

# dandyhorse

TORONTO ON TWO WHEELS

## 2011 MEDIA PLANNER

Dandyhorse Media Inc.



**dandyhorse** is a magazine for anyone who likes bikes.

Our street-level view of Toronto's cycling community combined with our high-level look at pedal policy means that *dandyhorse* delivers readers with the most complete review of cycling culture in the city. *dandyhorse* readers are delighted by both sexy and serious content that inspires and informs. Our Toronto-specific coverage and worldly view of the bicycle is not found in any other publication. *dandyhorse* is for people who ride bikes or want to ride bikes, enjoy art and love the city!



*dandyhorse* appeals to the one million-plus Torontonians who ride their bicycles every day, doing every day activities.



#### CIRCULATION & DISTRIBUTION

- 8,000 print copies
- 2.8 readers per copy
- Over 22,000 readers per issue
- Read front-to-back by a majority of our readers\*

*\*91% of respondents to our 2009 readership survey said they read the entire magazine.*

#### POPULAR FEATURES INCLUDE

- Heels on Wheels
- Bike Art and Advocacy
- Doctor's Note
- Infrastructure and policy
- Sustainable travel and touring

#### PURCHASING INTENT

- 60% own 2 or more bikes
- One third of readers plan to buy a new bike in the next year
- 85% plan to buy bike parts or accessories within 12 months
- 50% of readers plan to participate in bike tourism in the next year
- 80% said they would pay more to buy a "green" product

#### OUR READERS

- 50% male, 50% female
- 89% fall between ages of 18 and 49
- 86% identify as bike commuters
- 88% of our readers live in Toronto





**Toronto on two wheels is what we represent and what we promote. We want to see all of Toronto on two wheels, so we strive to celebrate cycling and the fit, fun and sustainable lifestyle it represents. At the same time we focus on safety and infrastructure initiatives that need championing or stewarding. We provide useful information about bicycles for everyone from the brand new rider to the road racer, to students and teachers, to fashionistas, to planners and politicians.**

*"I care a lot about local food, and local tourism seems like it needs more attention! I read about the Bike Train in *dandyhorse*, tried it out, and had a fantastic time taking in Ontario's natural landscapes. Bike tourism is a great way to stay local, and I'll be keeping an eye on *dandyhorse* magazine for my next trip idea!"*

*dandyhorse reader and Bike Train rider, Michael Tward*

*"Unlike most magazines I pick up, I read *dandyhorse* front to back, and some articles twice!"*

*dandyhorse reader, Pete Breward*



## Enter the Dandyhorse

The bicycle may have revolutionized transportation and contributed to improved manufacturing processes, better roads, women's emancipation and the growth of consumerism, tourism and professional sport, but for many cyclists it is the bicycle's inescapable public presence that makes it so irresistible. So it was, when early in the 19th century the pre-cursor to the modern bicycle arrived in London, England and one unduly fashionable and flamboyant group saw the invention exactly for what it was: an opportunity to look fabulous in public. When dandies first appeared in London parks and boulevards they could barely propel themselves along due to public excitement over their transportation. Nearly two centuries later, bicycles are truly ubiquitous, but cyclists still cut a dashing figure and prove the adage; it is better to be seen than heard. *By Steve Brearton*





## Advertising Rates

size of ad	1 issue	2 issues
Double page spread	\$3,000	\$2,700
Full page	\$1,800	\$1,620
Half page*	\$1,200	\$1,080
1/3 page*	\$800	\$720
1/4 page	\$600	\$540
1/9 page	\$250	\$225

### Premium Ad Placement

size of ad	1 issue	2 issues
Outside back cover	\$2,400	\$2,250
Inside any cover, Page 1	\$2,100	\$1,890

\* Please specify vertical or horizontal orientation when booking.

## Booking & Provision Deadlines

	ad booking	ad material	available
Fall 2011	July 21	August 10	September
Spring 2012	February 22	March 1	April

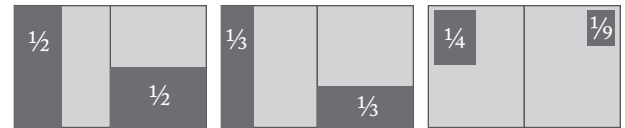


Contact:

Tammy Thorne  
Sales Manager  
(416) 822-7910  
tammy@dandyhorsemagazine.com

Dandyhorse Media Inc  
903-22 Close Ave.  
Toronto, ON M6K 2V4  
(416) 822-7910  
dandyhorsemagazine.com

## Build Mechanicals



### Trim

the edge of your ad space. For safety, please keep text and logos inside by 0.25 inch.

### With Bleed

(required) extend your background to this size. It will be cut off.

WIDTH X HEIGHT, INCHES

Full page	8.375 x 10.625	8.625 x 10.875
Double page spread	16.75 x 10.625	17 x 10.875
1/2 page vertical to page edge or, inset	4.125 x 10.625 3.625 x 9.715	4.375 x 10.875 N/A
1/2 page horizontal to page edge or, inset	8.375 x 5.25 7.375 x 4.75	8.625 x 5.5 N/A
1/3 page vertical to page edge or, inset	2.875 x 10.625 2.375 x 9.715	3.125 x 10.875 N/A
1/3 page horizontal to page edge or, inset	8.375 x 3.625 7.375 x 3.125	8.625 x 3.875 N/A
1/4 page	3.625 x 4.75	N/A
1/9 page	2.375 x 3.125	N/A

## File Provision

resolution: 300 DPI

colour: Please provide full colour CMYK files.

accepted file formats: TIFF, PDF

Do not send source files.

Embed and/or outline all typefaces.

Please contact [accounting@dandyhorsemagazine.com](mailto:accounting@dandyhorsemagazine.com) to arrange file transfers.

*The advertiser is responsible for the quality and contents of any supplied ad. Dandyhorse will advise the advertiser if mechanical specs are not met, and request resupply.*

*The Publisher reserves the right to refuse to publish any ad deemed objectionable. Positioning of advertising is at the discretion of the Publisher except where special position is guaranteed by contract. All prices are in Canadian Dollars.*