

A trade publication covering the business of triathlon

Triathlon Retailer and Industry News delivers unique and substantive coverage of the business of triathlon. Building on the successful model of *Bicycle Retailer and Industry News*, TRAIN is a standalone quarterly publication specifically serving the triathlon market.

- Your ad in TRAIN reaches more than 9,000 readers. In addition to bicycle industry suppliers, this audience includes 6,000 retailers who sell or have the potential to sell multisport products.
- Bicycle Retailer's editorial staff manage and produce the publication, which is standard magazine trim size.
- Content includes business news, market research, supplier profiles, retail best practices, editorials and new product information.
- Mails as a supplement with BRAIN's Feb 1, May 1, August 1 and November 1 issues.
- The magazine has partnered with Triathlon Business International. TBI members receive 10% off ad rates.



Trim Size: 8.25 x 10.75

<p>1/3 Vertical</p> <p>2.25" wide x 9.75" high</p> <p>5.715 cm wide x 24.765 cm high</p>	<p>1/2 Vertical</p> <p>3.5" wide x 9.75" high</p> <p>8.9 cm wide x 24.765 cm high</p>	<p>Full Page Bleed</p> <p>8.5" wide x 11.0" high</p> <p>21.59 cm wide x 27.94 cm high</p>	<p>1/4 Square</p> <p>3.5" wide x 4.75" high</p> <p>8.9 cm wide x 12.065 cm high</p>
		<p>1/2 Horizontal</p> <p>7.25" wide x 4.75" high</p> <p>18.415 cm wide x 12.065 cm high</p>	<p>1/3 Horizontal</p> <p>7.25" wide x 3.25" high</p> <p>18.415 cm wide x 8.255 cm high</p>

NET ADVERTISING RATES

	1x	4x
Full page	\$2,795	\$2,655
Half page	\$2,200	\$2,090
1/3 page	\$1,880	\$1,785
1/4 page	\$1,435	\$1,365

SPECIAL POSITIONS

	1x	4x
Spread	\$4,195	\$3,775
Cover 2	\$3,215	\$2,895
Cover 3	\$2,935	\$2,640
Cover 4	\$3,350	\$3,015

2015 PRODUCTION SCHEDULE

Issue	Sales Close	Materials Due
February	January 2	January 9
May 1	April 4	April 11
August 1	June 27	July 3
November 1	October 3	October 10



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