

# MOUNTAIN BIKE

*SHARING THE STOKE*

Mountain biking is established as the new golf. It has grown fast and attracting affluent, time-starved people seeking healthier hobbies and time out with friends and family. The sport is both adventurous and cool, with technology that continues to evolve fast, offering all levels of riders the opportunity to ride faster & more comfortably in normally inaccessible terrain. Mountain Bike mag's **large format, photo centric design** has proved a hit in the SA MTB market. **The average reader age is 40, of which over 50% are professional**

**business people who are passionate about their sport.** Single track trails are being built in everyone's backyard. Even in city centres one can ride in solitude for hours. **With global superstars training and racing our iconic events, South Africa is now recognised as the mountain bike capital of the world.** Farmers and game reserves are welcoming eco - friendly riders and trail builders with open arms while 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 and can find basic advice online.

We provide 'edutainment' to a more mature audience seeking inspiration and entertainment. They're competitive by nature so will push themselves, but time out on the beautiful trails in nature is more important than race results. We 'share the stoke' of their passion in celebration of the joy of the wind in their hair in wide open spaces.

Less wastage, greater impact. We publish 4 issues per year with fresh compelling content that represents the soul of the mtb experience. Much like surf magazines appeal to surfers who get through the work week dreaming of perfect waves in exotic picturesque locations, mtb'ing is an incredibly photogenic sport and SA has an exceptional array of trails with uniquely scenic backdrops. 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. This is why MTB mag is packed with large format, powerful imagery plus deep interviews with interesting, like-minded people.

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 (ie that doesn't date) allows us to maximise a 3-4 month 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 most importantly to you, deliver advertisers messages to a clearly defined, engaged audience.



**DEADLINE DATES**

**Epic Edition**

Booking: 29 Jan 2020

Material: 5 Feb 2020

On sale: 24 Feb 2020

**Autumn Edition**

Booking: 23 Mar 2020

Material: 30 Mar 2020

On sale: 20 April 2020

**Spring Edition**

Booking: 6 July 2020

Material: 13 July 2020

On sale: 3 Aug 2020

**Summer Edition**

Booking: 7 Sept 2020

Material: 14 Sept 2020

On sale: 5 Oct 2020

**ADVERTISING RATES 2019**

Full page	R28 500
DPS	R40 500
IFC DPS	R48 000
IBC	R35 500
OBC	R37 000
Half page	R18 500

- 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 4 issues and get 15% off each**

**MATERIAL REQUIREMENTS**

**PLEASE NOTE:** Our page trim size is larger than most other magazines: 300mm high x 230mm wide: Portrait shape - not landscape.

<b>DPS</b>	300mm (h) x 460mm (w)
<b>Full page</b>	300mm (h) x 230mm (w)
<b>1/2 page V</b>	300mm (h) x 110mm (w)
<b>1/2 page H</b>	150mm (h) x 230mm (w)

**BLEED:** Please add 5mm bleed on each edge of your advert and include crop marks.  
**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.

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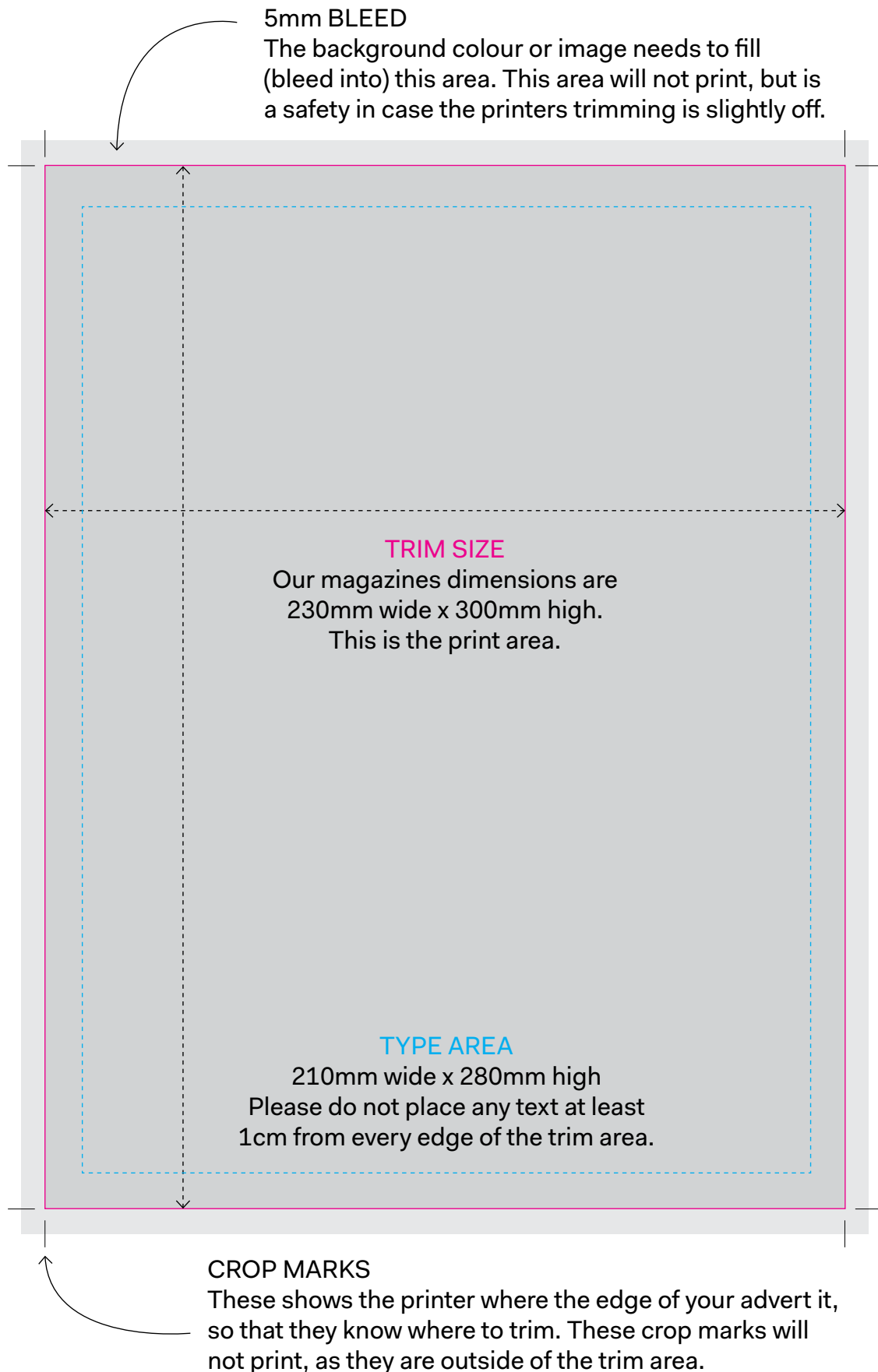
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ElectricInk Media: Publishers of SA's leading official event magazines.



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# PRINT GUIDELINES



Please ensure your print pdf is CMYK colour profile, HIGH RESOLUTION (300dpi), contains crop marks, bleed, and has all fonts embedded