

NZ ROAD CYCLIST IS NEW ZEALAND'S #1 SELLING ROAD CYCLING MAGAZINE

- 10,000 copies of New Zealand's only dedicated Road Cycling magazine are distributed nationwide bi-monthly to over 900 retail outlets and a growing subscriber base
- Produced to meet the demand for credible information for the enthusiastic 'weekend warriors' who make up the vast majority of New Zealand's road cyclists
- Written by cyclists for cyclists, capturing all aspects of road cycling from a distinctly Kiwi perspective in a format that aims to inform, inspire, educate and entertain the readers
- Supported by an equally compelling website and social media platforms. Available for download from iTunes and Zinio digital magazine platforms
- 10,000 unique visitors to nzroadcyclist.co.nz per month
- 5,000 - 10,000+ reach from our Facebook page per week

THE READER

- High income earners - 76% have a total household income of over \$80,000
- 79% of readers are aged from 35-64
- 54% of readers have been road cycling for more than 7 years
- 65% of readers own more than one bike
- 75% of readers households have two or more bikes
- 28% of readers intend to purchase a new road bike within the next year

3,000+ SUBSCRIBERS

351,000 PEOPLE RODE A BIKE IN ANY ONE MONTH

61,000 PEOPLE PARTICIPATED IN AN ORGANISED ROAD CYCLING COMPETITION OR EVENT IN THE PAST 12 MONTHS

78% OF READERS SPEND OVER \$500 ON CYCLING SUPPLIES PER YEAR

74% OF READERS PLAN TO SPEND OVER \$3,000 ON THEIR NEXT ROAD BIKE

96% OF READERS RIDE AT LEAST ONCE A WEEK



EXTEND YOUR PRESENCE WITH PRINT ADVERTISING

- Reach an affluent demographic that pursues road cycling as their passion.
- Combine your advertising message with numerous opportunities for product placement and ensure your brands have a strong presence in front of New Zealand Road Cyclist readers.
- Dedicated sections reviewing bikes and products, showcasing new products, featuring giveaways and competitions all designed to give the advertiser more opportunities to sell to a targeted market.
- New Zealand Road Cyclist offers a range of proven editorial mechanisms, a website and social media opportunities to provide extra exposure to readers.

Shop Window

1. AEROSPACE CYCLES HEADWEAR
Aerospace Cycles has a range of helmets and sunglasses for your cycling adventures. The new range includes the Aero helmet, which is made from a lightweight, high-strength material and features a full-face design for maximum protection. The Aero sunglasses are also made from a lightweight material and feature a wrap-around design for maximum protection.

2. AEROSPACE CYCLES CYCLES TIRE
Aerospace Cycles has a range of tires for your cycling adventures. The new range includes the Aero tire, which is made from a lightweight, high-strength material and features a full-face design for maximum protection. The Aero tires are also made from a lightweight material and feature a wrap-around design for maximum protection.

3. AEROSPACE CYCLES GLOVES
Aerospace Cycles has a range of gloves for your cycling adventures. The new range includes the Aero glove, which is made from a lightweight, high-strength material and features a full-face design for maximum protection. The Aero gloves are also made from a lightweight material and feature a wrap-around design for maximum protection.

4. AEROSPACE CYCLES SHOES
Aerospace Cycles has a range of shoes for your cycling adventures. The new range includes the Aero shoe, which is made from a lightweight, high-strength material and features a full-face design for maximum protection. The Aero shoes are also made from a lightweight material and feature a wrap-around design for maximum protection.

5. AEROSPACE CYCLES BIKE COMPONENTS
Aerospace Cycles has a range of bike components for your cycling adventures. The new range includes the Aero component, which is made from a lightweight, high-strength material and features a full-face design for maximum protection. The Aero components are also made from a lightweight material and feature a wrap-around design for maximum protection.

Product Review

Chauvin Free Arm Race Shifters
The Chauvin Free Arm Race Shifters are a new range of shifters for your cycling adventures. They are made from a lightweight, high-strength material and feature a full-face design for maximum protection. The Chauvin Free Arm Race Shifters are also made from a lightweight material and feature a wrap-around design for maximum protection.

Primo Power Pedals
The Primo Power Pedals are a new range of pedals for your cycling adventures. They are made from a lightweight, high-strength material and feature a full-face design for maximum protection. The Primo Power Pedals are also made from a lightweight material and feature a wrap-around design for maximum protection.

Merly Wagon Backpack
The Merly Wagon Backpack is a new range of backpacks for your cycling adventures. They are made from a lightweight, high-strength material and feature a full-face design for maximum protection. The Merly Wagon Backpacks are also made from a lightweight material and feature a wrap-around design for maximum protection.

