

# CYCLING PORTFOLIO



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THE WORLD'S LEADING PROVIDER OF CYCLING CONTENT



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REACHING 3.5 MILLION  
CYCLISTS EVERY MONTH  
ACROSS THE WORLD

2,964,043

Unique users (HBX July 2008)

60,181,313

Page impressions (HBX July 2008)

FUTURE PUBLISHING  
DELIVERS THE MOST  
COMPREHENSIVE  
EDITORIAL ACROSS THE  
CYCLING MARKET.  
OUR EXTENSIVE  
COVERAGE MEANS  
THERE IS NO NEED TO  
GO ANYWHERE ELSE.



FUTURE PUBLISHING IS THE  
WORLDWIDE LEADER IN THE  
PROVISION OF CYCLING NEWS  
AND REVIEWS.

We take great pride in what we provide for the readers of our market leading titles and the users of our highly successful websites. We actively invest in our portfolio, growing the number of cyclists we continue to reach today and in the future.

Producing magazines and more recently websites in the cycling sector for over 20 years, the diversity of our portfolio combines to cover every area of cycling. It embraces all aspects of mountain biking and road cycling, from the extremes of dirt jumping and single track, to the novice cyclist and the cut and thrust of amateur and professional racing. With the best and most informed writing and testing, our magazines and websites are respected globally for their passion, authority and insight. Our editors, writers and testers are without doubt the best in the business.

Our mission is to simply inspire more people, to ride more bikes, over more miles than ever before.

**Richard Schofield**  
Group Publisher  
UK, Europe

**Peter Stothard**  
General Manager  
US and Americas

# THE WORLD'S LEADING PROVIDER OF CYCLING CONTENT

Alejandro Valverde  
Tour de France 2008 stage 1 winner

'Future Publishing delivers the most comprehensive coverage of the cycling market, combining print and online media solutions in one high quality package'

