



Celebrating the bike since 1995

Cycle California!™

Your bike event source

#cyclecalifornia

Cycle California!™

Revised 10/1/24



Who are We?

CycleCalifornia.com

- Comprehensive road biking, mountain biking, and multi-sport calendars
- Content from cycling and cycling-related creators
- Links to bike organizations & advertisers

More than a website

Our platforms

- At events
- In our email newsletters
- On our website

Other campaigns

- Your email (past riders and new interested people)
- Printed collateral material
- Direct mail to your lists (i.e. USPS, FedEx, UPS)
- Digital brand growth

FoundByBike.com

- The official blog of *Cycle* California!



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Cycle California!

Circulation

- *Cycle California!* e-newsletter 5,600+ subscribers
- Club *CycleCA!* e-newsletter 3,650+ subscribers
- Event Director and Industry e-newsletter 1,075+ subscribers

Overall average open rate: 61% (industry average 24%)

Overall average click rate: 11% (industry average 2%)

Calendars

- Curated, most up-to-date & largest in our region
- Bicycle rides & races
- Mountain & Gravel
- Triathlon

Website

- Bike Clubs & Organization Links
- Advertising Partner Links

Articles

- Bike stories for like-minded cyclists
- Bike-related news
- Upcoming events

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What Our Readers Do for Fun

Our readers are active: When off their bikes they hike, camp, run, swim, kayak, and raft. During the winter months, you're likely to find them skiing, snowboarding, taking indoor spinning classes or jumping on a wind trainer or rollers.

How Our Readers Ride

- Century, charity & fun rides
- Gravel rides
- Off-road races
- Road races
- Gran fondo rides
- Paid off-road rides
- Commuting & running errands

Bike riders looking for events turn to the *Cycle California!* Calendar.

Tell your story to our loyal
readers with disposable income

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More marketing...

We can help you evaluate your current marketing & engagement programs

- Learn about your needs & goals.
- Review your current marketing channels & campaigns.
- Create a plan to help you build meaningful connections, increase engagement & grow revenue.
- Reach new people with targeted messaging (web, email, social, print, events, direct mail).

Event marketing

- Provide event opportunities at the *Cycle California!* expo booth.
- Identify events for you to attend or sponsor.

Your email marketing & newsletters

- Determine the level of service you need (DIY to fully managed).
- Design email & newsletter campaigns to build your brand.
- Develop a plan for email list growth.
- Schedule & execute email sends & report the results.

Marketing isn't your full-time job.

We'll help you engage with your customers: New - Current - Past

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Are You Ready to Grow?

Advertising & marketing

Bob Mack at BMack@CycleCalifornia.com

Editorial content & writing projects

Tracy Corral at TCorral@CycleCalifornia.com

Give us a call at (408) 924-0270

CycleCalifornia.com

FB: [@cyclecaliforniamagazine](https://www.facebook.com/cyclecaliforniamagazine)

IG: [@cyclecamag](https://www.instagram.com/cyclecamag)

IN: [cycle-california-magazine](https://www.linkedin.com/company/cycle-california-magazine)

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Personalized emails receive transaction rates that are six times higher than others. – Experian Marketing Services

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