

momentum

momentumplanet.com

THE MAGAZINE FOR SELF-PROPELLED PEOPLE

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REGIONAL SECTION

MOMENTUM began in Vancouver & Victoria in 2001. While we have increased our circulation to include 14 cities across North America, we are maintaining our connection to our local region. We are doing this with a new Vancouver/Victoria section dedicated to local stories and events.

CIRCULATION + DISTRIBUTION

10,000 copies distributed through cafés, grocery stores, libraries, funky shops + bike stores throughout Metro Vancouver + Victoria

For a full list of pick up locations please visit momentumplanet.com/pick-momentum

2008 CALENDAR

ISSUE # + RELEASE DATE	ART DEADLINE
31 JANUARY/FEBRUARY 2008 City Bike Showcase CITY: Melbourne	DEC 15/07
32 MARCH/APRIL Biking Families CITY: Minneapolis	FEB 15/08
33 MAY/JUNE Bike to Work & Bikes at Work CITY: Toronto + Chicago	APRIL 15/08
34 JULY/AUGUST Travel & Touring CITY: New York	JUNE 15/08
35 SEPTEMBER/OCTOBER Style & Fashion CITY: Ottawa + Austin	AUG 15/08
36 NOVEMBER/DECEMBER Architecture for a biking lifestyle CITY: San Francisco	OCT 15/08

METRO VANCOUVER/VICTORIA

REGIONAL SECTION 2008 PRINT AD RATES + SIZES

SIZE	WIDTH X HEIGHT	1x	3x	6x
Full Page	8.375" x 10.75"	1523	1371	1234
1/2 Page Vertical	3.7" x 9.8"	1005	899	799
1/2 Page Horizontal	7.5" x 4.83"	1005	899	799
1/3 Page Vertical	2.4" x 9.8"	686	617	555
1/3 Page Horizontal	7.5" x 3.17"	686	617	555
1/4 Page Vertical	3.7" x 4.83"	496	444	399
1/4 Page Horizontal	5" x 3.17"	496	444	399
1/4 Page Banner	7.5" x 2.3"	496	444	399
1/9 Vertical	2.4" x 3.17"	206	188	169

ARTWORK FOR PRINT

All ads are full colour, CMYK. Please submit artwork as high-resolution (300 DPI) PDF files. Full page ads should include 1/8" bleed.

WEB AD RATES + SIZES

SIZE	WIDTH X HEIGHT	\$/THOUSAND PAGEVIEWS
Banner	468 pixels x 60 pixels	9
Large Sidebar	120 pixels x 600 pixels	9
Small Sidebar	120 pixels x 90 pixels	3

ARTWORK FOR WEB

All ads are colour RGB. Please submit artwork as 72 DPI JPEGs.

REPORTS AND BILLING

Every two weeks we send a report on your ad's pageviews and clickthroughs. Billing is monthly.

PROMOTIONS

Throughout 2008 Momentum will feature reader response promotions with prizes to encourage reader feedback and participation. These are a great opportunity to promote your products. Ask us about it.