**Lola Watson** Chain Reaction Cycles

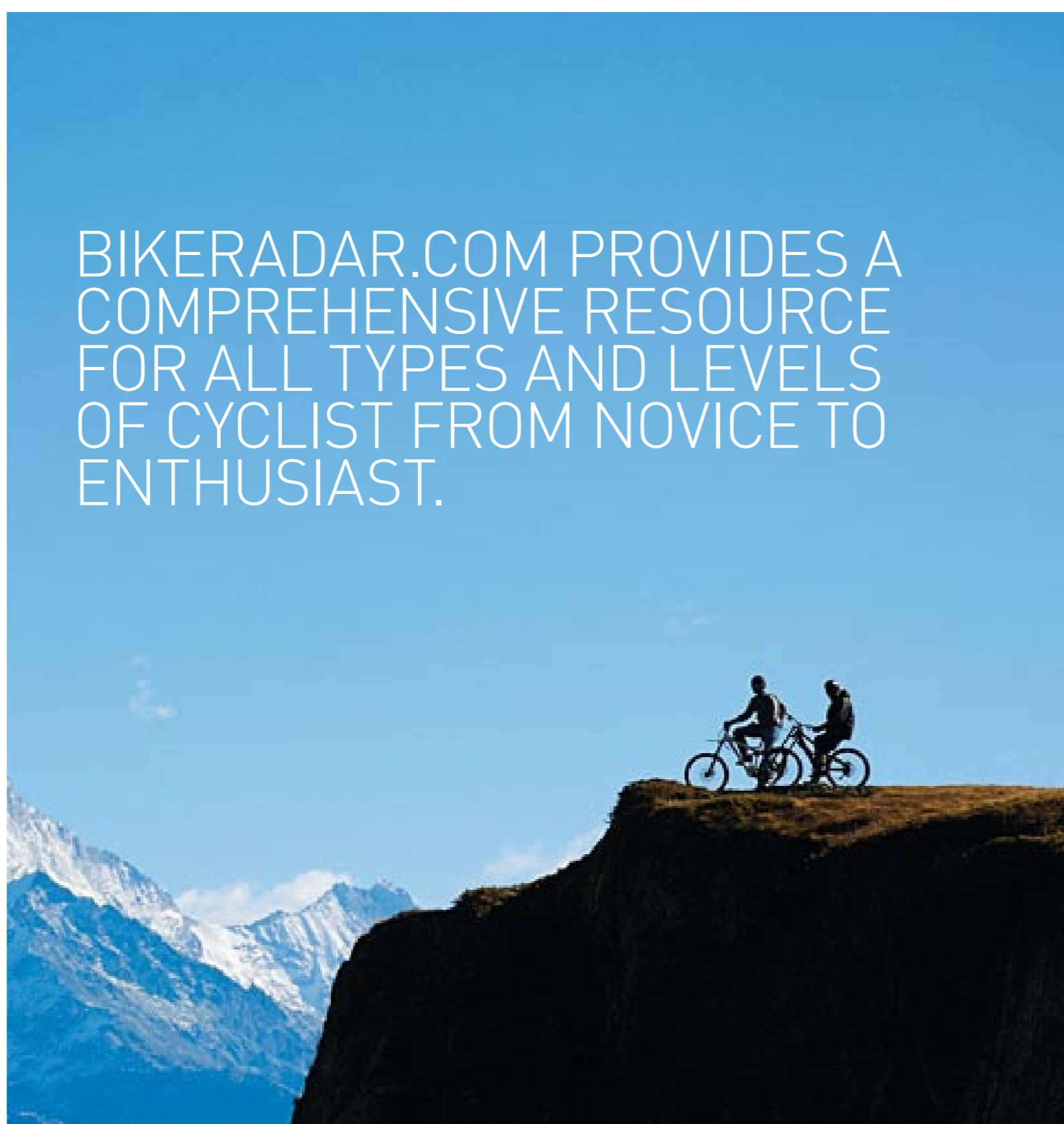




Bikeradar.com delivers unique content 24/7 from the best and most experienced team of cycling journalists from around the globe, and brings together the very best reviews and editorial from our cycling portfolio. Bikeradar features cutting edge user generated content from downloaded routes to forums, making Bikeradar.com the only website that truly caters for all cycling community.

For our commercial partners we provide a user base that is truly engaged and enthused by everything to do with cycling and is growing rapidly. More importantly we can provide a unique online cycling environment where advertisers can actively target buyers and influencers.

# BIKERADAR.COM PROVIDES A COMPREHENSIVE RESOURCE FOR ALL TYPES AND LEVELS OF CYCLIST FROM NOVICE TO ENTHUSIAST.



## ROUTES

The world's largest database of user generated routes. From famous tour rides to daily commutes we have over 69,000 for users to download.

## NEWS

Bikeradar.com delivers the most comprehensive news thanks to a dedicated editorial team from across the globe 24/7.

## BIKES & GEAR

Bikeradar has the largest bikes and gear reviews database in the world. Covering the latest kit, we provide honest and trusted recommendation.

## FORUMS

Bringing together all those passionate about cycling whatever their level.

## BIKERADAR USERS

- 55% of users have purchased a product as a result of visiting Bikeradar.com
- Spent on average £1,697-\$3,117-€2,240 in the last year on cycling products
- The average bike spend in the last year was £1,376-\$2,532-€1,816
- 70% bought a bike or frame last year
- 58% recommend the site to other cyclists

'The Bikeradar platform ties in perfectly with our diverse product offering and has become an integral part of our online marketing strategy and that is why we chose to become a shopping partner.'

**Simon Wren** Evans Cycles



**cyclingnews.com**  
THE WORLD CENTRE OF CYCLING



Since its inception in 1995 cyclingnews has become famous for its in-depth coverage of all aspects of road racing and other genres. With a continued emphasis on development and design, the site continues to go from strength to strength. Page impressions are now over 50 million and unique users are over 2 million.

60% of our users cycle competitively and are actively engaged in the sport. They use Cyclingnews not only as a source of news, but also to read about the very best equipment to improve their own performance. Cyclingnews offers our commercial partners a massive online and active cycling audience.

**CYCLINGNEWS IS THE WORLD LEADER IN CYCLING SPORT, PROVIDING USERS WITH ACCESS TO UP-TO-DATE CYCLING NEWS 24/7.**

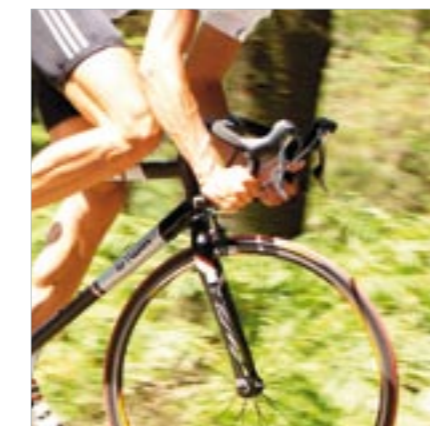


## NEWS

Cyclingnews.com covers cycle racing from all corners of the globe. Our dedicated journalists bring the very latest results and information when and where it happens.

