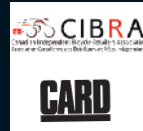


**PEDAL MAGAZINE
SKITRAX MAGAZINE
BIKE TRADE CANADA
CRACKERJACK ENTERPRISES**



Michal Cerveny

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pedalmag.com



**MEDIA KIT
2016**

RATE CARD

pedalmag.com

rates/info inside

PEDAL MAGAZINE
T.O. BICYCLE SHOW
BIKE TRADE CANADA
USA IRONMAN SERIES
CANADIAN IRONMAN SERIES

CANADA'S CYCLING MAG
PEDAL

BIKE
TRADE CANADA

Ivan Rupes

CANADA'S CYCLING MAG

PEDAL

**CANADA'S MOST
INFLUENTIAL
CYCLING MAGAZINE
SINCE 1989 !**



NATIONAL PARTNERSHIP

Pedal's new national partnership with Cycling Canada and the Provincial Cycling Associations took off in year one with almost 5,000 members signed up. We project a similar response in 2016 as the program accesses UCI-licenced riders (12,000) and non-UCI-licenced riders (30,000) across the country to create a stronger business foundation for the sport across Canada.

QUEBEC FEDERATION NEWSLETTER

We're excited to once again present the Official Newsletter of the Fédération québécoise des sports cyclistes (FQSC) published in French for the province's 5,000 UCI-licenced members.

AIR CANADA & VIA RAIL

Pedal is also entering its fifth year as a partner with Air Canada and their 17 Maple Leaf Lounges, 14 across Canada and 3 International, along with VIA Rail Panorama Lounges reaching a preferred demographic group.

ADDED VALUE PARTNERSHIPS

Many of Canada's top cycling events and grassroots initiatives have chosen Pedal as their media partner. This added-value provides extensive exposure at major races and local recreational rides including road, mountain biking, track and BMX events across the country.

- 6,000 WEB VISITORS DAILY
- 150,000+ READERS PER ISSUE
- 15,000+ APPS DOWNLOADED
- 6,000 TWITTER FOLLOWERS
- 2,000 FACEBOOK FOLLOWERS
- U.S. IRONMAN SERIES OFFICIAL PROGRAM
- CANADIAN IRONMAN SERIES OFFICIAL PROGRAM
- FLIP PAGE AVAILABLE FOR ALL PUBLICATIONS

PEDAL

CANADA'S LEADING CYCLING
MAGAZINE SINCE 1989

READER PROFILE

- ▶ Male 70% - Female 30%
- ▶ University educated
- ▶ Age 26-50 (median age 38)
- ▶ Professional career
- ▶ Has a household income of \$130,000+
- ▶ Married, children
- ▶ Majority paid \$2,500+ for most recent bike
- ▶ Plan to purchase other cycling products
- ▶ Make purchases at a bike shop specialist
- ▶ Owns a car and four (4) or more bikes
- ▶ Rides an average of four times per week
- ▶ Owns a computer with Internet access
- ▶ Participation in other sports:
 - 39% Hiking • 38% Running
 - 43% Camping • 39% Nordic skiing
- ▶ A majority of readers reported they get their information from cycling media
- ▶ A majority of readers make buying decisions based on reviews in cycling media and said they buy products advertised in *Pedal*

**NATIONAL
PARTNERSHIP**
12,000 UCI-members
30,000 non-UCI-members

CIRCULATION

Pedal offers the most direct and best market penetration to reach avid cyclists across Canada from racers to commuters, to weekend warriors and fondo riders. We reach cyclists in all disciplines including Road, Mountain Bike, Track, BMX, Downhill plus Urban, Recreation and many other riders.

35,000 COPIES

Pedal averages 35,000 copies per issue reaching a diverse mix of avid cyclists for all disciplines across Canada.

17,500 SUBSCRIBERS

Each year our subscription base continues to grow fueled by programs like *Pedal's* exclusive Provincial Cycling Association Package.

OVER 100 CYCLING/SPORT STORES

Over 100+ bicycle retail shops (IBDs) and sports stores across Canada carry *Pedal Magazine* for their customers

NEWSSTANDS

National distribution across Canada via newsstands – Chapters, Indigo, Shopper's Drug Mart, Airports, etc.

