



The **Latz**
Report

SERVING AUSTRALIA'S BICYCLE TRADE

Media Kit
2020/21



More Ways to Reach Your Core Market!

If you're looking to reach the Australian or New Zealand bicycle trade, then *The Latz Report* gives you a unique opportunity.

Our platform is 100% B to B (business to business) and solely bicycle trade focused. We do not run any content for consumers and do not allow consumers to subscribe to our newsletter.

Since launching in late September 2019, *The Latz Report* immediately gained industry wide acceptance and active readership.

Our very first monthly newsletter achieved a 41.6% open rate and our most recent newsletter (at the time of writing, for July 2020) topped 46%. These open rates are 'off the charts' compared to the average for trade newsletters of just over 20%.



Even more dramatic, our newsletter clickthrough rate (where readers don't just open the newsletter but click through to the full stories on our website) typically sits at between 20% and 25%. That's about 800% higher than the industry average for trade newsletters of 2.62%

You can see detailed data by industry from which we sourced these comparisons [here](#).

Why has *The Latz Report* seen such instant success? Because although it's new, Publisher Phil Latz has been closely involved with the bicycle industry and cycling media for over 30 years including 25 years as the cofounder, with his wife Catie, of Australia's largest specialist cycling media company, *Bicycling Australia*, until they chose to sell in 2014.

Therefore, *The Latz Report* does not only give you unique access to the bicycle trade, it gives you a credible platform from which to share your story.

What's New For 2020/21?

In just nine months since launching, we're growing fast! For 2020/21 we're offering you five new initiatives to make it even easier talk with your key trade customers.

The Latz Report Yearbook, Back in Print for 2021!

The Yearbook is a four way cross referenced sourcing guide that puts supplier information at the bicycle trade's fingertips.

Since Phil Latz launched the first *Yearbook* in 1996, it has become a much loved institution throughout the bicycle trade.

In June 2020 we launched the first *Latz Report Yearbook*, in a 'flipbook' or 'ezine' format including a smartphone app version.

Now in April 2021, we'll be adding a print version to the electronic versions, which will continue.

In an age where much print media is disappearing, there's still a strong place for 'push marketing' to our very targeted group of high value clients who are looking forward to receiving their fully updated print edition.

Twice the Newsletter Opportunities

We're doubling our newsletter frequency from monthly to bi-monthly. If you're running a specific campaign or launching a product on a certain date this will allow you to target your advertising timing more precisely.

New Self-Serve Classifieds Service

We're seeing a growth in demand for classified advertising, particularly Employment Classifieds.

To make it faster and easier for everyone, we'll be launching a new 'self-serve' classifieds booking, uploading and

payment service and we'll be passing on the savings via significantly reduced advertising rates.

New YouTube Channel Opportunities

Now that our *Latz Report YouTube Channel* has successfully launched, we're able to offer you sponsored webinars and other video services.

Introducing Schedule Discounts!

From now on, if you book a schedule, ideally for a full year, but at least for six months duration, across any of our products then you'll earn significant savings. These will be on a sliding scale based, upon the total value of your schedule, over a minimum threshold.

These savings are in addition to the multiple booking discounts that we've been offering since day one, which will continue.



“ So good to have you back on the airways doing these industry reports! Keep up the great work!

HERB DONOVAN

Fuel Performance

Your Five Star Guarantee



- ★ If we don't put your advertisement online within five working days of receiving your booking and finished artwork file, then the first month is free.
- ★ If you've instructed us in writing and we make any mistake with the size, placement, or rotation of your ad or run the wrong advertisement, then it's free for a month.
- ★ If for whatever technical reason or human error, your advertisement does not appear for the full month for which it was booked, then it's free for a month.
- ★ We will provide you analytics data about your advertisement (number served and click through rates) within five working days of your request, or it's free for a month.
- ★ We will proactively alert you to any relevant feature stories, news events or other information that may either positively or adversely impact your campaign so that you can take informed action, or your ad is free for a month.

Annual Dealer Guides

Our Annual Dealer Guides will feature important industry segments during appropriate months of the year.