## TECHNOLOGY

Cyclingnews.com gives you the very latest technology news and reviews across all aspects of bikes and equipment.



## RACING

Cyclingnews.com brings you all the race information, results and gossip. It was the first website with a dedicated press car in the Tour de France.

## FEATURES

Cyclingnews.com provides the very best analysis and expert views, keeping users on the inside track with the latest developments in the world of racing.

## CYCLINGNEWS USERS

- Have spent on average £1,676–\$3,084–€2,212 in the last year on cycling products
- 63% have clicked on an advertisement
- 82% have made a purchase in the last year
- 50% have bought a bike or frame in the last year
- 40% have a racing license
- Over 90% visit the site on a daily basis

'Orbea is one of the most successful bike makers in the world. We have been a regular advertiser on Cyclingnews for a number of years as it give us great exposure to our target audience.'

**Tony Karklins** Orbea USA



CYCLINGNEWS.COM OFFERS COMPREHENSIVE BANNER ADVERTISING PACKAGES THAT ALLOW YOU TO TARGET READERS BY THEIR SPECIFIC INTEREST.

**RACING AND FEATURE PACKAGES**

Cyclingnews racing and feature coverage is known throughout the cycling world as the best on the internet. Advertisers use our main Race & Feature packages to target a global community of passionate cycling.

**TOUR DE FRANCE PACKAGE**

Every year in July, the entire world turns its attention to the Tour de France and to Cyclingnews.com. Because we provide the most up to date and in- depth coverage on the web of cycling's premier Grand Tour, advertisers use our Tour de France packages to ensure visibility in front of what is consistently record-high readership.

**NEWS CHANNEL PACKAGE**

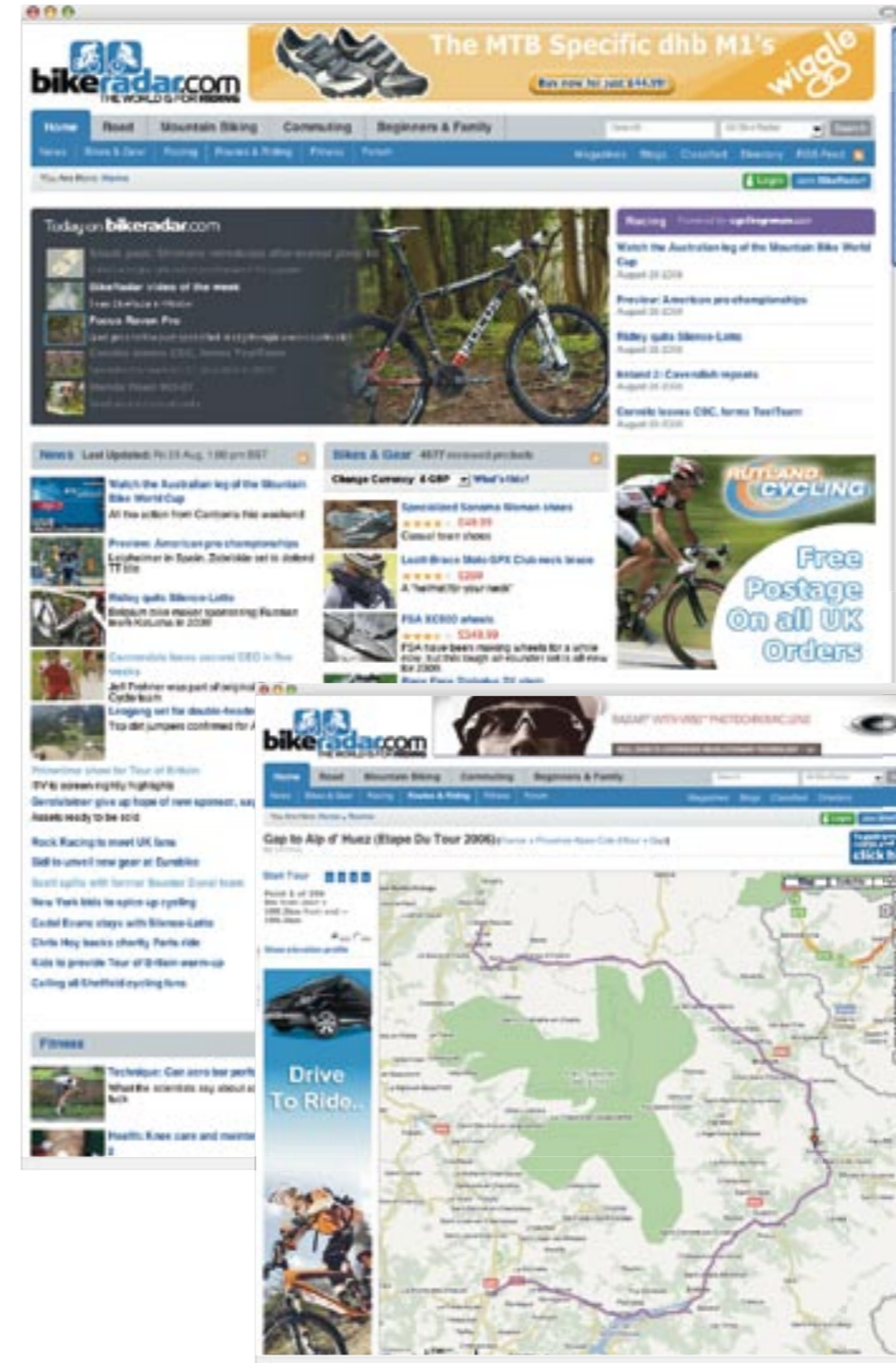
Our twice-daily round-ups of news from the world of cycling is a regular favourite of Cyclingnews users. Advertisers use our News packages to stay fresh in the minds of these users.

