

The Latz Report YearBook 2020

Price \$25.00 (inc. GST) (NZ \$30.00 inc. GST)



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**Cover design for illustrative purposes only.*

Here's Your Opportunity to Reach Australia's Entire Bicycle Trade!

A Personal Note from Phil Latz, Publisher of *The Latz Report*

Way back in 1996 when I created the first *Bicycling Yearbook*, I had no idea how quickly this annual trade directory would be embraced by Australian bicycle retailers.

After selling the *Bicycling Australia* group, which included the *Bicycling Yearbook*, to Yaffa Media in 2014, they have continued publishing the *Yearbook* every year until 2019, but recently announced that they would not be continuing in 2020.

This led me to research the obvious question, 'Is there still a place for a printed trade directory in our age of the internet?'

I queried both retailers and wholesalers and their answer was a definite 'Yes!'

Only today when I was visiting another bike shop, asking what they thought of the *Yearbook*, they pulled a grease marked, dog eared copy out from beneath the counter and said, 'We use it just about every day'.

Whilst traditional newspapers and magazines have struggled over recent years, the *Yearbook* is 'push advertising' for suppliers to bicycle stores that is clearly still an effective use of the print medium. You only have to look at the number of catalogues in your letterbox each week to see evidence of this.



But the *Yearbook* is far more than just a catalogue. With its proven four way cross referenced index system, it's a highly effective sourcing guide for retailers looking to find the supplier of a particular brand or product type in an era where bikes are more complex than ever and the range of specialist parts wider still.

I've heard other retailer feedback like, "Our guys are still using it every week." "I would gladly pay for the *Yearbook*." "I still find it a valuable resource."

So, with this feedback in mind, I've decided to publish the *The Latz Report Yearbook 2020* which I hope will be the first of a long annual series.

Retailers won't have to pay for their copies. It will be posted to all Australian bicycle trade members free of charge.



Announcing our New *Online Edition!* Two for the Price of One

To 'future proof' your investment as an advertiser in *The Latz Report Yearbook 2020*, all advertisers in the print edition will also appear in our new online edition at no extra cost.

This will be in a 'flipbook' format (also known as an 'e-zine'). It will be embedded into a new page within our popular *Latz Report* website www.thelatzreport.com.au

We'll be using a leading software system that allows readers to zoom, scroll, jump to any page plus a range of other features.

The Latz Report Yearbook 2020 Online Edition will allow bicycle trade members to

access the *Yearbook* anywhere, any time on any device.

In addition to having a 'Yearbook' menu option at the top of our *Latz Report* website homepage, we will add a prominent image of the *Yearbook's* front cover in the right hand column of the home page. This image will be a clickable link, so site visitors will have two prominent easy ways to access *The Latz Report Yearbook 2020* Online Edition.

Best of all, we'll be providing both print and online editions at no additional cost to advertisers... two for the price of one!

Put Your Business in Front of Dealers *All Year Round!*

ADDRESS LIST

SECTION ONE

101 Bikes
12A Handlebar Ln
MILTON QLD 4064
Phone: 07 9876 5432
Fax: 07 9876 5431
Email: tony@100bikes.com.au
Website: www.100bikes.com.au
Product Range: Bags - Backpacks, Clothing - Custom, Clothing - Gloves, Cycle Computers/GPS/HRM, Lights, Locks, Tools - For Sale to Consumers
Manufacturer, Wholesaler

110% Cycle Wear
PO Box 4321
PORT MELBOURNE VIC 3207
Phone: 03 9876 5432
Fax: 03 9876 5431
Email: info@110percent.com.au
Website: www.110percent.com.au
Product Range: Clothing - Custom, Clothing - Gloves, Clothing - Triathlon, Helmets, Tools
Brands: Bike Ace, Megacycle, Odin Helmets, Titan, Xireem
Manufacturer, Wholesaler

A

Active Cycle
352 Spoke St
RICHMOND VIC 3121
Phone: 03 9876 5432
Fax: 03 9876 5431
Email: dan@activecycle.com.au
Website: www.activecycle.com.au
Product Range: Bags - Backpacks, Clothing - Custom, Clothing - Gloves, Cycle Computers/GPS/HRM, Lights, Locks, Tools - For Sale to Consumers
Manufacturer, Wholesaler

Adrian's Awesome World of Bikes
PO Box 9876
ALEXANDRIA NSW 2015
Phone: 02 9876 5432
Fax: 02 9876 5431
Email: adrian@AAWB.com.au
Website: www.AAWB.com.au
Product Range: Bags - Backpacks, Bearings, Bells/Horns, Bicycle Bags, Cases & Covers, Bicycle Parts & Accessories - All Other, Bicycle Racks & Storage Systems, Bikes - Balance Bikes, Bikes - BMX, Freestyle, Bikes - Childrens, Bikes - Comfort/City/Hybrid, Clothing - Custom, Clothing - Gloves, Cycle Computers/GPS/HRM, Lights, Locks, Tools - For Sale to Consumers
Manufacturer, Wholesaler