SPONSORSHIPS / PARTNERSHIPS

- MS Bike Tours
- Tour of Alberta
- Paris to Ancaster
- Centurion Cycling
- Pulse Racing Events
- Toronto Bicycle Show
- Superfly Racing Series
- U.S. IRONMAN Series
- Canadian IRONMAN Series
- Grand Prix Cycliste QC and MTL
- Mont Ste-Anne World Cup/Velirium
- Bike Train
- Test of Metal
- Chico Racing
- Ontario by Bike
- BC Bike Race
- Niagara Classic
- GranFondo Ottawa
- University MTB Cup
- 24 Hours of Adrenalin
- Pedal 100 for Heart & Stroke
- Grey County RR UWCT Qualifier



AIR CANADA / VIA RAIL

Pedal is beginning its fifth year with Air Canada for all of their Maple Leaf Lounges (17) and VIA Rail's Panorama Lounges (3) reaching an exclusive and preferred target audience.

ADDED VALUE SPONSORSHIPS

Pedal reaches 1,000s of cycling enthusiasts across Canada through many sponsorships and partnerships for superb added value (*see below*).

READERS PER COPY

An average of 4 people read each issue of *Pedal*.

APPS / FLIP PAGE

Pedal APPs are available for both iPad/iPhone and Android platforms - over 15,000 have been downloaded. Flip Page versions for all publications are available for subscribers, readers and associated web sites.

TOP-RATED EDITORIAL BY ACCLAIMED WRITERS AND PHOTOGRAPHERS

PUBLISHING SCHEDULE

ANNUAL

SPACE CLOSE: January 22/16
MATERIAL DUE: January 29/16
RELEASE DATE: February 19/16

- Buyers Guide Part 1: Road/Urban 100+ bikes
- Urban: Top 6 Pros and Cons
- Urban: Quebec's Route Verte - Can it be Saved?
- Gear: Helmets, Saddles, Shoes, Pedals
- Gear: Wearable Tech, Power Metres
- #RoadToRio Overview

SPRING

SPACE CLOSE: March 11/16
MATERIAL DUE: March 18/16
RELEASE DATE: April 18/16

- Buyers Guide Part 2: MTB/BMX top bikes
- Urban: Annual City Cycling Report
- Gear: Gravel & Plus Tires, Wheels
- Gear: Bike Boxes, Dropper Seat Posts
- Canada's Road & MTB Teams
- #RoadToRio Coaches

FASHION

SPACE CLOSE: April 15/16
MATERIAL DUE: April 22/16
RELEASE DATE: May 16/16

- Cycling Fashion Guide
- Women in Cycling
- Bike Camping and Gear
- Fondos: Top 10 in Canada
- Gear: Sunglasses, Hydration Packs
- #RoadToRio By the Numbers

SUMMER

SPACE CLOSE: June 3/16
MATERIAL DUE: June 10/16
RELEASE DATE: June 27/16

- Cycling Etiquette
- Canada's Future Stars
- Urban: Public Bike Share Systems
- Gear: Lighting Systems
- Gear: 2017 Sneak Peak
- #RoadToRio Team Canada Selections

FALL

SPACE CLOSE: July 22/16
MATERIAL DUE: July 29/16
RELEASE DATE: August 22/16

- Cyclocross Season Preview
- Top Cyclocross Bikes
- Training: Tips from Top Coaches
- Gear: Bars, Gels, Drinks
- Gear: Training Tools
- Epic Rides for Your Bucket List

WINTER

SPACE CLOSE: October 7/16
MATERIAL DUE: October 14/16
RELEASE DATE: November 14/16

- Cycling Etiquette
- Holiday Gift Guide
- Fat Bikes to Die For
- Gear: Winter Apparel
- Gear: 2017 Scoop
- #RoadToRio Full Coverage

