

AUSTRALIAN MOUNTAIN BIKE

AMB



MEDIA KIT 2022

AMB

THE MAGAZINE

7 ISSUES PER YEAR

PRINT 24,000

AMB Reader Profile

Male 85% Female 15%

Age: Under 34 - 30%, 35-54 - 58%, over 55 - 12%

For nearly 30 years *Australian Mountain Bike (AMB)* has been the number one mountain biking magazine in Australia. With credibility and history unmatched by any other mountain bike title our heritage is long and proud.

Australian Mountain Bike magazine is inclusive, not exclusive. We include stories from everyday riders, ambassadors and professionals alike. We focus on local stories about people and places, as well as those away from our shores, to ensure we inform and inspire our readership. As the sport of mountain biking continues to grow and evolve, we have been sure to keep our scope broad. We are not a specialist magazine for cross-country, downhill, enduro or trail riding - instead we incorporate all aspects of what makes mountain biking great in Australia.

At *AMB* we aim to have something for every rider in each issue - whether picking up the magazine is part of a rider's introduction to the

sport, or a connection with mountain bike media for diehard riders. We use experienced riders for tests, and recognised industry professionals for riding skills, workshop experience, nutrition and training advice. These are all parts of the title where we continue to get positive feedback from readers. We aim to make *AMB* the most trustworthy title for Australian mountain bikers and ensure our reviews and stories are conducted in an independent fashion.

Published 7 times a year, we are more frequent than any other Aussie mountain bike title, and along with the immediacy of *AMBmag.com.au* we provide the right mix of editorial, professionalism and timeliness matched to the demands of the Australian bike community.



ONLINE

AMBMag.com.au has gone from strength-to-strength since being launched in mid-2013. We have achieved consistent growth thanks to extra investment in our editorial team. We cover local events, product launches, in-depth reviews and World Championship events with unique content created by our editorial team. With a post rate of well over 300 unique posts a year, readers know that they will frequently find fresh and locally relevant content.

QUICK WEB STATS

Website: 45-50,000 Monthly uniques

Instagram: 27,500 followers

Facebook: 26,000 followers

E-Newsletter: 13,500 followers





RATES & AD SPECS



	CASUAL	3X	7X
DOUBLE PAGE SPREAD	3765	3480	3100
HALF DOUBLE PAGE SPREAD	2080	1915	1725
FULL PAGE	1990	1825	1650
HALF PAGE	1150	1070	950

FULL PRINT SPECIFICATIONS AVAILABLE [HERE](#)



ISSUE	ON SALE	MATERIAL DEADLINE
#200	5-DEC	11-NOV
#201	30-JAN	10-JAN
#202	20-MAR	24-FEB
#203	8-MAY	13-APR
#204	3-JUL	9-JUN
#205	21-AUG	28-JUL
#206	18-OCT	21-SEP

The cancellation deadline for advertising is three weeks prior to booking deadline. Cancellation of any booked advertising must be in writing and received by the Account Manager and/or Sales Director prior to the cancellation deadline. The Publisher reserves the right to repeat the most recent material or material of the Publishers choice. If a cancellation occurs mid contract, the difference between the contract appearance rate and the actual appearance rate card will be surcharged.

*ALL RATES EXCLUSIVE OF GST





DIGITAL ADVERTISING

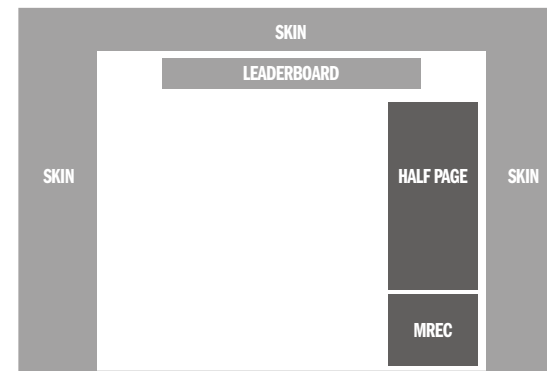
2 WEEK WEBSITE SPONSORSHIPS

HIGH IMPACT

100% Share of Voice – Skin & Leaderboard – \$1900

STANDARD

50% Share of Voice – MREC & Half Page – \$1250



IN-ARTICLE VIDEO

\$50cpm

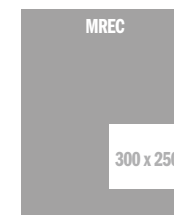
1 MONTH E-NEWSLETTER SPONSORSHIP

[2 sends] – \$1500

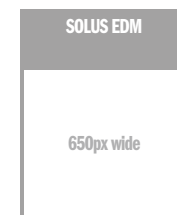
SOLUS EDM

\$1100 per send

E-NEWSLETTER SPONSORSHIP



SOLUS EDM



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