In all cases, we'll be encouraging dealers to maximise the business opportunities that each product and service category offers them.

You'll be able to participate through sponsored Product Features and Company Features, banner advertising and other opportunities.

July 2020 – Electronics (Including GPS, HR Monitors, Power Meters, Cycle Computers, Apps and other Products & Accessories).
Generic P&A

August 2020 – Kids (including Kids Bikes, Kids Scooters, Kids Trailers, Tag-alongs, BMX)

September 2020 – Clothing and Helmets. Bags

October 2020 – Mountain Bikes (including e-MTB, MTB Suspension & Servicing)

November 2020 – Wheels and Tyres

December 2020 – Adult Bikes (including Road Bikes, Gravel Bikes, Touring Bikes, City Bikes, Hybrid Bikes)

January 2021 – (none – holidays)

February 2021 – Business Services (including Finance, Insurance, POS)

March 2021 – Ebikes and Cargo Bikes

April 2021 – Lighting and Cameras

May 2021 – Indoor Trainers & Software

June 2021 – Shoes and Pedals

The *Yearbook* is Back... also in Print!

In July 2020 with strong industry support, we launched the first *Latz Report Yearbook*, in a 'flipbook' or 'ezine' format including a smartphone app version.

These new electronic formats mean the *Yearbook* is now available to the bicycle trade via any device at any time. But in an age where much print media is disappearing, there's still a strong place for 'push marketing' to a very targeted group of high value clients.

So in April 2021 we'll be adding a print version to the electronic versions. These will continue, with the content being fully updated to match the new print version.

As an advertiser, one booking, for one great value price, will get you into all versions.

All advertisers who supported the June 2020 online version will be credited with 100% of their advertising expenditure towards whatever advertising they choose to do in *The Latz Report Yearbook 2021*.



“It's my most essential resource. I literally couldn't do my job without it.

JACK DALLY
Manager, My Ride
Collingwood, Victoria



“When customers ask me about something that I don't have in stock, the Yearbook is very quick and useful for finding out where I can source that product from. My mechanics use it all the time, especially for a part that they need to source if the regular supplier is out of stock.

STU ARMSTRONG
Manager, Velo Cycles, Velo
Electric and Brompton Junction,
Carlton North, Victoria



“It's reliable, old school, black and white and it's in front of you... it even works under viral conditions!

Just the other day on a supplier's website there was no phone number and you could only fill out an enquiry form and wait who knows how long. I looked them up in the Yearbook, got their number got straight through and got my problem sorted.

DAVID HANSEN
Proprietor, Giant Wollongong, NSW

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

ADDRESS LIST

SECTION ONE

101 Bikes
12A Handbar Ln
MILTON QLD 4064
Phone: 07 9876 5432
Fax: 07 9876 5431
Email: tony@101bikes.com.au
Website: www.101bikes.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 Derrallier 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	0488 008 101
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

LOGO LOGO LOGO

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

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www.thelatzreport.com.au

The Latz Report YearBook 2020

AZTECH CYCLES





ADELAIDE'S PREMIER CYCLING DESTINATION!

ROAD • MTB • BMX • ELECTRIC • ACCESSORIES & MORE!

[WWW.AZTECH.COM.AU](http://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).

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 under **\$46** 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

Artwork

If you require assistance with artwork, we can provide graphic design services for \$90/hour + GST. For more information 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*.

Deadlines

Booking deadline	Friday March 5th
Material deadline	Friday March 12th
Official Release	Friday April 16th

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	Full Rate	Rebate Rate*
Front Cover	\$2,900	\$1,620
Back Cover	\$2,600	\$1,520
Inside Front Cover spread	\$3,300	\$1,840
Double Page	\$2,900	\$1,550
Full Page	\$1,900	\$1,000
Half Page	\$1,200	\$620
Business Pack	\$950	\$450
Bold + Logo Pack	\$550	\$150

Notes

- *The Rebate Rate is the discounted amount payable by anyone who booked the same size advertisement in *The Latz Report Yearbook* 2020 online edition. It includes a discount equal to 100% of the value of their 2020 advertising rate.
- There is no requirement for 2020 advertisers to run the same size or type of advertisement, or any advertisement at all in 2021.