**TECH CHANNEL PACKAGE**

Users who want to know what the pros are riding, who want to know about the latest innovations and news from the industry, get what they want in the tech channel. Advertisers use our Tech ad packages to target users who are actively tuned into their equipment and looking to improve this.

**MTB AND CYCLO-CROSS CHANNEL PACKAGES**

No other cycling website offers as much racing coverage, news, features, diaries and photos about the elite mountain-bike and cyclo-cross racing worlds. Advertisers use our MTB and Cyclo-cross ad packages to target those passionate about this area



ADVERTISING ON BIKERADAR COULDN'T BE EASIER. TO REACH A HIGHLY TARGETED AUDIENCE OF CYCLING ENTHUSIASTS.

**ADVERTISING ON BIKERADAR**

With Bikeradar all the ad positions are in premium places – bigger but fewer ads means more shout for your advertising budget. Category channel and geographic targeting available to drive results for your advertising.

**Categories:** Road, Mountain Bike, Cyclo-cross, Commuter and Leisure  
**Geographic targeting:** Target your ad to the most effective national or local regions.

**ADVERTISING OPPORTUNITIES**

Advertising on Bikeradar couldn't be easier. To reach a highly targeted audience of cycling enthusiasts, we have many options for you. Select from the ad sizes below or simply tell your sales contact who you want to reach and we can come up with a custom solution to deliver the results you want to achieve. A combined buy with Cyclingnews will ensure the highest visibility and extended reach. Ask your sales contact for information on special discounts to Cyclingnews advertisers.

Standard ad units: Sold on a cost per thousand basis—you decide how many times you want your ads to be seen by our passionate cycling audience.

- MPU** - 300x250
- Leaderboard** - 728x90
- Skyscraper** - 160x600

Enewsletter: Sponsor the Bikeradar newsletter and land in the inbox of the most devoted cyclists who have requested to get the news first.

**SITE TAKEOVER**

Dominate the Bikeradar site with a complete buyout of all ad units when you want to celebrate your team's success or a product launch. We can offer packages that enable your ads to dominate the home page or specific pages on the site





**Cycling Plus is the UK's biggest selling road cycling magazine** and is now in its eighth **consecutive** years of circulation growth. The magazine provides advice, inspiration and expertise for road cyclists whether they are racers, tourers or commuters.

Cycling Plus is packed with unrivalled expert reviews, inspirational routes and rides from around the world. Its evocative features take the passionate, knowledgeable and loyal readers inside every aspect of cycling and provides them with unmatched nutrition, fitness and training advice. Recently redesigned, Cycling Plus provides our commercial partners with an environment to target cyclists who want to **get more out of riding**, whatever their level.

