DIRT RAG

INDEPENDENTLY PUBLISHED SINCE 1989

MEDIA KIT 2016

PHOTO: RYAN CREARY

ABOUT DIRT RAG

Dirt Rag is your independent mountain bike magazine. We deliver a full spectrum of reality-based content and a passionate exchange of ideas—including art, culture and philosophy. Through honest journalism, top-notch photography, insightful product reviews and talented contributors we tell the story of what it is to be a mountain biker. In 2016 we will continue to feature controversial personalities; report on hard-hitting subjects, trends and cycling disciplines; as well as examine land access and environmental issues that shape the future of our sport. We strive to build lasting relationships with our readers, contributors and industry partners to ensure a healthy future for us all.

DIRT RAG READERS DON'T JUST RIDE BIKES, THEY ALSO ENJOY:

HIKING, CAR CAMPING, SKIING, SNOWBOARDING, RUNNING, PADDLE SPORTS & BACKPACKING.

THE DIRT RAG COMMUNITY

Please contact us with any questions: trina@dirtragmag.com or 1.800.762.7617 x702

DEMOGRAPHICS:

25-54 years of age:	**84%**
Male:	**93%**
Female:	**7%**
Married:	**70%**
1-3 Kids:	**56%**
College degree:	**67%**
Share their copies with 1-4 people:	**45%**

HOUSEHOLD INCOME:

$30-50k:	**19%**
$51-89k:	**28%**
$90k+:	**52%**

RIDING HABITS:

Ride 3-6 days a week:	**68%**
Own 3-5 bikes:	**41%**
Own 6+ bikes:	**50%**
Intermediate skill level:	**57%**
Advanced skill level:	**40%**
Readers that participate in Cross-country racing:	**72%**

TOP 4 TYPES OF RIDING:

Cross-country, Recreational Road, Gravel and All-mountain

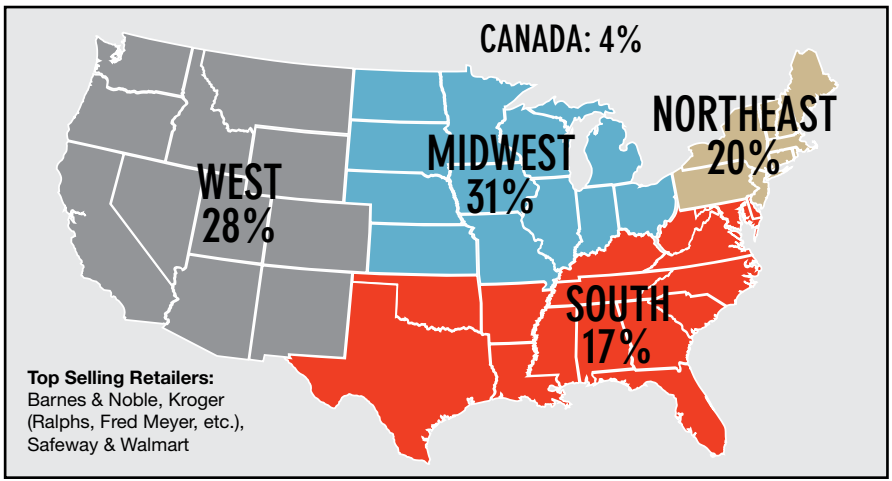
BUYING HABITS:

Will spend $500-$1000 in 2016:	**27%**
Will spend $1000+ in 2016:	**62%**
Plan to take a cycling related trip in 2016:	**82%**
Cycling purchases made in the past year $1000-$3000:	**36%**
Cycling purchases made in the past year $3000+:	**29%**

CIRCULATION:

Rate Base:	**35,000**
Readership:	**65,900**
Print Subscribers:	**12,500**
Digital Subscribers:	**10,000**
Newsstand:	**8,000**
Events:	**4,500**
Digital Distribution:	**27%**

Partnerships:
IMBA, NICA & League of American Bicyclists



Top Selling Retailers:
Barnes & Noble, Kroger (Ralphs, Fred Meyer, etc.), Safeway & Walmart