Save With Schedule Discounts!

Save 10%, 20% or even 30% off these rates by booking an annual schedule over certain qualifying total values. See page 11 for more details.



Fill That Job Vacancy via our Upgraded Classifieds!

We know from past experience that many bike industry members are frustrated when they advertise for staff via the 'category killer' Seek.

Sure, they get dozens, even hundreds of applicants, but the vast majority don't have any relevant bike industry experience and only take up the bike business owner's valuable time to process. If you advertise through The Latz Report Classifieds, you'll almost certainly get a far lower number of applications than through Seek – that's a good thing! Because The Latz Report only caters to bike industry members, this smaller number of respondents will be bike industry insiders with relevant experience, meaning less chaff that you have to sift through. You can also advertise to buy or sell a business or other business assets via our classifieds. Classifieds cost \$299 + GST which includes both being run in the first available monthly newsletter and ongoing listing on the website

for as long as required to sell the business or fill the job vacancy, up to a maximum of three months. If you want to continue beyond that time, you need to pay a further \$299 + GST for a further three months. You may include up to 300 words and one logo, plus one photo in a classified advertisement.

New! Save Half Price With Our Self-Service!

Coming soon! If you book, upload and pay for your classified direct via our online self-service system, you'll save \$150! Pay just \$149 + GST.

New! Extra Newsletter, Extra Promotion!

Coming soon! Our new extra newsletter every month will prominently feature all the latest classifieds at no additional cost! It will also include great features including our most popular 'How's Business?' to ensure that plenty of people are engaging and see your classifieds.

Sponsored Content

We will run editorial style and format stories about your products and company according to the fees and sizes outlined in our rates table. These fees include our writing and editing of content, including photography, if required. We will also run supplied content. In all cases, sponsored content will include a small subheading at the top saying 'Sponsored Content' so that our readers are fully informed. You will be shown the sponsored content draft in advance and have the option of editorial input at your discretion.

Exclusive Advertising eDM's (Electronic Direct Mailouts)

We do not sell or rent our email list, but we will send an email to our list on your behalf that exclusively contains your advertising content for a flat fee of \$1,450 + GST.

You can select if you just want your eDM

going to retailers or to the full list. The fee is the same either way. To maximise the advertising impact of these eDM's and because doing this too often runs the risk of recipients unsubscribing, we will limit advertising eDM's to five per year in total and no more than one in any calendar month.

Customised Services

Call us for a custom quotation on any of the following services:

- Video Production
- Podcast Services
- Copy writing
- Speaking at Events
- Webinars
- Business Coaching
- Graphic & Web Design
- EDM campaign creation
- Sponsored YouTube videos



Advertising Sizes & Rates

Description	Width	Height	1 month	3 months	6 months	12 months
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Website Rates

Premium Positions

Background Skin*	1920	1200	\$2,400	\$2,160	\$1,800	\$1,440
Billboard*	960	250	\$1,600	\$1,440	\$1,200	\$960

Exclusive Positions

Top Leaderboard	728	90	\$900	\$810	\$675	\$540
Medium Rectangle	300	250	\$800	\$720	\$600	\$480
Small Rectangle	300	100	\$450	\$385	\$315	\$250

Rotated Positions (shared in rotation with up to two other advertisers)

Shared Leaderboard	728	90	\$650	\$585	\$488	\$390
Middle Leaderboard	728	90	\$600	\$540	\$450	\$360
Middle Medium Rectangle	300	250	\$550	\$495	\$415	\$330
Small Rectangle	300	100	\$280	\$250	\$210	\$170

Newsletter Rates (All Exclusive Positions)

Top Leaderboard	728	90	\$700	\$630	\$525	\$420
Middle Leaderboard	728	90	\$600	\$540	\$450	\$360
Medium Rectangle	300	250	\$550	\$495	\$415	\$330
Small Rectangle	300	100	\$280	\$250	\$210	\$170

