

AUDIENCE AT-A-GLANCE

A MEDIA POWERHOUSE

**REACHING MORE CYCLISTS
THAN ANY COMPETITOR**

3.2M+ **Total
Audience
Footprint**

1.23M+ **1.77M+**
Print **Digital**
Readers **Footprint**

Source: MRI Simmons USA Spring DoubleBase 2023; September 2023
comScore Multi-Platform; September 2023 Social Comp Report





THE BICYCLING AUDIENCE

REACHING DEDICATED, PASSIONATE CYCLISTS

63% plan to buy a
new bike in the
next 2 years

89% own 2+
bikes

61% describe themselves
as Competitive, Racer,
or Dedicated cyclist

98.8 average miles
per week

Source: Bicycling 2022 Reader Survey



THE BICYCLING AUDIENCE

MOVING CONSUMERS TO ACTION

89%

have taken action as a
result of engaging with the
Bicycling brand

74%

have made a purchase or
considered trying a new
brand or product

83%

gave someone advice or
information about bikes and
cycling gear in the past 12 months

Source: Bicycling 2022 Reader Survey