

CAMCYCLE

For more, better and safer cycling for all ages and abilities in and around Cambridge



MEDIA PACK 2022/23

Reach an audience of local, engaged cyclists by advertising in the Camcycle quarterly magazine

The multi-award-winning Camcycle magazine contains a broad mix of cycling stories and features to encompass our diverse audience of members and supporters, and to grow our readership across the city. Be a part of it and advertise your business or organisation to an engaged audience in and around Cambridge. We can offer a range of packages including online and offline coverage, bespoke design, and ads tailored to match our editorial calendar. Email us at contact@camcycle.org.uk to find out more.

Upcoming themes

SUMMER 2022: Cargo county
History of cargo bikes, the future of cycle logistics, cycle touring, inclusive parking.

AUTUMN 2022: Together we ride
Social cycling groups, cycling with children, community campaigns.

WINTER 2022/23: Healthy streets
Liveable neighbourhoods, staying active in winter, inspiration from elsewhere.

SPRING 2023: Finding freedom
New to cycling, rural routes, cycling for independence, joined-up networks.

Sample rates

FULL PAGE:	£150
INSIDE FRONT/BACK:	£200
HALF PAGE:	£85
QUARTER PAGE:	£50

Discounts are available for bulk purchases. Please get in touch so we can tailor a package to your needs.

52 pages of full-colour content in A4 portrait format read by over 1,600 people in print and online.



ARTWORK SPECIFICATIONS

Sizes (mm, height x width)

FULL PAGE (A4)

Trim size: 297 x 210

Bleed size: 303 x 216

HALF PAGE (LANDSCAPE)

Trim size: 134 x 185

HALF PAGE (PORTRAIT)

Trim size: 272 x 90

QUARTER PAGE (PORTRAIT)

Trim size: 134 x 90



How to supply artwork

FILE TYPES AND DELIVERY:

- Please submit files in pdf format – full colour with all fonts and images embedded.
- Send files to contact@camcycle.org.uk

GUIDELINES:

- Ads should be created at 100% of final size.
- Please make sure that any images you use (including logos) are suitable for printing at 300dpi quality at the size you have chosen.
- If you have chosen a full page A4 ad, you will need to add 3mm bleed to each side to allow for trimming of the magazine (see details on left).
- Contact us if you have any queries about producing your ad or would like to see a digital proof.