

ROAD BIKE

MAGAZINE 2021



INSIDE THE PELOTON

The response from our annual Tour de France Guide readers as well as road riding fans from the African continent thirsting for insight on the pro tour and inspiration to ride led us to publishing a road & gravel cycling specific mag in Africa.

Combining global content from international road cycling authorities with unique local insights from our experienced editorial team, we have a winner in store for worshippers of the pavé.

A fearless, sleek and aero bunch, inspired by losing themselves on the switchbacks of mountain passes, kitted in lightweight bling, find their spot in the pro peloton with Road Bike. Our exploratory African spirit has us slipping off the tar road with our curved bars for some gravel off the beaten track gravel grinding.

Electric Ink Media, renowned for its captivating, high end publications and high profile event partnerships have responded to their road fan's call by delivering an edgy, yet classic dual platform Road Bike magazine.

Roadies can indulge bi-annually with insights from the pro peloton, in both digital & print format.

ADVERTISING RATES 2021

Advertising includes full page in digital edition

Full page	R26 500
DPS	R39 500
IFC DPS	R47 000
IBC	R32 000
OBC	R35 000
Half page	R16 500

- Special positions inside the first 20 pages carry a 15% loading fee
- Advertorial prices add 10% for design & editing
- Rates exclude agency commission and VAT
- Call us for prices on links and digital catalogs.

MARKETING & DISTRIBUTION

Africa's only pure road cycling magazine will be promoted throughout the continent by Supersport, Road Bike magazine's media partners.

Printed editions of the publication will be available at selected retailers & bike shops nationwide. Digital copies will be promoted online.

Sign up for your digital copy at www.electricink.co.za or find it on the social media pages of the fastest, most stylish roadies around.

2021 DEADLINES

AUTUMN ISSUE & TOUR DE FRANCE GUIDE

Booking: 5 May 2021
Material: 14 May 2021
On sale: 2 June 2021

SUMMER ISSUE

Booking: 12 October 2021
Material: 19 October 2021
On sale: 10 November 2021

ADVERTISING ENQUIRIES

ABRÉ ROUX

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PAUL INGPEN

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WHY A ROAD CYCLING MAGAZINE?

Packed with powerful imagery, compelling content and deep interviews with like-minded riders, Road Bike is the only road cycling specific magazine in Africa.

Our niche of affluent road racers, inspired by the heroics and personal insights of pro's on their ceramic spun machines are always looking for the next escape.

The digital version allows advertisers to direct readers to their websites, social media pages, videos and blogs to provide an interactive brand experience with Road Bike.

Our magazine will inform and inspire readers. Their deeply engaged attention should result in greater connection to advertisers brand values and sales messaging.



MATERIAL REQUIREMENTS

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

DPS 300mm (h) x 460mm (w)

FULL PAGE 300mm (h) x 230mm (w)

1/2 PAGE V 300mm (h) x 110mm (w)

1/2 PAGE H 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 eproofs must be supplied with all advertisements.

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

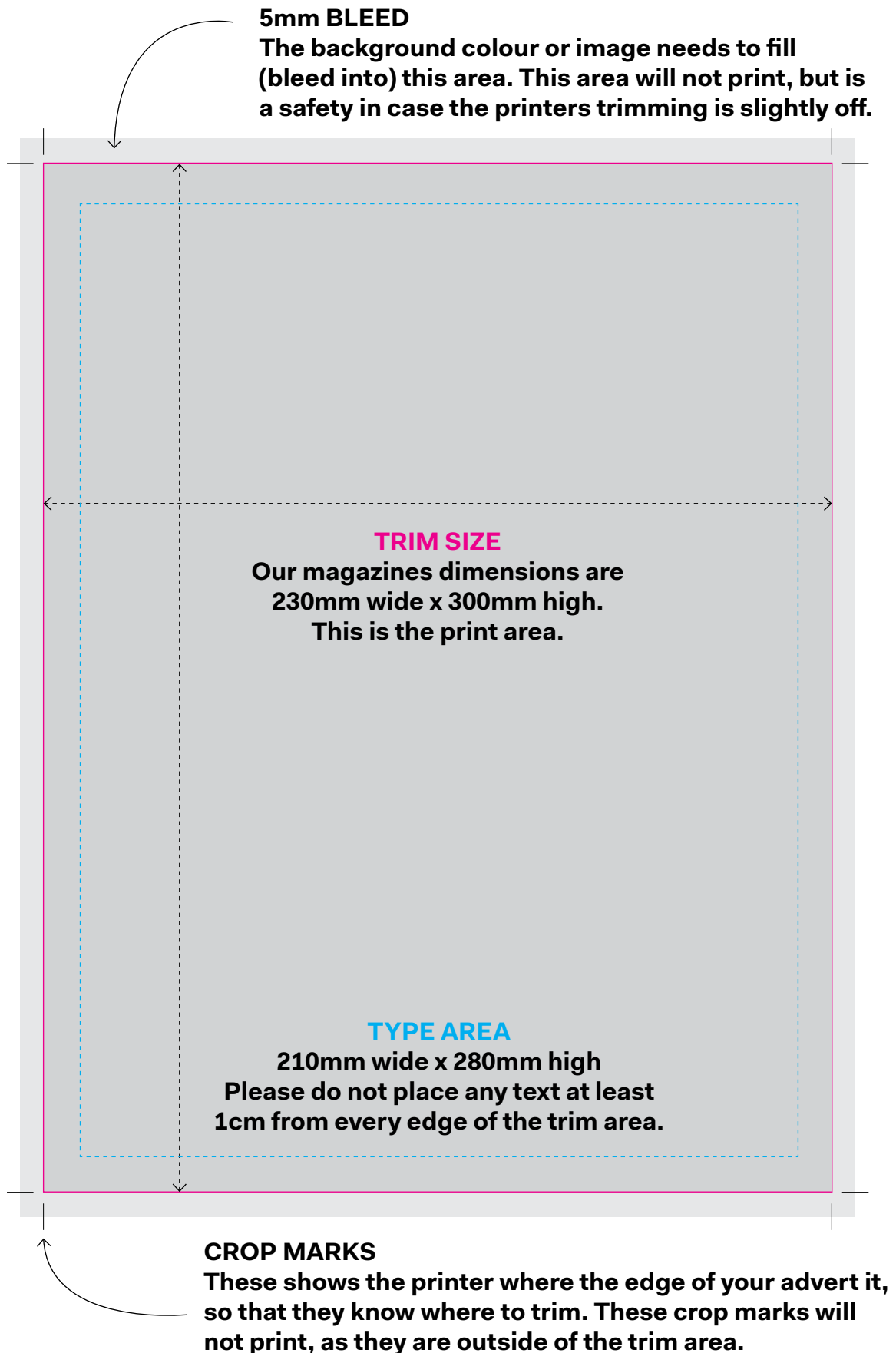


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media

www.electricink.co.za

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

PRINT GUIDELINES



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