

  
**bicycle victoria**  
more people cycling more often

**rideOn**  
the bicycle victoria magazine

*"There's a nice mix of  
information and articles.  
Let's face it, for a rider,  
even the advertisements  
are interesting!"*

**Paul Gale-Baker**  
Macleod, VIC  
Ride On reader



## Advertising Rate Guide



# Advertise in *Ride On*



Australia's most informative cycling magazine from Australia's largest and fastest growing cycling organisation



## Your opportunity

*Ride On* exposes your business to tens of thousands of people who love bike riding. Our reader survey tells us 79% of Members read most or all of each issue.

## Ride On content

- A 68-page full-colour magazine
- Bike and product reviews
- Expert guidance on bike equipment and maintenance
- Advice on health matters including diet and nutrition, skills and training
- Directions and maps for multi-day, day and half-day rides
- Updates on Bicycle Victoria rides including the Great Victorian Bike Ride and Around the Bay in a Day
- The latest developments in Bicycle Victoria's campaigns to improve cycling facilities and local bike routes
- Exclusive Member deals, Member stories and Member competitions

## Ride On advertising rates

**\*Effective 1 March 2008. Prices exclude GST**  
**\*Rates refer solely to booking advertising space**  
**\*Artwork costs are the responsibility of the advertiser**  
**\*See next page for artwork rates**

Cover Positions	x1	x3	x6
Outside Back	\$2150	\$1940	\$1575
Inside Front/Back	\$1980	\$1780	\$1480
Inside	x1	x3	x6
Double Page	\$2730	\$2540	\$2250
Full Page	\$1700	\$1550	\$1300
Half Page	\$1080	\$960	\$780
Third Page	\$890	\$800	\$660
Quarter Page	\$680	\$610	\$510
Sixth Page	\$570	\$520	\$430
Trade Ad	\$170	\$150	\$130

## Inserts \$1500+GST

Only half-page or full-page colour ads will appear in the front half of the magazine. Add 10% to the ad rate if you require an ad to run in a specific position. All prices subject to change. Please confirm at time of booking.

## Deadlines

*Ride On* caters to a wide range of bike riders: women, men, families, older riders, road cyclists, commuters and mountain bikers. We aim to provide something of interest to every type of rider in every issue. Each issue has a theme driven by the cover story and covered in many of the articles within the issue.

Email Pio Liwanag, Advertising Sales Manager, [piol@bv.com.au](mailto:piol@bv.com.au) for issue themes planned until April-May 2009.

Issue:	Booking deadlines	Artwork delivery
Jun-Jul 08	5 Apr	12 Apr
Aug-Sep 08	7 Jun	14 Jun
Oct-Nov 08	2 Aug	9 Aug
Dec 08 - Jan 09	4 Oct	11 Oct
Feb-Mar 09	6 Dec	13 Dec
Apr-May 09	7 Feb	14 Feb

**Strict deadlines apply, and Bicycle Victoria reserves the right to decline or cancel any advertisement delivered late. A late fee will be charged for artwork that is delivered after the deadline.**



# Artwork Specifications



## With multiple bookings

You do not have to book in consecutive issues. You can mix any type and size of advertisement in your booking from the smallest (trade classified) to the largest (double page). You qualify for a multiple rate based on the number of advertisements, not issues. For example you may book two advertisements per issue in three issues.



You can book these at the x6 rate because the total booking quantity is six advertisements. If you run two or more advertisements of the same size and type within an issue, we will consolidate the rate. For example if you run two half-page colour advertisements in one issue, we will charge the single full-page colour rate.

## Ride On reader info

- Bicycle Victoria has around 40,000+ members, who receive the publication every two months via direct mail
- 77% are based in Victoria
- 23% are based in NSW, WA, TAS, QLD, ACT, SA
- 58% are male, 42% are female
- 32% are aged between 41 - 54, 19% are aged between 26 - 40
- Approximately 57% earn over \$60K
- 72% participate in various sports other than cycling – such as swimming and running
- Bike ownership is evenly distributed amongst mountain, hybrid and road bikes
- There are two bikes per Member household with an average replacement value of \$1,500

## Optional service – artwork rates\*

Includes typesetting, concept, full colour, 2 author's corrections in line with original brief, unlimited images supplied digitally.

<b>DOUBLE PAGE SPREAD</b>	<b>\$300+GST</b>
<b>FULL PAGE</b>	<b>\$250+GST</b>
<b>HALF PAGE</b>	<b>\$200+GST</b>
<b>THIRD PAGE</b>	<b>\$150+GST</b>
<b>QUARTER PAGE</b>	<b>\$125+GST</b>
<b>SIXTH PAGE</b>	<b>\$100+GST</b>
<b>TRADE CLASSIFIED</b>	<b>\$80+GST</b>

<b>EXTRAS</b>	
Scanning – up to A4	\$25 +GST
Photo retouching	\$80 per hour +GST
Logo re-creation	\$80 per hour +GST
Additional author's corrections	\$65 per hour +GST

\*Prices are subject to change. Quotes for preparing artwork can be obtained from Spike Creative (03) 9525 0900

## Discounts!

- Great savings for multiple bookings
- Book advertising in three issues and receive 10% discount on each ad
- Book advertising in six or more issues and receive 25% discount on each ad

## Terms & Conditions

No refund on cancellations of space can be accepted after the published booking deadline.