EDITORIAL CALENDAR

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ISSUE NUMBER	189	190 (SEA OTTER)	191 (DIRT FEST)	192	193	194 (INTERBIKE)	195
EDITORIAL THEME	Literature Contest, Women's bikes *How and why*	Wheelsize *Cutting through the confusion of the wheelsize circus*	Suspension *A suspenion technology primer*	Born in the USA *NorCal travel features*	Road Trippin'	Personality Issue	Editor's Choice
TESTING THEME	Rank and File *Best bargin bikes for any rider* Women's Full-Suspenion Bikes	Wheelsize Roundup	Latest Shocks, Forks and Suspension Tools	Made in the USA	Early Bird Special *2017 Bikes* Road Trip Supplies	Editors' Favorite Cockpits *Bars,stems, seats, posts, pedals*	Home Workshops *How to outfit your workspace* Tools For Every Shop and Budget
SHIPPING DATE	JANUARY 19	MARCH 1	APRIL 19	MAY 31	JULY 12	AUGUST 30	OCTOBER 25
CLOSING DATE	DECEMBER 28	JANUARY 28	MARCH 17	APRIL 28	JUNE 9	JULY 28	SEPTEMBER 29
MATERIAL DUE DATE	JANUARY 4	FEBRUARY 4	MARCH 24	MAY 5	JUNE 16	AUGUST 4	OCTOBER 13

IN EVERY ISSUE

BEHIND THE WHEEL WITH BAMA

Chris "Bama" Milucky pulls no punches and never holds back when he speaks his unconventional mind in this monthly column that has become a reader favorite.

THE DIRT

Based around stunning photography, this collage of images varies in extremes from World Cup racing to backyard fun rides with a focus on capturing culture and surprising moments as well as riding action.

CATCHING UP WITH

Insightful short interviews with famous and not-so-famous cycling personalities.

INSIDE LINE

A photo-heavy look at the newest bikes and accessories with our educated opinions on why they're newsworthy.

THE RANT

Our highly-respected Tech Editor, Eric McKeegan, opines on various topics, sometimes not related to bikes and the bike industry. Expect steady doses of humor, contrarianism and complaining from a spoiled industry journalist who tells it like it is.

RUSCH JOB

Our continuing columnist is multi-time World Champion and endurance athlete extraordinaire, Rebecca Rusch. Each month The Queen of Pain provides an inside look at the often unglamorous life of a professional racer.

SWTPYITFB

Insights, humor and observations from one of cycling's most famous and revered columnists, Stevil Kinevil—each issue you can expect the unexpected.

TRAVEL

You'll continue to see national and international travel features based around the unique storytelling and unlikely adventures accompanied by amazing photography we've become known for, by many of the best contributors in the business. Whether it's a trip right near your backdoor or halfway around the globe you'll discover more than just a location, you'll find inspiration to get out and create your own personal experiences.

MAGAZINE RATE CARD

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4 COLOR	1X	3X	7X	13X*
DISCOUNT		10%	20%	30%
Full Page	$4,080	$3,670	$3,260	$2,850
1/2 Page	$2,300	$2,070	$1,840	$1,610
1/3 Page	$1,890	$1,700	$1,500	$1,320
1/4 Page	$1,590	$1,430	$1,270	$1,110

PREMIUM POSITIONS	1X	3X	7X	13X*
Page One Spread	$7,340	$6,610	$5,870	$5,140
Spread	$6,800	$6,150	$5,475	$4,790
Back Cover	$6,100	$5,590	$4,880	$4,270
Inside Back Cover	$4,730	$4,260	$3,790	$3,310
Junior Spread	$4,300	$3,870	$3,440	$3,010
Editorial Openers	$4,490	$4,040	$3,590	$3,140

MARKETPLACE ADS	
1/6 Page	$525
1/12 Page	$275

DIGITAL ADS**	
Digital Spread	$800
Embedded Video	$600

* Additional discounts available with our sister publication, Bicycle Times magazine. Please contact your sales representative for more information, or call 1.800.762.7617 x702

** Dirt Rag magazine is available on all major platforms. These line items are special insertions within the digital edition, supplementing all of the ads that carry over from the print edition.

