

CUSTOM DIGITAL OPPORTUNITIES

ELEVATE BRAND PERCEPTION AND CONSIDERATION WITH CROSS-PLATFORM CUSTOM CONTENT

CONTENT:

- **Custom, Co-branded Content:**
Create an engaging, editorially-driven article with seamless product integration
- **Sponsored Social Posts:**
Co-branded, organic social posts across Bicycling's editorial Instagram, Twitter, and TikTok handles

NEWSLETTERS:

- **Native Newsletter Spotlight:**
Native content placement mirroring an editorial format
- **Newsletter ROS:** Standard ad placement within our editorial newsletters with guaranteed impressions