ReVivo Day Review
The ReVivo Day Review is a new range of reviews for your cycling adventures. They are made from a lightweight, high-strength material and feature a full-face design for maximum protection. The ReVivo Day Reviews are also made from a lightweight material and feature a wrap-around design for maximum protection.

SUBSCRIBE TO WIN!

ROAD CYCLIST MAGAZINE

SUBSCRIBE NOW AND RECEIVE:

- Incredible savings - in fact save up to half the normal cover price!
- The latest news and best advice for all things road cycling!
- Guaranteed delivery - never miss an issue!
- Great offers and discounts available exclusively to New Zealand Road Cyclist subscribers!

Subscription Offer

Win Champion Systems NZ Road Cyclist kit and a custom Scicon NZRC rain bag

The team at Scicon have made us a custom New Zealand Road Cyclist Rain Bag to give away. To complement the rain bag we also have Champion Systems New Zealand Road cyclist kit up for grabs.

Automatic entry for all NZ subscribers

Fax or freepost the subscription form to www.nzroadcyclist.co.nz

25th October and go in the draw to win Champion Systems NZRC cyclist kit and a custom Scicon NZRC rain bag.

ONE OF THE LADS

VITTORIA UNVEILS NEW WHEELSET

RAPHA TEAM SKY GIVEAWAY

BREAKAWAY WITH AUSSIE'S BIGGEST CYCLING EVENT

BOLLE GIACUINO

ANOTHER FIRST FOR GARMIN

Road Rash

CERVELO S5 - CHARIOT OF HEROES

20 miles, 20 minutes, 20 miles. Last year, Jack Bauer came within 20 metres of accomplishing what no New Zealander, ever, has come within about a distance of a stage win in the Tour de France.

Bike Review

ADVERTISING RATES

SIZE	CASUAL	CONTRACT (6 ISSUE)
Double Page	\$2,195	\$1,795
Full Page	\$1,695	\$1,295
Half Page	\$895	\$695
Quarter Page	\$495	\$395
Marketplace	\$160	\$95

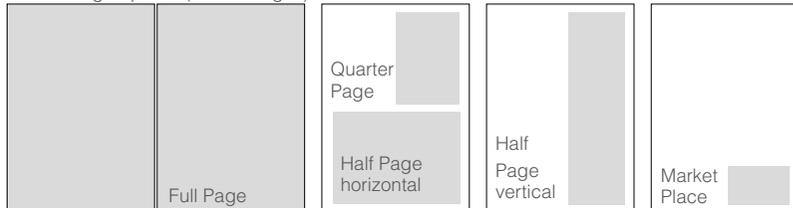
Rates are per issue and GST exclusive. Rates are non commission bearing for agencies. A loading fee will apply to premium positions. Inserts - quote on application.

ADVERTISING SIZE GUIDE

AD SPECIFICATIONS	TRIM (AD SIZE)	BLEED (3MM)
Double Page*	420 x 297 mm	426 x 303 mm
Full Page*	210 x 297 mm	216 x 303 mm
Half Page horizontal	190 x 136 mm	n/a
Half Page vertical	93 x 277 mm	n/a
Quarter Page	93 x 136 mm	n/a
Marketplace	95 x 40 mm	n/a

* Ensure to allow a 10mm gutter on inside edges of Full Page and Double Page Ads (no live type). All measurements are horizontal width, then vertical height.

Double Page Spread (2x Full Pages)



ADVERTISING SCHEDULE

ISSUE & COVER DATE	MATERIAL	ON SALE
36 September/October 2016	9th August	29th August
37 November/December 2016	11th October	31st October
38 January/February 2017	8th December	26th December
39 March/April 2017	7th February	27th February
40 May/June 2017	11th April	24th April

ADVERTISING REQUIREMENTS

We only accept high resolution PDFs (use 'press-optimised' setting) for print advertising material. Please adhere to the following specifications and pre-flight:

- CMYK (any spot and/or RGB will be converted)
- Maximum 300% ink coverage
- Images/graphics embedded, 220dpi minimum
- Fonts embedded or converted to paths

Supplying files:

- Email attachment (smaller than 12mb)
- Dropbox, We Transfer or Hightail
- Our FTP server, please contact liam@spoton.net.nz or ryan@spoton.net.nz for login/password access

DESIGN SERVICES

Spot On Publications offers inhouse design services, contact either Liam or Ryan to discuss your requirements.

