

MOUNTAIN BIKE

Celebrating stage-racing

“Mountain biking is the new golf.” It is growing fast and attracting affluent, time starved people seeking healthier hobbies and time out. The sport is healthy, adventurous, cool and safer than road cycling. **The technology is evolving fast offering all levels of riders the opportunity to ride faster and more comfortably in previously inaccessible terrain.**

Mountain Bike mag’s large format and improved design layout has proved a hit in the SA MTB market. **The average reader age is 40 of which over 50% are**

professional business people including ex runners and golfers enjoying time out in pristine nature.

Single track trails are being built in everyone’s backyard. Even in city centres one can ride in solitude for hours. **South Africa is fast being recognised as the mountain bike capital of the world.** Farmers and game reserves are welcoming eco - friendly riders and trail builders with open arms and charities are being supported providing jobs and opportunities for disadvantaged local communities.



WHY IS MOUNTAIN BIKE MAGAZINE DIFFERENT?

We don't teach or preach. Our readers know how to ride, they are bored of repetitive instructions aimed at beginners. **We are talking to a mature audience who know how to ride, they want inspiration and entertainment.** They will push themselves but time out on the beautiful trails in nature is much more important than race results. We plan to share their passion in celebration of the joy of the wind in their hair in wide open spaces.

Less wastage, greater impact. 3 issues per year with fresh compelling content that represents the soul of the mtb experience. Much like surf magazines appeal to surfers who dream of waves in exotic picturesque locations, mtb'ing is an incredibly photogenic sport and SA has an exceptional array of scenic backdrops. **That's why MTB mag is packed with large format, powerful imagery plus deep interviews with interesting, like minded people.**

While riders are on the couch, loo or at their desk they are out on a picturesque trail riding without a care in the world. It's 'me time' and we reward and feed the joy of something they love.

Efficient distribution. The magazine has a tightly niched guaranteed readership via carefully selected event partners and retailers. Beyond the controlled free distribution to elusive high end riders, the non-news based content (that doesn't date) allows us to maximise a 4 months on sale period for each issue.

Much like 'Bike' magazine does in the US, this magazine simply fuels the passion and spreads the stoke of mountain biking, thereby capturing the attention of current and future riders. **In a time of media clutter and noise, this magazine will effectively connect with readers emotionally to grow the sport, increase sales and deliver advertisers messages.**



ADVERTISING RATES 2018

Full page	R25 000
DPS	R36 500
IFC DPS	R44 000
IBC	R32 000
OBC	R33 000
Half page	R16 000

- Rates exclude agency commission & VAT
- Special positions inside first 20% carry a 15% loading fee
- Loose and stitched inserts on request

SPECIAL OFFER: Advertise in all 3 and get 15% off each

DEADLINE DATES

ISSUE 1 - Autumn
Booking: 13 April
Material: 17 April
On sale: 7 May
ISSUE 2 - Spring
Booking: 4 July
Material: 11 July
On sale: 30 July
ISSUE 3 - Summer
Booking: 14 September
Material: 20 September
On sale: 8 October

MATERIAL REQUIREMENTS

DPS	300 x 460mm	TRIM: Note that our page size is larger than most other magazines: 300 x 230mm.
FULL PAGE	300 x 230mm	BLEED: Please add 5mm bleed on each edge of your advert and include crop marks.
1/2 PAGE V	300 x 110mm	TYPE: All text to be at least 10mm from edges. For DPS ads please keep 30mm clear of text in the centre for the gutter area.
1/2 PAGE H	150 x 230mm	

All digital material to be supplied in PDF format at 300dpi in CMYK with fonts embedded. Colour proofs or epsons must be supplied with all advertisements.

ADVERTISING ENQUIRIES

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ElectricInk Media: Publishers of SA's leading official event magazines.



Rate card can be downloaded on www.electricink.co.za