

dandyhorse



Dandyhorse Media Inc.

2015 MEDIA PLANNER

dandyhorse is a magazine for anyone who likes bikes.

dandyhorse delivers the most complete review of cycling culture in the city. *dandyhorse* readers are delighted by sexy and serious content that informs and inspires. 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!

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Toronto on two wheels is what we represent and what we promote. We want to see more Torontonians 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 a snapshot in time of the cycling scene in the city with timeless, useful information for all types of riders. It all comes wrapped in a beautifully designed, well-written, 50-page colour celebration of cyclists. dandyhorsemagazine.com averages 10,000 hits per month and @dandyhorse we have 3,000 followers on Twitter.



CIRCULATION & DISTRIBUTION

- 6,000-12,000 print copies
- 3 readers per copy
- Over 20,000 readers per issue
- Read front-to-back by a majority of our readers*

**91% of respondents to our 2012 readership survey said they read the entire magazine, which was consistent with our 2009 survey.*

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 sustainable product



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POPULAR FEATURES INCLUDE

- Heels on Wheels - local talent and fashionable pedal people
- Bike Advocacy
- Doctor's Note
- Infrastructure and policy
- Sustainable travel and touring
- Bike Spotting (streeters)
- Original Artwork and photos

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

TESTIMONIALS

What could be better than delivering an awesome local bike magazine to local bike shops, book stores and the library! I deliver goods by bike for sustainably-minded businesses, and being promoted in the pages and pixels of dandyhorse has helped get the word out on my small bike business. I am happy to be the preferred delivery service for dandyhorse magazine, it is a natural partnership that fosters community building.

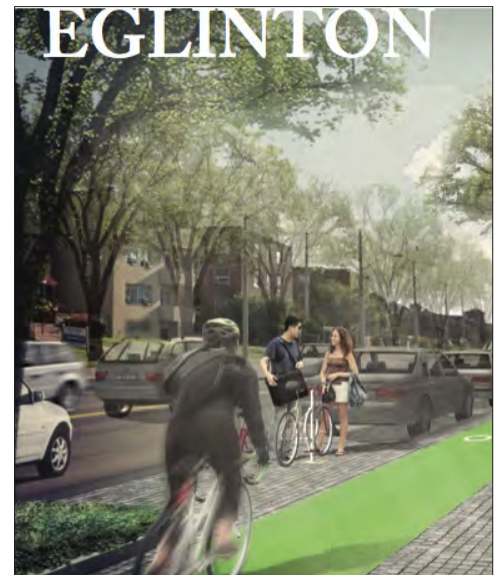
— Laurie Feathersone, owner 2 Wheels Green Delivery

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.

In an age of electronic overindulgence, the printed word can speak volumes. Dandyhorse Magazine is a bike book that Sweet Pete's has been proud to be a part of since the first issue! The stories, images and relevant, relatable information it shares with its readers is unlike any other cycling magazine. Our customers look forward to receiving their complimentary copies and the feedback and engagement we receive from our ads is great!

— Jill Allen, Sweet Pete's Bike Shop





Advertising Rates

Inquire about special online advertising campaigns.

| Size | 1 Issue | 2 Issues |
|--------------------|---------|----------|
| Double page spread | \$3,000 | \$2,700 |
| Full page | \$1,800 | \$1,620 |
| Half page* | \$1,200 | \$1,080 |

* Please specify vertical or horizontal orientation when booking.

Premium Ad Placement

| Size | 1 Issue | 2 Issues |
|--------------------|---------|----------|
| Outside back cover | \$2,800 | \$2,500 |
| Inside covers | \$2,250 | \$2,000 |

Online Ad Opportunities

Rates vary for the banner ad (960 X 160) on the dandyBLOG. The dandyBLOG averages 10,000 hits per month. We have over 2,500 followers on Twitter. In 2013, dandyhorse did creative promotions with Nuit Blanche and also H&M clothing.

Booking & Provision Deadlines

| Issue | Booking | Material | Available |
|-----------|----------|----------|-----------|
| June 2014 | March 30 | April 25 | June |

BEST OF DANDYHORSE - COMING SOON!!!

Contact

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

Dandyhorse Media Inc.
304-40 Walmer Rd. Toronto,
ON M6K 2V4
dandyhorsemagazine.com
@dandyhorse on Twitter
Dandyhorse Magazine on
Facebook

Build Mechanicals

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

4.125 x 10.625 4.375 x 10.875

inset

3.625 x 9.715 N/A

1/2 page horizontal

to page edge

8.375 x 5.25 8.625 x 5.5

inset

7.375 x 4.75 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 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 Canadian Dollars.