



WECYCLE

MEDIA KIT 2013

The publication for passionate pedallers

is distributed at:

- **CAPS Bicycles**
- **Mountain Equipment Coop**
- **Steve Nash Fitness World**
- **Whole Foods**
- **community centres**
- **bike routes**
- **local libraries**

WeCycle is the new publication of bike community culture and the environment. WeCycle publishes **six issues a year** and has a **distribution of 5000**. The magazine is dedicated to **cycling commuters**, their **families** and their organizations.

Writers from celebrated fixtures of the cycling community including the **B.C. Cycling Coalition** and **HUB** contribute stories on bike news, products, safety and infrastructure.

Our readers are passionate about **health, the environment, food, transportation, local economy** and **politics**.

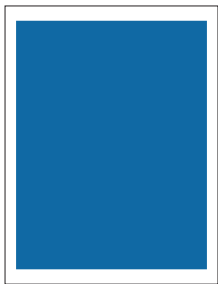
"WeCycle is poised to deliver timely and relevant content to its audience. I look forward to future issues of WeCycle and thank you for supporting cycling in the City of Vancouver."

— Gregor Robertson



WE CYCLE

AD SIZES & RATES

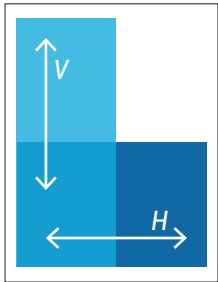


Full Page 10" x 11"

	B&W	Colour
1x	\$575	\$645
2x	\$535	\$600
3x	\$505	\$565
4x	\$485	\$540

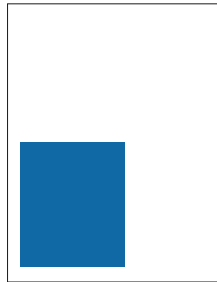
Covers

	Outside Back	Inside Front	Inside Back
	\$645	\$645	\$645
	\$600	\$600	\$600
	\$565	\$565	\$565
	\$540	\$540	\$540



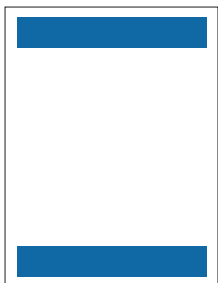
Half Page H: 10" x 5.5" V: 5" x 11"

	B&W	Colour
1x	\$405	\$455
2x	\$375	\$425
3x	\$355	\$400
4x	\$340	\$380



Quarter Page 5" x 5.5"

	B&W	Colour
1x	\$200	\$225
2x	\$190	\$210
3x	\$180	\$200
4x	\$170	\$190



Eighth Page 10" x 1.5"

	B&W	Colour
1x	\$115	\$130
2x	\$105	\$120
3x	\$100	\$110
4x	\$95	\$105

CONTACT

To book an ad, email Trevor Battye at trevor@cleversmedia.com or call him at 778-773-9397

Submit ads to Meaghan McAneeley at meaghan@cleversmedia.com

DEADLINES

June 2013 Issue

Ad booking: May 1
Artwork: May 7
Print date: May 14
Distribution: May 15–20

July 2013 Issue

Ad booking: May 31
Artwork: June 4
Print date: June 11
Distribution: June 12–17

August 2013 Issue

Ad booking: July 2
Artwork: July 9
Print date: July 16
Distribution: July 17–22

September 2013 Issue

Ad booking: July 30
Artwork: Aug 6
Print date: Aug 13
Distribution: Aug 14–19

SPECS

- Sizes are listed width by height
- Final trim size is 11.375" x 12.5"
- Supply fonts
- Submit artwork in .pdf, .tiff or .eps format
- Colour accuracy is not guaranteed. Please send a high quality colour accurate proof if colour accuracy is critical.

FTP

FTP: 184.71.146.30 or [ftp.intwebexpress.com](ftp:intwebexpress.com)
User ID: wecycle
Password: rideon

Place your files on our FTP and send a confirmation email indicating the file name, client name and your contact info to tania@intwebexpress.com.