

LONDON cyclist

Est. 1978

MAGAZINE OF



LONDON
CYCLING
CAMPAIGN

MEDIA
PACK
2023



Advertise in London Cyclist and reach the most active and engaged cyclists in the capital

London Cyclist is the official magazine of the London Cycling Campaign and is delivered four times per year to the homes of over 12,000 members and bike shops all over London. Each issue offers LCC members the latest news about London cycling, bike and product reviews, affordable and enjoyable holiday ideas, fun rides in the capital, and interviews with celebrity cyclists.

The London Cycling Campaign is the largest urban cycling organisation in the world, it's dedicated to making cycling in London safer and more enjoyable; and to encouraging more Londoners to take up cycling. It is an independent membership organisation with a vision to make London a happier, healthier, more sustainable city.

Allie Gill – Advertising consultant
allie.gill@lcc.org.uk

John Kitchener – Editor
london.cyclist@lcc.org.uk

Find us on LinkedIn at
London Cyclist Magazine marketing



LONDON
cyclist





LONDON cyclist

43% 
planning to take a cycling holiday in the next 12 months



1/3 are female, a much higher proportion than other cycling magazines

90% commute by bike or cycle for their local journeys



55% of our readers earn more than **£50,000** per year

59% own a road bike
61% own a hybrid or city bike



3 The average LCC member owns three or more bikes

Source: 2022 Member Survey

165,000 **total quarterly audience**



10,000 **circulation per issue**



62,000 **quarterly website users**



77,000 **social media followers**



47,500 **twitter followers**



16,000 **e-newsletter subscribers**



Allie Gill – Advertising consultant
allie.gill@lcc.org.uk

John Kitchener – Editor
london.cyclist@lcc.org.uk

Find us on LinkedIn at
London Cyclist Magazine marketing



6 WAYS TO ENGAGE WITH OUR MEMBERS!

LONDON
cyclist

The power of print! No scrolling, quick flicks, but thought through time thinking about their lifestyle which is cycling!

#1. BRAND MARKETING

An inspirational advert in print –will help you to build an image and prestige about your brand.

#2. DIRECT RESPONSE

Let us prove our worth to you, use a call to action to gage the response from our members.

#3. ADVERTORIAL

No-one knows your product better than you, so talk to our members in your language and our style!

#4. SPONSOR A SECTION

Come and partner with us by sponsoring a section in the magazine - subtle but aligned branding!

#5. DIGITAL

Our monthly e-newsletter offers a chance to talk to 17000 members with a clickable digital advert!

#6. URBAN HILL CLIMB

Sponsor this iconic and much loved cycling event, right in the heart of London.



The London Cycling Campaign Magazine enabled Trimetals to provide essential communications to our customers during the most troubling of times, The magazine is a key communication platform for our business.

Tim Smith - Trimetals

Allie Gill – Advertising consultant
allie.gill@lcc.org.uk

John Kitchener – Editor
london.cyclist@lcc.org.uk

Find us on LinkedIn at
London Cyclist Magazine marketing

URBAN HILL CLIMB 2023

Roadies rub shoulders with cargo bike couriers and Brompton enthusiasts. Many race for the best times, others are there just for fun or to soak up the atmosphere. Contact Allie to find out about sponsoring one of UK's most iconic cycling events. allie.gill@lcc.org.uk

Allie Gill – Advertising consultant
allie.gill@lcc.org.uk

John Kitchener – Editor
london.cyclist@lcc.org.uk

Find us on LinkedIn at
London Cyclist Magazine marketing

URBAN
HILL CLIMB
L O N D O N



RATES AND MECHANICAL DETAILS

LONDON
cyclist

DEADLINES

SPRING

Booking Deadline:

Early February

Publication Date:

Early March

SUMMER

Booking Deadline:

Late April

Publication Date:

Mid May

AUTUMN

Booking Deadline:

Mid July

Publication Date:

Mid August

WINTER

Booking Deadline:

Mid October

Publication Date:

Mid November

All adverts require bleed (apart from eighths). Please supply your advert with 3mm of bleed on all four sides, and set your document to the Trim size dimensions. Please ensure all live matter (texts/logos etc) are well within 10mm of the Trim size dimensions.

Please supply artwork as: CMYK high res (300dpi) PDF, TIFF or EPS.

Please supply artwork by email to allie.gill@lcc.org.uk

Responsibility cannot be accepted for poor reproduction when advert artwork is supplied at incorrect specification.

ADVERTISING RATES

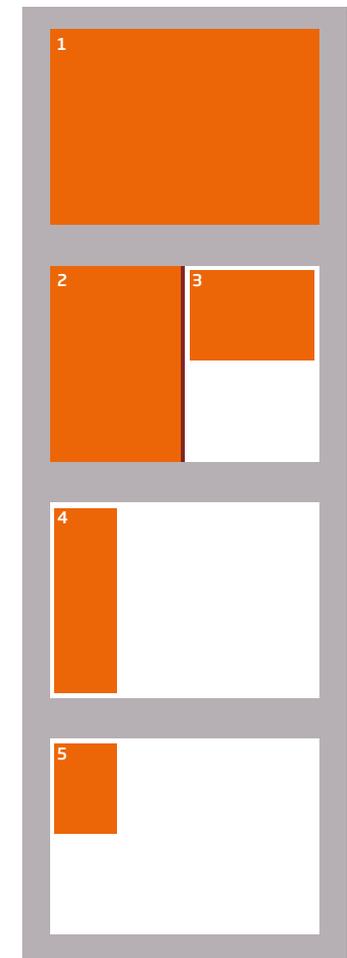
Double page	£1950
Full page	£1100
Advertorial full page	£1300
Half page	£700
Quarter page	£400
Inserts	£45 cpt
Section sponsorship	£650
ENewsletters MPU	£500

**Series and multiple discounts apply.*

NB: All rates subject to VAT and agency commission 10%

ADVERTISING SIZES (mm)

	Trim (w x h)	Bleed (w x h)
1 DPS	330 x 240	336 x 246
2 Full page	165 x 240	171 x 246
3 Half page (landscape)	145 x 108	151 x 114
4 Half page (portrait)	70.5 x 220	76.5 x 226
5 Quarter page (portrait)	70.5 x 108	76.5 x 114
Digital newsletters	300 x 250 pixels / HTML.	



Allie Gill – Advertising consultant
allie.gill@lcc.org.uk

John Kitchener – Editor
london.cyclist@lcc.org.uk

Find us on LinkedIn at
London Cyclist Magazine marketing