

# The Sea Otter Classic Gear Guide

**Introduce your new products to the widest consumer and trade audience possible in the Sea Otter Classic Festival Gear Guide**



*Bicycle Retailer & Industry News* and *VeloNews* will produce the official Guide to the 2020 Sea Otter Classic. Take advantage of this expanded distribution with an affordable **Gear Guide ad** that reaches a cross-section of cycling enthusiasts, racers, families and the bicycle trade audience.

- **Sea Otter** staff will distribute 9,000 copies of the Guide onsite at registration, exhibitor booths and at Monterey hotels.
- **VeloNews** will distribute 23,000 copies of the guide in the May Issue.
- **Bicycle Retailer** will mail 8,000 copies of the Guide with the April issue to dealers nationwide.
- **Digital distribution** will be far-reaching as the guide is shared across the *Bicycle Retailer* and *VeloNews* website, email, and social media channels as well as the Triathlete.com website reaching up to an estimated 1.5-2 million of the most enthusiastic cycling readers.

## You provide:

- ✓ high resolution product image
- ✓ brand logo
- ✓ 75-100 word product description
- ✓ MSRP
- ✓ website URL
- ✓ Sea Otter Booth # (if applicable)

We create your listing and limit 6 gear guides to a page.

**Close date March 6th!**  
**Space limited!**

**Advertising rate \$450**  
**Buy two and save: \$800**

Material Due: March 11

Send to: [harnold@pocketoutdoormedia.com](mailto:harnold@pocketoutdoormedia.com)

**Bicycle Retailer**  
and INDUSTRY NEWS  
[www.bicycleretailer.com](http://www.bicycleretailer.com)

**VeloNews**  
[www.velonews.com](http://www.velonews.com)

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