All rates above for newsletters are monthly, which means that from July 2020 forwards you will appear in two bi-monthly newsletters per month for these rates. If you want to advertise for a single half month, provided the position is available, the rates will be:

Top Leaderboard - \$540 Mid Leaderboard - \$420 Med Rectangle - \$420 Sml Rectangle - \$240

Classified Ads

Self Service - \$149 Staff Assisted Booking - \$299

Sponsored Content

Product Feature, approx 400 words plus up to four photographs	\$400
Company Feature, approx 1,000 words plus up to eight photographs	\$1,000
Exclusive eDM's (electronic direct mailouts) to our newsletter list**	\$1,450

Advertising Schedule Discounts

Total Value of Schedule Over \$4,000	10% Discount (off entire schedule)
Total Value of Schedule Over \$7,000	20% Discount (off entire schedule)
Total Value of Schedule Over \$10,000	30% Discount (off entire schedule)

*Background Skin and Billboard do not display on mobile site

**Limited to five per year in total and no more than one in any calendar month

Website Ad Positions

Premium & Exclusive Positions

The screenshot displays the homepage of 'The Latz Report', a website serving Australia's bicycle trade. The layout includes a top navigation bar with links to Home, News, Features, Trade Directory, Classifieds, Events Calendar, About Us, and Contact Us. A prominent red banner at the top right is labeled 'Exclusive Leaderboard'. Below the navigation bar, a 'Trending Now' section highlights 'Giant's Ebike Manufacturing Growing at 56% Year on Year'. The main content area features several article thumbnails, including 'How's Business? November 2019' and 'How Fast Will Ebike Sales Grow?'. A large red rectangular area in the center is labeled 'Billboard'. To the right, there are three more ad positions: a large red rectangle labeled 'Exclusive Medium Rectangle', a smaller red rectangle labeled 'Exclusive Small Rectangle', and a green button labeled 'Subscribe'. At the bottom, there is a 'TRADE' section with more article thumbnails and an 'Events Calendar' button. The overall design is clean and professional, with a focus on cycling-related content.

Exclusive Leaderboard

Billboard

Exclusive Medium Rectangle

Exclusive Small Rectangle

Subscribe


Events Calendar

Website Ad Positions

Rotated Positions

◀ ▶

HOW'S BUSINESS




How's Business? November 2019
Phil Latz - 25th October 2019


Welcome to our monthly chat with a diverse selection of bicycle shop owners from throughout Australia and New Zealand. We could not have had...

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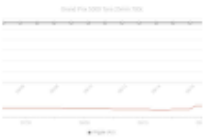
RETAIL



Over The Edge For Sale



Bike Society to Open New Flagship Store in Adelaide



Wiggle Responds to Retail Pricing Claim

- Advertisement -


Medium Rectangle (Rotating)

- Advertisement -


Small Rectangle (Rotating)

Middle Leaderboard

COMPANY FEATURES

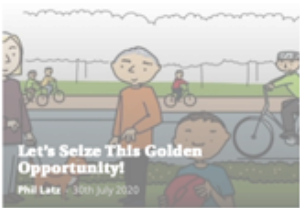


World Class Wheels With Superior Service and Margins
Phil Latz - 28th August 2020




Meet Cycling's Newest 'Major'
17th September 2019


OPINION



Let's Seize This Golden Opportunity!
Phil Latz - 30th July 2020

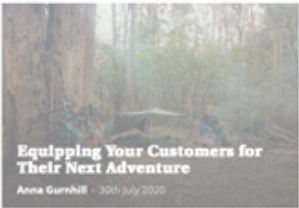


Welcome to the brand new Latz Report!
17th September 2019




What Will The Latz Report Do For You?
17th September 2019

CYCLE TOURISM




Equipping Your Customers for Their Next Adventure
Anna Gurnhill - 30th July 2020




New Trails = More Sales
17th September 2019

LATEST ARTICLES




eNews - November 2019
Phil Latz - 25th October 2019

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Company Profiles




Inside 99 Bikes' Unique Team Structure
Phil Latz - 25th October 2019

1


MOST POPULAR



Three Ways You Can Capitalise on the Bicycle Tourism Boom
25th October 2019



How's Business? November 2019
25th October 2019



Meet Cycling's Newest 'Major'