BEST Editorial Mix
BEST Buyers Guides
BEST #RoadToRio

RATES

FOUR-COLOUR

Size	6X	3X	1X
Full	\$2,420	\$2,690	\$2,950
2/3	\$2,010	\$2,260	\$2,500
1/2	\$1,600	\$1,800	\$2,010
1/3	\$1,400	\$1,580	\$1,740
1/4	\$1,050	\$1,220	\$1,390
DPS	\$3,840	\$4,340	\$4,820
HPS	\$2,420	\$2,800	\$3,200
Centre Spread	\$4,020	\$4,520	\$5,000

COVER POSITIONS (ALL FOUR-COLOUR)

Position	6X	3X	1X
Outside Back	\$2,950	\$3,350	\$3,750
Inside Front	\$2,680	\$3,050	\$3,400
Inside Back	\$2,550	\$2,880	\$3,200

TRAVEL ADVENTURE SECTION

DISCOUNTS

2-3 insertions-10% off
4-5 insertions-15% off
6 insertions-20% off

For pricing see
Marketplace Display
Ad section below

THE PEDAL MARKETPLACE

BUSINESS DISPLAY ADS are available at \$150 for the first column-inch and \$75 for each additional column-inch. Column inch: 2-1/4". For deadlines, see publishing schedule. Ad assembly available at competitive rates.

BUSINESS CLASSIFIED ADS are \$75 for the first 25 words and \$0.50 for each additional word. Please submit your payment with ad copy. All Marketplace business ads must be prepaid. We accept Visa and MasterCard.

PEDALMAG.COM

see .com section ahead...

SOME OF THE BEST NAMES IN THE BUSINESS WRITE FOR PEDAL

- Svein Tuft
- Catharine Pendrel
- Raphaël Gagné
- Steve Bauer
- Alex Stieda

BIKE

TRADE CANADA

**THE BEST SOURCE FOR CYCLING
TRADE NEWS IN CANADA**



**REACH ALL KEY DECISION MAKERS!
EACH ISSUE IS MAILED DIRECTLY TO:**

- All Canadian independent bicycle dealers (IBD), including mass merchants.
- Bicycle companies in Canada, USA, Europe, Taiwan, and Asia.
- Show/Event producers.
- Cycling and related media, agencies, and associations across North America and abroad.

READER PROFILE

Reach top level players at all industry levels in Canada and abroad:

- all Canadian IBDs
- manufacturers
- distributors
- wholesalers
- mass merchants
- show/event producers
- industry executives in Canada and the U.S., and key decision-makers in Europe, Taiwan, and Asia.

FALL 2016

4,000 COPIES

The best way to launch 2017 is with our blockbuster Fall edition featuring extensive new products, news and trends, one-of-a-kind Cycling Directory, and much more.

**BIKE TRADE CANADA — THE BEST WAY TO REACH
THE CYCLING INDUSTRY ACROSS CANADA, EUROPE,**

Associate Member of CIBRA
Canadian Independent Bicycle Retailers Association



2016 PUBLISHING SCHEDULE

Three (3) issues per season: Spring, Summer, and Fall. The Fall issue is a special edition for the launch of the 2017 season.

1 SPRING 2016

SPACE CLOSE: Feb. 12/16
MATERIAL DUE: Feb. 19/16
ISSUED: March 2016

2 SUMMER 2016

SPACE CLOSE: May 6/16
MATERIAL DUE: May 13/16
ISSUED: June 2016

3 FALL 2016

SPACE CLOSE: Aug. 5/16
MATERIAL DUE: Aug. 12/16
ISSUED: September 2016

**Logo in Cycling
Directory \$100**

IN EVERY ISSUE...

- Industry news: Canadian & International
- Interviews and profiles of companies, CEOs, IBDs, Sales Reps
- Buying trends, projections, and specialty markets
- Information that every retailer should know
- Hot new products!
- Merchandising ideas, statistics, tips, trends

RATES

FOUR COLOUR

Size	3X	2X	1X
Full	\$1,600	\$1,820	\$2,050
2/3	\$1,260	\$1,440	\$1,580
1/2	\$1,040	\$1,170	\$1,310
1/3	\$810	\$970	\$1,080
1/4	\$720	\$860	\$950
DPS	\$2,700	\$2,970	\$3,240
HPS	\$1,800	\$1,940	\$2,070
Centre Spread	\$2,950	\$3,150	\$3,400

COVER POSITIONS (ALL FOUR-COLOUR)

Position	3X	2X	1X
Outside Back	\$2,600	\$2,900	\$3,150
Inside Front	\$2,430	\$2,700	\$2,950
Inside Back	\$2,250	\$2,520	\$2,750

BIKE TRADE CANADA MARKETPLACE

Business Display Ads are available at \$100 for the first column-inch and \$50 for each additional column-inch. Column inch: 2-1/4". For copy deadlines, see publishing schedule. Ad assembly at competitive rates.

