extends to the edge of the cut line, your page layout needs to extend to cover the standard 1/4" bleed, 1/8" on each side. This "safety area" is required to ensure that no apparent white or unprinted border is left around the edge during the cutting process. You should not place any important text or image in this area.
- Total ink coverage for pictures should not exceed 280%. For deeper black (rich black), use 60C, 40M, 40Y and 100K.
- Cyclepresse can also design your ad upon request (additional fees applicable).

BE VISIBLE

CYCLEPRESSE and **SKIPRESSE** are the most widely bilingual ski and cycle magazines distributed on the market. You can find it **FREE** of charge in more regions and specialized boutiques than any other publication.

cyclepresse

Season 7



EDITORIAL CALENDAR

Vol.7 No.1

Preseason edition 2017

BUYER'S GUIDE 2017
Road bike

March, 2017

Vol.7 No.2

Spring edition 2017

Mountain Bike
Buyer's Guide 2017

May 2017

Vol.7 No.3

Summer edition 2017

Destination
2017

July 2017

skipresse

Your reference for
more than 30 years

EDITORIAL CALENDAR

Vol.31 No.1

FALL 2016 EDITION

Skipresse 2016/2017
BUYER'S GUIDE
& NEW TRENDS



Vol.31 No.2

EARLY WINTER SEASON
16/17 EDITION

FAT SKI BUYER'S GUIDE
& ACCESSORIES

Material
November 14th 2016

On display
December 5th 2016

Vol.31 No.3

WINTER
2017 EDITION

DESTINATIONS

Material
December 2nd 2016

On display
January 16th 2017

For more informations or to book an ad, please contact

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