

Bike&Paddle MAGAZINE

2021 Advertising Media Kit



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BIKE SATURDAYS
Be Part of the Solution

<https://www.alternativesmag.com/bike-saturdays>



ABOUT

"Combined biking and paddle sports are America's most popular and environmentally responsible recreational sports. More than 140 million Americans make it part of their daily lives - adding over \$170 billion annually to the economy"

However, there's a lot more to Bike and Paddle than just *biking and paddling*. Our editorial format addresses two very important lifestyle factors: Health and the environment.

Researchers are starting to recognize the power of lifestyle changes over drug prescriptions. It's been well documented by experts that exercise was such a 'potent' force against cancer that it should be prescribed as part of disease treatment.

The cross over rate of biking and paddling is 92% which means that nearly everybody who bikes also has a paddle craft -- and vice versa. The health, transportation, environmental, economic, and social benefits biking and paddling provide are unequaled.

The world is changing like never before. And unfortunately not for the better. Climate change, the pandemic is at the forefront of our lives creating global chaos. And the bike and other human-powered activities are being called upon to help reduce CO2, traffic congestion, noise, stress, and that green stuff in the water.



BE PART OF THE SOLUTION

More than 60 million plastic water bottles are thrown away clogging landfills and waterways



Website Advertising Rates

Advertising and marketing has changed dramatically over the past 10 years. Digital publishing and social media has provided so many choices it's hard to keep up and determine what's best for individual business needs.

So we use them all. Websites, digital publishing, blogsites, weekly email marketing, face-to-face networking, special events and of course, social media. As an advertiser your ad will make the rounds

\$55

Per Month

AD SIZE: 300 x 250 Pixels

\$165 three months (minimum)

\$320 six months

\$620 twelve months

All ads are linked to
your website

ADS APPEARS IN

- Home page
- Bike Saturdays page
- B&P Club page
- Directory page
- Weekly email newsletter
- Social media
- Sponsor of Strava promotion

\$75

Per Month

AD SIZE 960 x 150 Pixels

\$225 three months (minimum)

\$425 six months

\$850 twelve months

BIKE SATURDAYS

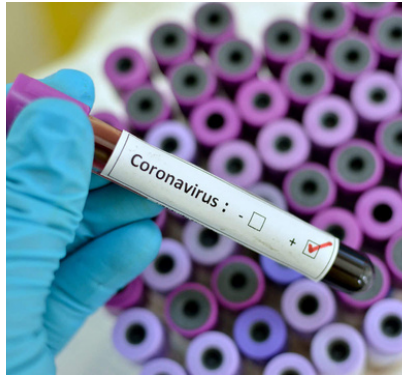
Be Part of the Solution



There are three major crisis happening around the world,
and we can rid them all simply by riding a bike



TRAFFIC



CORONAVIRUS



CLIMATE CHANGE

It may be a bit of a stretch for most, but according to the IPCC report (Intergovernmental Panel on Climate Change) that appeared in 2018 in Forbes Magazine. Bicycling Could Help Save The Planet.

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HOW WE PROMOTE THE MAGAZINE

The bicycle is the universal symbol for health, fitness, and non-polluting alternative transportation. We promote (and sponsor) cycling events as a platform to help bring awareness to the importance of clean water, clean energy, real food and natural healthy lifestyle.

BIKE SATURDAYS is our signature event. It's not a race or other form of competition. It's promoted to encourage people of all ages and abilities to take responsibility for their own health and to provide information about the need to develop serious and safe biking infrastructure. There are estimated 14M families and individuals who own bikes, but rarely ride them because they are part of the majority who feel it's unsafe to ride city streets.

Talking Points, Etc

- Artwork included in rate or customer can furnish own art
- Payments due upon approval of artwork
- No contracts required
- Invoices will be emailed
- Invoices (preferred) paid through Alternatives Magazine PayPal
<https://www.paypal.com/paypalme/alternativesmag>
- Checks made payable Alternatives Magazine
- Sent to P.O. Box 2292, Bigfork, MT 59911

PROJECTS, PROMOTIONS, EVENTS. Your ad visits them all

- Bike Saturdays
- Wellness Adventures
- Bigfork Adventures
- Bike and Paddle Club
- Explore the Flathead
- Being Bike Friendly
- Break Away, Live Small
- Hey, Park City!
- Lake Havasu
- Becoming Minimalist
- Sustainable Traveler
- Bike and Paddle Blog

Contact

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