Bike&Paddle
MAGAZINE

Advertising Media Kit
2025







and Outdoor Adventure Club

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ABOUT

Join the Movement Towards Sustainability through Pedal and Paddle Sports

Bike and Paddle Magazine and its affiliated Club promotion are dedicated to promoting sustainable events and collaborating with businesses that prioritize clean waterways and backcountry trail systems.

B&P Magazine/Club shares in this passion for environmental conservation and the fight against climate change. Additionally, we are committed to tackling the issue of plastic waste through our "Stand Up To Plastic Pollution" campaign, by bringing awareness to toxic green algae problem affecting all waterways, and to the growing social isolation health epidemic world-wide by sponsoring the “70 Plus Easy Rider” promotion. And that’s just a start.

WE NEED YOUR SUPPORT

Join us in our efforts to create a more sustainable future for our planet through the power of paddling, pedaling and real-time activism.



BE PART OF THE SOLUTION

. . . more About Us

Our Seasonal Locations

We maintain an active physical presence in the following locations during these months:

- Lake Havasu City, AZ; Prescott and Sedona, AZ from November to April (fall and winter months)
- Park City, UT; Whitefish, MT from May to October (spring and summer months)



The Outdoor Adventure Club

The Bike and Paddle Adventure Club has become an integral part of our marketing strategy, allowing us to communicate directly with over 2000 (and growing) members nationally. This provides an excellent platform for our advertisers to reach their target audience. As part of the Club, we promote a Meet Greet Networking Mixer that has proven to be our most successful marketing event. It offers the perfect opportunity to meet like-minded outdoor enthusiasts face-to-face, kickstart our weekend and participate in a range of exciting events happening every week throughout our seasonal locations. See Website

We support several advocacy groups includng

CICLAVIA

The Nature Conservancy
Protecting nature. Preserving life.™

North Valley Food Bank

Sponsorship Package

$125

Per Month
Paid Annually
$1500

Ad SIZE

- 300 x 250 Pixels
- Artwork included, or you design

AD APPEARS IN WEBSITE

- Home page
- Bike Saturdays page
- B&P Club page
- Directory page
- Linked to your website
- Weekly email newsletter

CLUB EVENTS

- Posters
- Flyers
- Hand Out brochures
- Raffles
- Gift cards

HOW WE PROMOTE, MARKET and ADVERTISE ON BEHALF OF SPONSORS AND MEMEBRSHIP

EMAIL MARKETING

- Our most effective advertising and marketing tool
- Delivered FREE to over 12K monthly
- Advertisers' logo w/link included in each campaign

SOCIAL MEDIA

- FB: Bike and Paddle Magazine/Club
- FB: BIKE SATURDAYS
- FB: Groups (4)
- Linkedin

WEEKLY CLUB NETWORKING ACTIVITIES

- Meet & Greet Networking Mixers (general public)
- Bike Saturdays rides (all abilities, all bikes)
- Sunday Paddlers (all paddle crafts)

MISCELLANEOUS ADVERTISING

- Press releases
- Poster, flyers, brochure distribution
- Event listings in local publications
- Attending trade shows, festivals, events
- WORD OF MOUTH (still the best)
- Wherever like-minded enthusiasts gather



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