### CYCLING PLUS READERS

- 80% bought products or services featured in Cycling Plus
- Average spend on cycling equipment last year was £1,678–\$3,088–€2,215
- 55% hold or intend to obtain a riders license
- Cycle over a 150 days a year
- Spend 5 hours 18 minutes with each issue of the magazine

**ProCycling magazine delivers pro racing to the world**, providing the very best behind-the-scenes access to professional cycling's biggest names. From inside the team car at the biggest races in the world to tagging along on a training session with the young riders of tomorrow, ProCycling has unrivalled **access** to pro riders whether on the road or at home. The magazine is written by pro riders for pro riders and provides **unrivalled news**, analysis, reviews and bike and gear guides.

ProCycling magazine provides our commercial partners with the opportunity to target those who are at the highest level of their sport and therefore **need the very best equipment**

### PRO CYCLING READERS

- Spent over £91 million–\$167 million–€120 million on cycling products last year
- Average spend on a bike £2,039–\$3,752–€2,692
- 77% bought products or services featured in the magazine
- Own 2.4 bikes each on average
- 49% own a racing licence

**MBUK is the UK's best selling cycling title**, reaching over 10,000 more readers every month than its nearest rival. MBUK has a **commitment** to provide mountain bikers of all levels with the best coverage of their favourite sport. Delivering **more passion and excitement** than ever, it creates the most exciting stunts, backed by the very best photography with unique access with the stars.

MBUK feature the **highest quality tutorials** and the very best bike and kit reviews written by the most respected experts in the industry. Mountain Biking UK provides our commercial partners with an unrivalled opportunity to reach mountain bikers who are key **brand influencers** and **active buyers** within an engaged environment.

### MOUNTAIN BIKE UK READERS

- 79% have bought products or services featured in the magazine, spending on average £1,125–\$2,070–€1,485 on their main bike
- 49% intend to purchase a new bike in the next year
- On average own 4 mountain bikes
- Are opinion formers - with 68% discussing content and influencing others

**What Mountain Bike is the leading guide to all that is new in mountain biking**. It has an unparalleled team of experts, delivering quality editorial about everything from bikes to clothing. 'Exclusive First Rides' gives new bikes the focus readers want, while the unique 'Buyers Guide' delivers unbeatable buying advice on bikes and kit for all budgets.

Readers from novice to expert riders act on the advice within the pages of What Mountain Bike confident in the knowledge that it is written and produced by the very best and **most respected editorial team**. Readers use the magazine to aid them in their buying decisions and as such it provides a rich source of mountain bikers within an engaged environment for our commercial partners to target.

### WHATMOUNTAIN BIKE READERS

- Spent over £31 million–\$57 million–€41 million on cycling products last year
- 88% bought products or services featured in WMB, spending on average £1,407–\$2,590–€1,857 on their most expensive mountain bike
- 56% have recommended products to friends and family
- Average time spent mountain biking 9 years



# future360°

WE CAN WRITE, DESIGN AND PRINT ANY PROMOTIONAL LITERATURE THAT YOU MIGHT REQUIRE

We have an expert team of marketers, creative and editorial people who are focused on ensuring that our clients are obtaining the most that our print and digital propositions have to offer. We have a wealth of proven promotional options through Future 360 and Future Plus.

Future360 is the creative solutions team within Future Publishing. We are experts at identifying and generating winning promotional opportunities to complement the usual advertising route. Our approach has you, the client, in mind throughout from brief to completion.

Whatever your requirements and budget we can create an effective and profitable solution.

## CAMPAIGN MANAGEMENT

Future 360 can fully manage an integrated marketing campaign extending across all Future's media brands and channels. Building on PR, cover treatments, advertising and event design and management, we can operate as an extension to your in-house marketing team with the added benefit of leveraging our media brands to deliver the best possible return on your investment.

## CREATIVE PRINT

Whether you're looking to add impact to a campaign or product launch or for support in the design of any of your promotional or sales literature, Future's design experience and print purchasing power can add value, and save you money, on a wider integrated campaign.

## DIGITAL

We can extend the reach and functionality of any customer marketing solution by integrating our digital channels. Whether building microsites, 3D models, corporate videos, managing SMS broadcasts and newsletters or just extending advertorials or competitions online, digital media adds depth, immediacy and value to any campaign.



## ADVERTORIALS

Advertorials are a hugely effective way of increasing the impact of an advertising message. Essentially editorial pages in look and feel, the promotional message is controlled by you. The perceived attachment to editorial is of immense value in our deeply respected and trusted magazines. Effective messages can be created to suit any campaign.



## SECTION SPONSORSHIP

Sponsoring a regular section of a magazine or website provides an unrivalled opportunity to keep your brand front of mind with your consumers, thereby greatly increasing your ROI on any direct response marketing.