Anatomy Sports

Anatomy SPORTS

7 Derralleur Dr
COLLINGWOOD VIC 3066
Phone: 03 9876 5432
Fax: 03 9876 5431
Email: Robyn@anatomysports.com.au
Website: www.anatomysports.com.au
Product Range: Bags - Backpacks, Bicycle Bags, Cases & Covers, Bicycle Parts & Accessories - All Other
Brands: Abriele, Behemoth Bike, Bike Ace, City Electric, Cycle Smart, DTY Tires, Fibonacc, Kawamoto, Megacycle
WHOLESALE

ADDRESS LIST

Australian Bicycle Repairs
36 Crankset Cr
MANLY NSW 2095
Phone: 02 9876 5432
Fax: 02 9876 5431
Email: greg@australianbicyclerepairs.com.au
Website: www.australianbicyclerepairs.com.au
Product Range: Bags - Backpacks, Clothing - Custom, Clothing - Gloves, Cycle Computers/GPS/HRM, Lights, Locks, Tools - For Sale to Consumers
Manufacturer, Wholesaler

AZTECH Cycles

AZTECH CYCLES

20 Wheel Way
ADELAIDE SA 5000
Phone: 02 9876 5432
Fax: 02 9876 5431
Email: julian@aztech.com.au
Website: www.aztech.com.au

Sales Reps:

NSW	Brent Price	0413 684 211
VIC	Rachel Wilson	0458 846 286
QLD	Alex Campbell	0411 779 178
SA	Sarah Smith	0480 808 101
WA	Adam McKay	0435 233 544
TAS	Trent Shaw	0420 412 967

Product Range: Bags - Backpacks, Bearings, Bells/Horns, Bicycle Bags, Cases & Covers, Bicycle Parts & Accessories - All Other, Bicycle Racks & Storage Systems, Bikes - Balance Bikes, Bikes - BMX, Freestyle, Bikes - Childrens, Bikes - Comfort/City/Hybrid, Clothing - Custom, Clothing - Gloves, Cycle Computers/GPS/HRM, Lights, Locks, Tools - For Sale to Consumers
Brands: Abriele, Behemoth Bike, Bike Ace, City Electric, Cycle Smart, DTY Tires, Fibonacc, Kawamoto, Megacycle, Odin Helmets, Titan, Xireem

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See our advertisement on page 40

WHOLESALE

Azzucchi Sydney CBD
PO Box 7943
SYDNEY NSW 2000
Phone: 02 9876 5432
Fax: 02 9876 5431
Email: pepe@azzucchi.com.au
Website: www.azzucchi.com.au
Product Range: Bags - Backpacks, Clothing - Custom, Clothing - Gloves, Cycle Computers/GPS/HRM, Lights, Locks, Tools - For Sale to Consumers
Manufacturer, Wholesaler

B

Best Bike
45 Suspension St
RANDRICK NSW 2031
Phone: 02 9876 5432
Fax: 02 9876 5431
Email: sales@bestbike.com.au
Website: www.bestbike.com.au
Product Range: Bags - Backpacks, Clothing - Custom, Clothing - Gloves, Cycle Computers/GPS/HRM, Lights, Locks, Tools - For Sale to Consumers
Manufacturer, Wholesaler

AZTECH CYCLES





ADELAIDE'S PREMIER CYCLING DESTINATION!
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WWW.AZTECH.COM.AU **LOGO LOGO LOGO**

**Content and page layout for illustrative purposes only.*

Benefits

- Advertise your brands to your most important customer - bicycle retailers.
- Place important staff contact information at the finger tips of bike shop staff with a Business Pack Listing.
- Never miss an opportunity with a Bold + Logo Pack upgrade, highlighting your business in all of your various Product Categories.

Advertisement Sizes

Choose from Double, Full or Half page advertisements, as well as a number of listing upgrades (details on following page).

Please get in touch if you would like to discuss the inclusion of Inserts, Flyers, or Order Sheets.

The Business Pack Listing is included FREE with any Full or Double Page advertisement.

