

Sierra Media: Inspiring Healthy Lifestyle Enthusiasts to Explore, Enjoy, and Protect our Amazing Planet!

Sierra offers readers intelligent information on the burgeoning bicycle eco-friendly lifestyle including cycling and commuting tips, and together with your brand, we're excited to share them! Sierra connects your brand to a passionate audience of 879,000+ readers who view the bicycle as a long-term solution to many of our current issues: traffic congestion, pollution, energy resource-friendly alternatives, and physical fitness. We invite you into the Sierra community and look forward to developing a long-term partnership that brings outdoor inspiration to everyone.

SIERRA READERS ARE HEALTHY LIFESTYLE CYCLISTS

They seek out brands and products that are made with integrity and share their values: healthy & active lifestyles, sustainability, and community outreach.

Sources: MRI 2016 DB, March/April 2017 Subscriber Questionnaire, Sierra Custom Reader Survey

- 61% own a bicycle
- 58% own a bicycle helmet
- 45% bike for exercise/competition
- 45% commute/run errands on their bicycle
- 192,000 plan on buying an eBike in the next year
- 47% Male/51% Female
- \$97,455 average HHI
- 82% college educated

PRINT RATES

Circulation: 625,000 Audience: 879,000

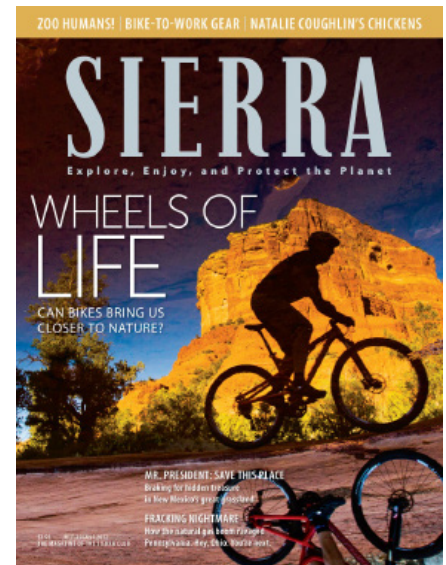
	4/C Bike Rate	Discount
Full Page	\$15,000	55%
2/3 Page	\$10,500	55%
1/2 Page	\$ 8,500	62%
1/3 Page	\$ 6,000	60%
1/6 Page	\$ 3,500	60%

SIERRAMAGAZINE.ORG DIGITAL RATES

Avg Monthly Page Views: 300,000

Avg Monthly Uniques: 135,000

Leaderboard: 728 x 90	\$15 CPM
Vertical Rectangle: 300 x 250	\$15 CPM
Half Page: 300 x 600	\$17 CPM
Mobile Leaderboard: 300 x 50	\$15 CPM
Homepage Roadblock: 728x90 300x250	\$50 CPM
Hero Ad (article pages only): 970 x 250	\$25 CPM
Interstitial: 620 x 460	\$50 CPM
The Green Life eNewsletter: 650 x 70 (Reaching 40,000 opt-ins/daily)	\$3,500/WEEK
The Insider eNewsletter: 640 x 80 (Reaching 2.6 Million opt-ins)	\$5,000/SEND



EDITORIAL CALENDAR

Jan/Feb: Outdoor Adventures

March/April: The Food Issue

May/June: Get Outside

July/Aug: Summer Adventures

Sept/Oct: Cool Schools

Nov/Dec: Winter Travel + Gear