

Bike&Paddle MAGAZINE

Advertising Media Kit



CONTACT
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ABOUT

Combined, biking and paddle sports are America's most popular and environmentally responsible sports.

More than 140 million Americans make it part of their daily lives - adding over \$170 billion annually to the economy.

The cross-over rate is 92% which means that nearly everybody who bikes also has a paddle craft. And vice-versa.



B&P Magazine/Club and its members have a vested interest in protecting the environment. We have made a significant commitment to doing our part in delivering timely articles, covering and promoting sustainable events, and teaming up with businesses that promote clean waterways and backcountry trail systems -- and highlight the growing problem of plastics.



We also hold companies accountable who practice GREENWASHING -- a concept of preying on the uninformed consumer in order to hand out false expectations of their sustainability statement.

"We won't solve the climate crisis unless we solve the misinformation crisis."

Advertising Rates

Digital Online Per Month

Full Page	8.5" x 11"	\$245.00
Half Page	4.25" x 5.50"	\$130.00
Quarter Page	2.12" x 2.75"	\$85.00

Website Per Month

\$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

FREE with the purchase of a full-page 12x frequency

\$75

Per Month

AD SIZE 960 x 150 Pixels

\$225 three months (minimum)

\$425 six months

\$850 twelve months

The above are standard rates based on production and the number of subscribers (2340). We can provide custom pricing and sizes depending on customers unique need and budget.

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 General Delivery, Whitefish, MT 59937

PROJECTS, PROMOTIONS, EVENTS. Click on. 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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