Business Classified Ads are \$50 for the first 25 words and \$0.50 for each additional word. Please submit your payment with ad copy. All Marketplace business ads must be prepaid. We accept Visa and MasterCard.

SOME OF THE BEST NAMES IN THE BUSINESS WRITE FOR BIKE TRADE CANADA

- John Symon
- Paul Newitt
- Eric Anderson
- Peter Kraiker
- Chris Keam
- Mike Sarnecki
- Chris Redden

TORONTO BICYCLE SHOW OFFICIAL PROGRAM



LAUNCH OF THE 2016 CYCLING SEASON

- What's NEW in Toronto
- Milton Velodrome Initiatives
- 6-Pak of Best Rides in Ontario
- MTB, Road, Track, BMX
- 2016 Charity Rides
- Fabulous Bike Tours
- TO Bike Show Highlights

Race Organizers SAVE 15% SPECIAL OFFER

All race/event organizers receive an automatic 15% discount off any ad.

10,000 COPIES

9,000 FREE at Entrance to Show

1,000 FREE at bicycle shops across Southern Ontario

RESERVATION DEADLINES

SPACE CLOSE: February 5, 2016
MATERIAL DUE: February 12, 2016

Steven Lapsley

RATES

SIZE	FOUR COLOUR
Full Page	\$1,800
2/3 Page	\$1,580
1/2 Page	\$1,350
1/3 Page	\$1,130
1/4 Page	\$900
1/6 Page	\$450
1/8 Page	\$360
1/12 Page	\$320
DPS	\$3,150
HPS	\$2,250
Centre Spread	\$3,380

COVER POSITIONS (ALL FOUR-COLOUR)

Outside Back Cover:	\$2,550
Inside Front Cover:	\$2,250
Inside Back Cover:	\$2,150

SPOT COLOUR

Add 15% for each spot colour. PMS colour matches and special colour pricing on request.

MARCH 4 - 6, 2016





RATES

SIZE	FOUR COLOUR
Full Page	\$1,000
2/3 Page	\$800
1/2 Page	\$650
1/3 Page	\$500
1/4 Page	\$350
DPS	\$1,650
HPS	\$1,050
Centre Spread	

COVER POSITIONS (ALL FOUR-COLOUR)

Outside Back Cover:	\$1,250
Inside Front Cover:	\$1,150
Inside Back Cover:	\$1,100

5,000 COPIES

The official FQSC Newsletter is published in French for the Quebec Cycling Federation and is included in all issues of Pedal (6) and targeted to 5,000 UCI-licenced members in the province.

► RESERVATION

FQSC #1
SPACE CLOSE: January 22/16
MATERIAL DUE: January 29/16

FQSC #2
SPACE CLOSE: March 11/16
MATERIAL DUE: March 18/16

FQSC #3
SPACE CLOSE: April 15/16
MATERIAL DUE: April 22/16

FQSC #4
SPACE CLOSE: June 3/16
MATERIAL DUE: June 10/16

FQSC #5
SPACE CLOSE: July 22/16
MATERIAL DUE: July 29/16

FQSC #6
SPACE CLOSE: October 7/16
MATERIAL DUE: October 14/16

Increase Your Market Share...

Pedalmag.com continues to be the portal of choice for avid cyclists and the cycling industry across Canada for the most timely and reliable news with the best mix of coverage from all segments of the sport including Road, MTB, Track, BMX, Cyclocross, Downhill, Paracycling, Freeriding, Urban, Recreational, HPVs and more. Our City Cycling Videos have been a big success and will continue to roll out through 2016. Plans going forward include an e-Newsletter, more fantasy contests and expanded Pedal e-Store.

