

Get Britain Cycling



From the publishers of **LOCAL
TRANSPORT
TODAY**

THE NEW YEARBOOK & DIRECTORY FOR CYCLING
INFRASTRUCTURE, SOLUTIONS, PRODUCTS AND
SERVICES

In association with

Cycling Scotland



**ACT
TRAVELWISE**



Get Britain Cycling

THE NEW YEARBOOK & DIRECTORY FOR CYCLING INFRASTRUCTURE, SOLUTIONS, PRODUCTS AND SERVICES

From the publishers of



PUBLICATION DATE: **OCTOBER 2011** ADVERTISING BOOKING DEADLINE: **26 SEPTEMBER 2011**

Get Britain Cycling provides an invaluable guide to the current state of play in the UK's infrastructure provision sector. To help buyers source suppliers it will include a unique and comprehensive A-Z directory of cycling infrastructure suppliers, behaviour change specialists, cycle training services and transport planning consultancies specialising in cycling.

Local authorities are improving cycle infrastructure by boosting the number and quality of cycle lanes, providing bike parking facilities and cycle schemes at workplaces, bus and rail stations, retail and leisure facilities. Estate managers are acting to improve cycle infrastructure as grassroots pressure to provide for cyclists increases.

And that's where **Get Britain Cycling** comes in. Despite lots of guidance relating to cycling matters, our market research with cycling bodies and those responsible for making thousands of individual decisions to improve cycling infrastructure has found these key buyers are lacking some basic information to make an informed decision. And when it comes to big projects – from cycle hire schemes and cycle hubs – there is a thirst to learn from the exciting initiatives which are now being delivered.

Who reads **Get Britain Cycling**?

Get Britain Cycling will be sent free-of-charge to:

- facilities managers
 - estate managers
 - travel coordinators
 - architects and urban planners
 - local transport authorities and PTEs
- Plus extended readership among senior managers at:

- retail centres and business parks
- sports and leisure facilities
- bus and rail stations
- schools, universities and hospitals
- car parks
- major employers

...In fact anywhere where people could be arriving by bike!

Get Britain Cycling will provide case studies about recent innovative and successful projects to encourage cycling in Britain, Ireland and Europe. It will direct people to funding available to help encourage cycling. The A-Z directory will also advertise and promote the various service providers working in cycling, such as behaviour change specialists, transport planning consultancy, cycle training plus much more!

Over 8,000 printed copies of **Get Britain Cycling** will be distributed, and an electronic version will be sent to over 20,000 carefully selected decision-makers and budget holders.

ADVERTISING DIMENSIONS

GET BRITAIN CYCLING IS AN A4 PUBLICATION
Dimensions (width x height)

Full page (bleed)	220mm x 307mm
Full page (type area)	194mm x 276mm
Half page (horizontal)	194mm x 135mm
Half page (vertical)	95mm x 276mm
Quarter page	95mm x 135mm
Strip banner	192mm x 40mm

ADVERTISING RATES

One full page	£1,000.00
One half page	£800.00
One quarter page	£600.00
Single strip banner	£500.00

ALL PRICES EXCLUSIVE OF VAT (add 20%)

SPONSORSHIP RATES

Gold Sponsorship (single lead sponsor)

£4,995.00

Includes:

- Logo on front cover as sponsor
- Two full page advertisements
- Two full pages of editorial
- 50 word listing and logo in suppliers directory
- Two strip banner advertisements on editorial pages
- Brand presence at launch event

Silver Sponsorship (limited to 5) £2,495.00

Includes:

- Logo on front cover as sponsor
- One full page advertisement
- One full page of editorial
- 50 word listing and logo in suppliers directory
- One strip banner advertisement on editorial pages

Bronze Sponsorship (unlimited) £1,495.00

Includes:

- One half page advertisement
- One half page of editorial
- 50 word listing and logo in suppliers directory

Directory listings:

Enhanced:

- priced at £199
- 50 word listing in your corporate colours plus logo

Standard:

- priced at £99
- 25 word listing and full contact details

Basic:

- free entry in relevant section
- company name, website and email address.

FOR FURTHER INFORMATION PLEASE CONTACT : KEITH HOMER ON: 0121 449 0620 or 07910 924544 (Mob) OR EMAIL: keith.homer@landor.co.uk