

OUR EDITORIAL CALENDAR

GIVING AN ENTIRE LIFESTYLE SEGMENT A VOICE

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WHAT WE'RE FEATURING

ISSUE	THEME
ISSUE 6	Rocky Mountains
ISSUE 7	Vintage/Classic
ISSUE 8	Crystal Ball/What's In-What's Out
ISSUE 9	SoCal
ISSUE 10	Bicycle Clubs
ISSUE 11	Recreation & Fashion

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DEPARTMENTS

- EVENTS
- CRUISER 101
- CRUISING THE WEB
- MUSIC
- FASHION
- LIQUIDS
- PROFILE
- TEST RIDE
- BIKES WE LIKES
- BLING
- ARCHIVE
- CULTURE
- TAIL LIGHT

OUR EVENT CALENDAR

PUTTING YOUR BRAND IN-HAND

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EXPOSURE

ESTIMATED ATTENDANCE

EVENT

New Belgium Tour de Fat (13-city event)	San Francisco Bicycle Music Festival	Crested Butte Fat Tire Festival	Ann Arbor Bicycle Show	The Bicycle Show (Eugene, OR)
75,000	5,000	2,700	3,500	6,500

EVENT

Outdoor Retailer Expo (Salt Lake City, UT)	Biweekly Organized Social Rides (National)	Weekly Organized Social Rides (Denver, CO)	Summer Brew Fest (Denver, CO)	Interbike (Las Vegas, NV)	VeloSwap (Denver, CO)
12,000	13,000	23,000	1,500	18,000	12,000