

# VELO VISION: the consumer magazine with a difference...

*Velo Vision* covers bikes as transport, specialised cycle design and the latest cycle technology worldwide. Now in its sixth year of publication, *Velo Vision* is sold internationally, mainly by direct subscription.

- ◆ A positive, inspiring read and high production values. Most readers keep their *Velo Visions* – other mags get binned!
- ◆ Around 2400 copies sold in 40+ countries and growing fast. Unique international reach:
  - 60% UK
  - 20% Europe
  - 20% North America/Far EastEstimated readership: 5000+
- ◆ A passionate, committed readership – affluent and dedicated enough to pay our high cover price. See demographic data overleaf.
- ◆ All print ads get a web advert FREE on our busy and active website, [www.velovision.com](http://www.velovision.com)!
- ◆ Our rates are extremely reasonable. Design service if required. Friendly no-hassle approach!

RATES	
Back cover	£700
Inside back cover	£500
Full Page	£400
Half Page	£230
Quarter Page	£130
Eighth Page	£70
Inserts	Please enquire

**FREE BANNER ADS**

All print advertisements entitle you to a 468 x 60 pixel banner display (max file size 35k please) on [www.velovision.com](http://www.velovision.com)

**SERIES BOOKINGS**

10% off for two, 20% off for four.

Issue	Copy Deadline	Published
VV 25	Mid Feb 07	Early Mar
VV 26	Mid May 07	Early June
VV 27	Mid Aug 07	Early Sept
VV 28	Mid Nov 07	Early Dec

## Demographics

- ◆ Average bikes per reader: 4.7  
Average total replacement value: £3400.
- ◆ Average age is just over 40. The spread is relatively even between 30 and 60, and 13% of readers are over 60.
- ◆ 'Professional' 'Managerial' and 'Technical/IT' together made up almost 70% of 'occupation' replies. 16% are retired.
- ◆ 70% have income over £20,000, with over a quarter earning over £35000 per year. 83% are homeowners.
- ◆ 40% own a recumbent, 57% have a folder, 31% have a trailer, 22% a tandem, and 11% a load-carrying machine. 56% have a town bike, 47% an MTB, and 34% a racing bike.

[Survey results December 2002]



## DATA FORMATS

We prefer ads to be supplied as (in rough order of preference):

- ◆ **PDF file** – all fonts embedded, all graphics at least 300dpi. Colour graphics MUST be CMYK colour. Use PDF X1-a/2001 spec if possible.
- ◆ **EPS file** including all fonts etc and with a preview. All graphics MUST be CMYK 300dpi.
- ◆ **Indesign** (we use CS2) or **Quark Xpress** (v.3 or 4) for Mac, with all fonts and images.
- ◆ **TIFF image files** – at a resolution of at least 300 dpi. Please note that because text is 'part of the image', it will be slightly less sharp than any of the above methods.
- ◆ **JPEG image files** also at 300 dpi. Because JPEG is lossy, TIFF is preferable. However, if you must use JPEG format to reduce file size, please use a high quality/low compression' setting. Be aware that as with TIFFs (and perhaps slightly more so) text may be less than perfectly sharp.

Rather than use the TIFF or JPEG formats why not let us build an advert from your words and pictures? You'll appreciate the difference. **Minor design jobs are usually free of charge, and our rates are very reasonable for more involved layout work: please enquire.**

Copy can be sent by e-mail up to about 10 Meg file size – if bigger, please get in touch first. Larger files are no problem by FTP, or send the ad on CD. Please call if you'd like to use a different format or have any queries.

## FULL CONTACT DETAILS

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