

*dandyhorse*

MEDIA KIT 2016

[dandyhorsemagazine.com](http://dandyhorsemagazine.com)

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MEDIA KIT 2016

**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!





## dandyhorse magazine

Toronto on two wheels is what we represent and promote. We want to see all of Toronto on a bicycle, so we 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 of the cycling scene in Toronto 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. dandyhorse-magazine.com averages 10,000 hits per month and we have over 5,000 engaged followers on Facebook and Twitter.



### Circulation and distribution

- 6,000-12,000 print copies
- 3 readers per copy
- Over 20,000 readers per issue
- Read front-to-back by 91% of our readers
- Combined web reach with Torontoist of over 600,000

## Popular features

### Heels on Wheels

Local talent and fashionable pedal people

### Bike Spotting

Streeter-style interviews & photos

### Pumped and flat

The good news – and the bad – for Toronto cyclists

### Also in every issue:

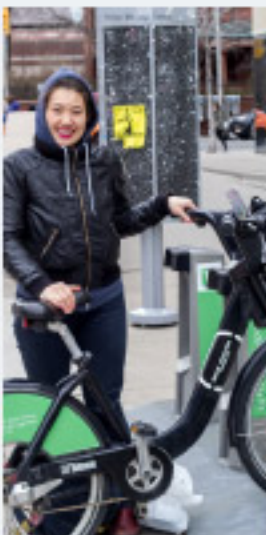
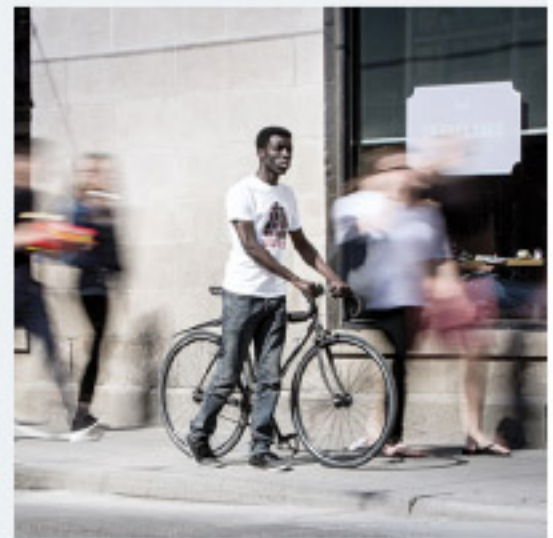
Bike art and advocacy

Doctor's Note

Infrastructure and policy

Sustainable travel and touring

Profiles





## Our readers

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



## Purchasing Intent

- 60% own 2 or more bikes
- One third 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



## 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



Jill Allen  
Sweet Pete's Bike Shop

"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!"



## Online advertising opportunities

The dandyBLOG averages 10,000 hits per month. We have over 5,000 followers on Facebook and Twitter. dandyhorse has done creative promotions with Nuit Blanche, Toronto Public Library and also H&M clothing.



## TORONTOIST

As dandyhorse collaborates with Torontoist digital news publication, our web content has a combined reach of 600,000 potential views!

Contact us about package deals. If you purchase a print ad you may be eligible for a complementary online ad.

Torontoist ads and dandyhorse ads have different rates online.

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



## Advertising rates

Size	1 issue	2 issues	3 issues
Double spread	4,500	3,600	2,800
Full page	2,500	2,000	1,500
Half page *	1,850	1,250	850
<b>Premium placement</b>			
Outside back cover	3,500	3,000	2,500
Inside covers	3,000	2,500	2,000

\* Please specify vertical or horizontal orientation when booking.  
Ask us for creative suggestions to maximize your impact

## File provisions

Resolution: 300 DPI

Colour: Full-colour CMYK

Accepted file formats: TIFF, PDF

Do not send source files.

Embed and/or outline all typefaces.

To arrange file transfers, please contact  
[accounting@dandyhorsemagazine.com](mailto:accounting@dandyhorsemagazine.com)



## Build mechanicals

Size	Width x height with trim *	Width x height with bleed *
Full page	8.375 x 10.625	8.625 x 10.875
Double spread	16.75 x 10.625	16.75 x 10.625
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

### 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.



## Booking and provision deadlines

Issue	Booking	Material	Available
Summer 2016	March 30	April 25	June
Fall 2016	July 25	Aug 30	September
Winter 2016	Sept 20	Oct 25	December

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.

## Contact

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