

# Middle East Cyclist

For the  
ROAD



MEDIA  
INFORMATION

# Middle East Cyclist

## Contents



Dedicated solely to road cycling, *Cyclist* is a unique, best-selling magazine in a growing market. A celebration of adventure and exploration, plus the equipment that makes road cycling so special, *Cyclist* reveals the world's best routes and takes readers behind the doors of the sport's most iconic brands. Inside you'll find performance advice from top experts, detailed reviews of the best road bikes

and technology available in today's market, plus exclusive access to some of the best professional teams on the planet. *Cyclist* also looks the part, mixing in-depth articles with breathtaking imagery from the sport's best photographers.

Since its launch in the UK in 2012, *Cyclist* has been an unprecedented success, with rapid circulation growth and a loyal subscriber base. *Cyclist* has filled a significant gap in the market and has quickly established itself as the premium road cycling magazine that riders reach for.

## Why advertise with *Cyclist*?

The bike market is a great place to be, especially the growing road scene. And we at Motivate have no doubt that the exponential growth being experienced in this sector in the Middle East is a journey that many more people will join over the coming years.

With award-winning *Cyclist*, which will also feature additional content from *BikesEtc*, the Middle East now has its own premium magazine focussing on local riders. Added to this, we will be launching [www.cyclistmag.ae](http://www.cyclistmag.ae) in the near future to allow the region's cycling community to interact in one place.

*Cyclist* enhances Motivate's strong suite of brands adding the attention of one of the most affluent premium audiences in the Middle East. They ride more, earn more and spend more than any other audience.

They also work as huge advocates on your behalf, whether you're a retailer, distributor or brand. If you are targeting the road cycling market, this is the place to be.

## In every issue



In-depth travel guides



Performance and maintenance advice



Local stories, local riders



The best new bikes reviewed

### Circulation

Frequency 10 Issues

Print Run 12,000 copies

### Distribution

- United Arab Emirates
- Bahrain
- Kingdom of Saudi Arabia
- Kuwait
- Qatar
- Oman

### Distribution Network

- Cycling Shops
- Retail Outlets
- Airlines
- Sponsored Copies
- Subscriptions
- iTunes, App Store

### TARGET MARKET

The Middle East's affluent and passionate road cycling community, who are devoted to constantly improving their ability to ride.

### ADVERTISING BENEFITS

- » Partner with the ONLY cycling title in the region
- » Reach your target audience of affluent and active consumers
- » Appear alongside vibrant editorial and cutting-edge design



# Middle East Cyclist

## Positional statement

- » One of the fastest growing magazines in the cycling world
- » Unique top-right position in the market
- » Premium audience – highest earners, spenders and number of hours in the saddle
- » Quality environment – art, photography, design, and production values



## Demographics

- » Average age 36
- » 85% male readership
- » Likely to be in a management position within finance & banking, IT, media

## Reader facts

- » On average they ride 101 kilometres per week
- » Their current bike cost them on average \$2,127
- » They will spend on average \$2,975 on their next bike
- » 87% recommend to their peers what bikes and kit to buy
- » 88% subscriber retention to the magazine (UK Stat)
- » 87% of readers agree that *Cyclist* is a unique product in the market
- » More than 44% will buy a new bike in the next 12 months
- » \$433 spent on cycling parts and accessories in the last 12 months
- » 70% have ridden in a UK or overseas cycling event
- » 34% have been on an overseas cycling holiday

## Advertising Rates

REGULAR POSITIONS	USD
Full Page	6,000
Double Page Spread	11,100
Half Page	3,600
Quarter Page	2,100
PREMIUM POSITIONS	USD
Inside Cover Spread (2 pages)	21,600
Outside Back Cover	13,200
Inside Front Cover	10,800
Page One	10,800
Inside Back Cover	10,200
CREATIVE SOLUTIONS	USD
Front Cover Reverse Gatefold (2 pages)	22,500
Inside Front Cover Gatefold (3 pages)	29,100
ROP Gatefold (3 pages)	17,400
Bookmark	18,000
Belly Band	17,100
Advertorial – Full Page	7,500
Advertorial – Double Page Spread	13,400

ALL INVOICE AMOUNTS ARE EXCLUSIVE OF VAT AND SHALL BE PAID IN FULL, FREE OF ANY DEDUCTIONS, WITHHOLDING TAXES, AND ANY OTHER CHARGES INCLUDING BUT NOT LIMITED TO BANK CHARGES.

## Technical Data

	(mm) H X W
	<b>Double Page Spread</b> Trim: 275 x 420 Type: 250 x 398 For DPS ads please supply 2 single pages
	<b>Full Page</b> Trim: 275 x 210 Type: 250 x 186
	<b>Half Page Vertical</b> Type: 250 x 90
	<b>Half Page Horizontal</b> Type: 125 x 186
	<b>Quarter Page</b> Type: 125 x 90

## Digital Media Format

- PDF (Portable Document Format)**
- The artwork should be a press ready PDF file (version 1.3 generated through Illustrator/ Quark XPress or InDesign, saved on maximum resolution 300dpi) in actual size with bleed and crop marks
  - All files must be CMYK format and all black text as over print
  - For bleed size add 3mm extra on all four sides after crop marks
  - Image loss in the gutter 3mm either side
  - All text to be within type area or at least 10mm away from the crop marks
  - Double Page Spread ads should have 7mm tiling on each page from the gutter, this is to minimise image loss due to the binding
  - If text runs across a DPS please ensure that the text is 10mm away from the gutter on either side
  - A colour printout of the saved artwork should be sent for reference along with the CD. Colour prints/digital proofs supplied will be used only as a guideline and the advertisements will be reproduced as per the data/ specifics supplied on the CD

## Production Deadlines

Issue	Cover Date	Material Deadline	Booking Deadline
1	1st January	20th December	14th December
2	1st February	19th January	12th January
3	1st March	19th February	14th February
4	1st April	20th March	14th March
5	1st May	20th April	13th April
6	1st June	21st May	14th May
7	1st July	20th August	13th August
8	1st October	20th September	14th September
9	1st November	19th October	13th October
10	1st December	20th November	12th November

## Series Discount

- 3-5 insertions 5%
- 6-9 insertions 10%
- 10+ insertions 15%

## General Information

- 10 issues per year
- Standard agency commission rates apply
- Additional creative solutions available on request