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Media Kit 2020/21

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Media Kit **2020/21**

Newsletter Ad Positions

Continued

- Advertisement -

Middle Leaderboard

Retail News



Australian Bicycle Imports Down for March 2020

Bicycle imports into Australia were down for the month March with the total of 38,942 being the lowest March figure for any of the past 10 years. It's reasonable to assume that at least part of the reason for the low figure was disruption of factories, particularly in China, due to Covid-19. Although the March figure was the... [Read more](#)

Other Retail News

- [Australian Bicycle Imports Down for March 2020](#)
- [From Corporate Servicing to Cobweb Removal](#)

Trade News



Bicycle Wholesalers Share Their Thoughts on Current Situation

In addition to surveying 25 retailers for this month's newsletter, we sent emails to CEO's of 12 of the largest bicycle wholesalers in Australia. We focused upon companies who mainly import complete bicycles, as opposed to P&A. Next month we'll contact some P&A specialist wholesalers for their opinions... [Read more](#)

Other Trade News

- [2020 Yearbook Coming Soon! Last Chance to Update Your Listing](#)
- [It's Not Just Bicycles and Toilet Paper in Short Supply](#)

- Advertisement -

Small Rectangle

Small Rectangle

Other News



Increased Global Bicycle Demand Could Mean Re-Stocking Delays for Australia

It's becoming apparent to me that the Covid-19 related bike boom will have two distinct phases and that the second phase will be larger and longer than the first. In Australia we're already coming out of Phase One. That's been when bored people, chafing at the bit... [Read more](#)

Other News

- [You Can Now Sign a Petition Calling for Safer Cycling](#)
- [Two New Cycling Friendly Initiatives by NSW Government Total \\$35 million](#)

Latest Classifieds



Workshop Manager
Sydney Electric Bicycles
Sydney NSW

[Enquire](#)
[More Jobs](#)

Terms and Conditions of Advertising

All prices quoted exclude GST.

Newsletters will be emailed on the last Friday of each month, plus the second Friday of each month once we increase to bi-monthly newsletters.

Newsletter advertising material deadline is seven days prior to each newsletter.

Web advertising deadline is seven days prior to the start of each month.

Advertisements will be posted and billed on a calendar month basis.

We reserve the right to refuse any advertisements including sponsored content for any reason, including, but not restricted to: obscene content, discriminatory content and content not meeting adequate quality or technical standards.

Regular account payment terms are 30 days from date of invoice.

Advertisements of customers who fall more than 15 days overdue without contacting us will be taken down until their account is back within payment terms.

Prompt Payment Discounts

For payment within seven days of invoice, please deduct 5% from that invoice amount.

Prompt payment discount can only be claimed if there are no prior outstanding invoices.

Multiple Booking Discounts

You will see 1, 3, 6 and 12 month rates on the rates table with discounts. We offer these large discounts both to reward customer loyalty and to encourage the efficiencies and enhanced marketing impact that result from longer term bookings.

To qualify for these large multiple booking discounts you must book for a continuous run of months and keep your account within payment terms. If either of these conditions is not met the rate will revert to the one month rate.

You may mix ads of different sizes within a multi month booking and may change artwork at any time, up to a maximum of once per month.

Schedule Discounts

To qualify for a Schedule Discount, all advertisements in the schedule must be booked at one time.

The schedule does not need to be paid in advance. It is paid in monthly instalments.

If the schedule is not fulfilled for any reason that relates to the advertiser cancelling all or any part of the schedule, then the discount will stop for any remaining ads during the schedule.

If there are valid circumstances, such as a change in product distribution, production delays etc, then changes can be made to the schedule, provided the advertising can be rescheduled to make up the total value within a 12 month period.

Schedules will be billed in equal monthly instalments over the duration of the schedule.

If for whatever reason an advertiser cancels before the schedule is fully completed then the balance of any advertisements run to that date needs to be paid in full.

Contact Us



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