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COMPLIMENT YOUR ADVERTISING
WITH YOUR WEB PRESENCE AT
WWW.NZROADCYCLIST.CO.NZ

WEB ADVERTISING RATES

AD TYPE	SIZE (PIXELS) / POSITION	COST PER MONTH (SHARE OF VOICE 33%)
Website Takeover	Top Slider, Skin & Banners	\$1,200
Skyscraper	160 wide x 600 deep	\$315
Button	300 wide x 250 deep	\$270
Button small	150 wide x 75 deep	\$112.50

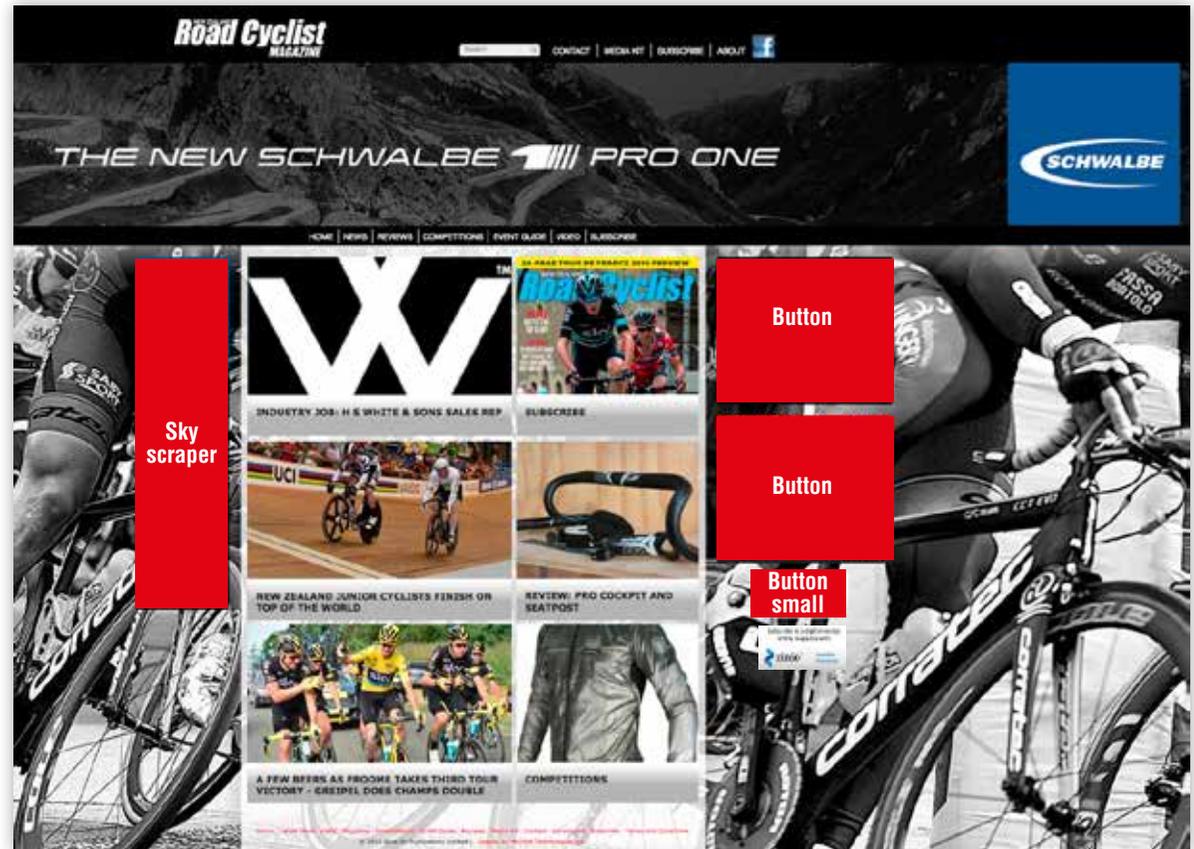
SOCIAL ADVERTISING RATES

Targeted posts engaging our social media audience to your advertising message.

Contact liam@spoton.net.nz to discuss your requirements.

TECHNICAL SPECIFICATIONS

- Acceptable file formats are GIF, PNG, JPEG or SWF.
- Click tag must be embedded in SWF files.
- Recommended maximum initial download fileweight is 50KB initial load, 2MB polite load (this is for flash animations).
- Recommended animation length is 30 seconds.



TERMS & CONDITIONS

- Minimum campaign length is 1 month.
- Prices quoted are GST exclusive and are non commission bearing.
- Material to be supplied 3 working days prior to booking commencement date.
- Payments for all advertising are due 20th of the month following commencement date.
- Cancellation by the client after confirmation will incur the following penalties:
 - 20% if cancellation is seven days prior to the booking deadline.
 - 100% within seven days of booking deadline.