If your copy is not received by the deadline the publisher reserves the right to insert copy previously published.

The positioning of the advertisement is at the publisher's discretion, except when specifically agreed by the publisher, and the client pays a loading.

All accounts are due for payment in full within 30 days of the date of invoice. Bicycle Victoria reserves the right to withdraw any future advertising, including contracted multiple bookings, if any account goes beyond 30 days.

## Ride On Advertising Policy

All advertisements are subject to approval by Bicycle Victoria Publications, and may be withdrawn from publishing, at the discretion of Bicycle Victoria Publications.



**FULL PAGE  
with Bleed**

**Image Area:**  
Width 205mm x Height 275mm  
(Add 5mm bleed on all sides.)

Type safe area: 195mm x 265mm

**HALF PAGE HORIZONTAL**

**Image Area:**  
Width 185mm x Height 122mm

**HALF PAGE HORIZONTAL  
with Bleed**

**Image Area:**  
Width 205mm x Height 132mm  
(Add 5mm bleed on all sides.)

Type safe area: 195mm x 122mm

**HALF PAGE  
VERTICAL  
with Bleed**

**Image Area:**  
Width 97.5mm  
x  
Height 275mm  
(Add 5mm bleed  
on all sides.)

Type safe area:  
87.5mm x 265mm

**HALF PAGE  
VERTICAL**

**Image Area:**  
Width 87.5mm  
x  
Height 250mm

**THIRD PAGE  
VERTICAL  
with Bleed**

**Image Area:**  
Width  
68mm  
x  
Height  
275mm  
(Add 5mm  
bleed on  
all sides.)

Type safe  
area:  
58mm  
x 265mm

**THIRD PAGE  
VERTICAL**

**Image Area:**  
Width  
58mm  
x  
Height  
250mm

**TRADE  
CLASSIFIED**

Width  
58mm  
x Height  
58mm

**TRADE  
CLASSIFIED**

Width  
58mm  
x Height  
58mm

**SIXTH PAGE  
VERTICAL**

**Image Area:**  
Width  
58mm  
x Height  
122mm

**QUARTER PAGE HORIZONTAL**

**Image Area:**  
Width 185mm x Height 58mm

**THIRD PAGE HORIZONTAL**

**Image Area:**  
Width 185mm x Height 80mm

**THIRD PAGE HORIZONTAL  
with Bleed**

**Image Area:**  
Width 205mm x Height 90mm  
(Add 5mm bleed on all sides.)

Type safe area: 195mm x 80mm

**QUARTER PAGE  
VERTICAL**

**Image Area:**  
Width 87.5mm  
x Height 125mm

**SIXTH PAGE HORIZONTAL**

**Image Area:**  
Width 121.5mm  
x Height 58mm

**SIXTH PAGE  
VERTICAL**

**Image Area:**  
Width  
58mm  
x Height  
122mm

## Size

Ride On is 'half tabloid size' – 205mm wide by 275mm deep (5mm narrower and 22mm shorter than A4). This size is used by other cycling publications, so in most cases the same artwork can be used. Page bleed is available on selected formats, please refer above.

## Supply of artwork

Please ensure artwork is Macintosh compatible and **indicate clearly the advertiser name** and that it is for 'Ride On'. Ads with bleed require 5mm bleed all around with trims offset by 5mm.

**Files not allowing 5mm all around as non-type area will be rejected.**

Non-bleed advertisements do not require bleed or trims, however document size should be the same as the space booked (refer above).

**File types accepted:** PDFs are preferred, otherwise Adobe Illustrator EPS (fonts converted to outline), TIFF, EPS or JPEG.

**Please note:** Microsoft Word or Powerpoint files are not suitable.

**Images:** All images are to be CMYK or grayscale at 300dpi. RGB files are not suitable. Please convert all colours to CMYK and, if applicable, supply all fonts and linked images/graphics.

**Note: All artwork to be accompanied by a colour proof or fax.**

**Supply of files:** Files up to 10MB can be emailed to spike@spikecreative.com.au, followed with a fax of the layout to (03) 9525 1900.

**Please phone Paul at Spike Creative on (03) 9525 0900 if you have any further queries regarding the supply of artwork.**

## contacts

### For all Advertising enquiries:

Advertising Sales Manager: Pio Liwanag  
Phone: (03) 8636 8874  
Fax: (03) 8636 8800  
Email: piol@bv.com.au

### For all Editorial enquiries:

Editor: Simon Vincett  
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Email: simonv@bv.com.au

**WWW**

**bv.com.au**  
search: Ride On