Here are the Three Listing Options You Can Choose From

AZTECH Cycles

AZTECH CYCLES

20 Wheel Way
ADELAIDE SA 5000
Phone: 02 9876 5432
Fax: 02 9876 5431
Email: julian@aztech.com.au
Website: www.aztech.com.au

Sales Reps:

NSW	Brent Price	0413 684 211
VIC	Rachel Wilson	0456 846 288
QLD	Alex Campbell	0411 779 178
SA	Sarah Smith	0488 808 101
WA	Adam McKay	0435 233 544
TAS	Trent Shaw	0420 412 907

Product Range: Bags - Backpacks, Bearings, Bells/Horns, Bicycle Bags, Cases & Covers, Bicycle Parts & Accessories - All Other, Bicycle Racks & Storage Systems, Bikes - Balance Bikes, Bikes - BMX Freestyle, Bikes - Childrens, Bikes - Comfort/City/Hybrid, Clothing - Custom, Clothing - Gloves, Cycle Computers/GPS/HRM, Lights, Locks, Tools - For Sale to Consumers

Brand(s): Abrielle, Behemoth Bike, Bike Ace, City Electric, Cycle Smart, DTY Tires, Fibonacci, Kawamoto, Megacycle, Odin Helmets, Titan, Xtrem

LOGO **LOGO** **LO/G**○

See our advertisement on page 40

WHOLESALE

Anatomy Sports

Anatomy SPORTS

7 Deraillleur Dr
COLLINGWOOD VIC 3066
Phone: 03 9876 5432
Fax: 03 9876 5431
Email: Robyn@anatomysports.com.au
Website: www.anatomysports.com.au

Product Range: Bags - Backpacks, Bicycle Bags, Cases & Covers, Bicycle Parts & Accessories - All Other

Brand(s): Abrielle, Behemoth Bike, Bike Ace, City Electric, Cycle Smart, DTY Tires, Fibonacci, Kawamoto, Megacycle

WHOLESALE

2. Bold + Logo Pack Listing

- Ensure your brand's prominence for only **\$48** a month!
- The Bold + Logo Pack Listing costs just **\$550 plus GST**.

1. Business Pack Listing

- FREE with any Full or Double Page advertisement.
- Can include multiple logos.
- Ensure your business prominence for a whole year
- The Business Pack Listing costs just **\$950 plus GST**.

Active Cycle
352 Spoke St
RICHMOND VIC 3121
Phone: 03 9876 5432
Fax: 03 9876 5431
Email: dan@activecycle.com.au
Website: www.activecycle.com.au

Product Range: Bags - Backpacks, Clothing - Custom, Clothing - Gloves, Cycle Computers/GPS/HRM, Lights, Locks, Tools - For Sale to Consumers

Manufacturer, Wholesaler

3. Basic Listing

- All industry members listed free of charge.

Important Information: Logo size to be displayed at no greater than 40mm in any direction. Business Packs can contain pertinent company information and staff contact details. Business Packs will be edited to fit no more than one column. Final layout is at the publisher's discretion. The example listings above are for illustrative purposes only.

Advertising Specifications - Sizes, Rates & Deadlines

Please Update Your Listing Now!

Every supplier will receive a standard listing in *The Latz Report Yearbook 2020* free of charge. Please check that your listing is up to date and note that some product categories have been renamed, merged or added. We've also added fields for you to list your Facebook and Instagram handles, so just about everyone will need to update their listings.

Distribution

The Latz Report Yearbook will be mailed free of charge to every bicycle trade business throughout Australia. This includes all retailers ranging from the largest city stores to the smallest 'cycle & sports' style country stores, wholesalers, manufacturers, mechanical service providers, cycle tour operators and all other niche bicycle businesses.

Artwork

If you need assistance with artwork, please contact Tim Nightingale at timnightingale@gmail.com

Tim was a graphic artist at *Bicycling Australia* for six years with extensive experience creating ads for bicycle industry clients and producing previous *Yearbooks*.

Advertisement Sizes

Description	Width	Height
Double Page	420mm	297mm
Full Page	210mm	297mm
Front Cover	210mm	197mm
Half Page vertical	85mm	267mm
Half Page horizontal	180mm	128mm

Advertisement Rates

Description	Price
Front Cover	\$3,400
Back Cover	\$2,900
Inside Front Cover spread	\$3,900
Double Page	\$3,600
Full Page	\$2,400
Half Page	\$1,500
Business Pack	\$950
Bold + Logo Pack	\$550

- Everyone who takes a Full Page advertisement or larger automatically receives a Business Pack free of charge.
- All prices listed automatically include both the print and online versions.
- All prices above exclude GST.

Deadlines

Updates to Listings:	Friday, 17th April
Advertising Bookings	Friday, 24th April
Advertising Artwork	Friday, 1st May
Publication Date	Friday, 22nd May

Contact Us



Phil Latz | Publisher

M 0414 637 886

P 02 4225 8372

E phil@thelatzreport.com.au

Linda Brown | Account Enquiries

M 0414 684 747

E info@thelatzreport.com.au

Contactable Thursdays 9am to 3pm

Melanie Doyle | Media Sales Manager

M 0404 464 416

P 02 4225 8372

E melanie@thelatzreport.com.au

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/thelatzreport



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/company/the-latz-report