PHOTO: LESLIE KEHMEIER

PRINT SPECS

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SIZE	WIDTH	HEIGHT
2-Page Spread		
Trim Size	16”	10.75”
Bleed Size	16.25”	11”
Junior Spread		
Trim Size	16”	5.25”
Bleed Size	16.25”	5.5”
Full Page		
Trim Size	8”	10.75”
Bleed Size	8.25”	11”
1/2 Page Horizontal		
Trim Size	8”	5.25”
Bleed Size	8.25”	5.5”
1/2 Page Vertical		
Trim Size	4”	10.75”
Bleed Size	4.25”	11”

SIZE	WIDTH	HEIGHT
1/3 Page Vertical	2.25”	10”
1/3 Page Horizontal	7”	3.25”
1/4 Page Vertical	3.375”	4.875”
1/6 Page Vertical	2.25”	4.875”
1/6 Page Horizontal	4.625”	2.375”
1/12 Page	2.25”	2.375”

FILE STUFF

- Please make sure your files are built to spec at print quality resolution of 300 dpi, or the resampled equivalent.
- Name your file with your company name, magazine title and issue number.
- **Example:** YourCompanyName_DirtRag_189.pdf
- Allow 0.125” bleed when applicable. Remember to keep all important information away from the trim line.

FILE TRANSFER

Email: Send files to matt@dirtragmag.com

FTP: Upload files to ftp.dirtragmag.com
un: advertiser@dirtragmag.com
pw: sillyCAR

Questions: matt@dirtragmag.com

MULTI-MEDIA OPPORTUNITIES & RATES

Please contact us with any questions: trina@dirtragmag.com or 1.800.762.7617 x702

MONTHLY WEB TRAFFIC:

Visitors	**180,000**
Unique Visitors	**82,000**
Page Views	**210,000**
E-Newsletter Subscribers	**38,418+**

SOCIAL NETWORK INFLUENCERS:

Facebook Followers	**189,200+**
Twitter Followers	**20,800+**
Instagram Followers	**8,700+**

(as of 08/30/2015)

OPPORTUNITIES:

- Website advertising available in 728x90, 300 x 250 & wallpaper
- Takeovers: own the 728x90 & wallpaper for a month
- Newsletter advertising & promotional email blast. Our E-News has a 32% open rate and 8% click rate. Well above the industry average.
- Weekly giveaways, Facebook post & a mention in our weekly E-News
- Event advertising packages
- Premium bike giveaway includes print ad, Facebook post, E-News mention and more.

RATES:

Website Takeover:	728 x 90 + Wallpaper	**$6,000**
Wallpaper Layout:	768 x 1024 Left & Right Sides	**$4,000**
Leaderboard:	728 x 90	**$15/CPM**
Medium Rectangle:	300 x 250	**$10/CPM**
Medium Rectangle (Geo targeted):	300 x 250	**$13/CPM**
E-News Banner:	600 x 75	**$600**
E-News Promotional Email Blast:		**$2,225**

PHOTO: MARK MACKAY

TITLE EVENTS

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DIRT FEST, MAY 2016

Dirt Fest is Dirt Rag magazine's own mountain bike festival, held each spring at Raystown Lake in Central Pennsylvania. In 2015, 3,600 riders and their families gathered to celebrate spring on some of the finest trails in the nation. Brands and exhibitors are invited to show their wares and interact with customers face-to-face, plus have a really great time on the trails and around the campfire.

BICYCLE TIMES ADVENTURE FEST, OCTOBER 2016

Join Bicycle Times for the Mid-Atlantic region's largest and most fun road and mixed-surface cycling festival. Adventure Fest offers a weekend of choose-your-own-adventure style riding with an expansive expo, demo opportunities, live music, free beer, camaraderie and lakeside accommodations.

Brands are invited to reach attendees face-to-face through our expo area and sponsorship opportunities. Plus, you'll get to ride gorgeous roads under a canopy of fall foliage.

Sponsorships and Expo spaces go quickly! Don't miss out! Contact your rep today to book your sponsorship and booth.

PHOTOS: ADAM NEWMAN