BEST COVERAGE - Pedalmag.com covers it all from breaking news and top-rider interviews to the best places to ride across Canada and abroad, including our innovative city cycling videos, new products, bike tests, event calendars, adventure cycling, annual awards, commentaries, club profiles and more...

TOP FEATURES - Look for extensive coverage of Canada's #RoadtoRio as we continue to connect with urban readers via our city cycling videos. Other top features include better connectivity with mobile phones, e-Newsletter and expanded Pedal e-Store, gift ideas, along with better integration on Twitter and FB.

RESPONSIVE - Readers love our interactive web platform and our improved responsive site allows them to access info on all mobile devices and make comments on news postings to initiate discussions.

BEST VALUE - With an average monthly customer audience of 204,960 visitors and more than 1.92 million page views per month Pedalmag.com continues to grow while offering the best value to expose your products and services to a targeted audience and increase your market share

- New Products
- Breaking News
- Rider Interviews
- Fantasy Contests
- City Cycling Videos
- Great Canadian Rides
- Rio 2016
- Annual Awards
- Race Coverage
- Gear Sneak Peeks
- Rider BLOGS
- Trade News
- Photo Galleries
- Video Galleries
- Event Calendars
- Women in Cycling
- Adventure Cycling
- Newsletter

Readership

Pedalmag.com has seen steady increases each year fueled by great features like our City Cycling video series, timely news, race reports, superb photos, fantasy contests and other improvements. As cycling continues to grow across the country and around the world the synergy with our other digital portals including Twitter and FB along with our APP presents additional support to this growth. With our unique Air Canada partnership along with many diverse events across the country our readership is on the rise. Events like the WorldTours, grand fondos, and the global integration of cycling as a lifestyle sport continue to present new opportunities for success.

Monthly Traffic

- Number of Visits: 204,960
- Unique Visitors: 105,750
- Page Views: 1.92 million





SAVE MORE!
Ask about our
print/web packages

Ivan Rupes

WEB BUTTON



► SIZE: 160 x 60 PIXELS, 40K MAX



► SIZE: 160 x 120 PIXELS, 40K MAX

ALTERNATIVE WEB AD
SIZES ARE AVAILABLE AND
WILL BE PRICED
ACCORDINGLY

*WEB ADS MAY BE SUBJECT TO
EXCLUSIVITY IN SOME SECTIONS
OF THE SITE.



► SIZE: 300 x 250 PIXELS, 40K MAX



► SIZE: 160 x 468 PIXELS, 40K MAX

WEB BANNERS



► SIZE: 468 X 60 PIXELS, 40K MAX



► SIZE: 728 x 90 PIXELS, 40K MAX

RATES

	BUTTON	BOX 1	SKYSCRAPER	BOX 2	BANNERS			
	160 x 60	160 x 120	160 x 468	300 x 250 Big Box	468 x 60	468 x 60 Premium 2	468 x 60 Premium 1	728 x 90
1 Month	\$200	\$250	\$400	\$675	\$350	\$500	\$600	\$700
2 Months	\$350	\$450	\$650	\$1,250	\$650	\$900	\$1,100	\$1,300
3 Months	\$450	\$600	\$850	\$1,750	\$900	\$1,250	\$1,550	\$1,800
4 Months	\$500	\$700	\$1,000	\$2,150	\$1,100	\$1,525	\$1,900	\$2,200
5 Months	\$550	\$800	\$1,150	\$2,350	\$1,200	\$1,700	\$2,200	\$2,500
6 Months	\$600	\$900	\$1,250	\$2,550	\$1,300	\$1,850	\$2,400	\$2,700
7 Months	\$650	\$975	\$1,325	\$2,800	\$1,375	\$1,975	\$2,550	\$2,950
8 Months	\$700	\$1,050	\$1,400	\$3,000	\$1,450	\$2,100	\$2,700	\$3,200
9 Months	\$750	\$1,125	\$1,475	\$3,150	\$1,525	\$2,200	\$2,850	\$3,350
10 Months	\$800	\$1,200	\$1,550	\$3,250	\$1,600	\$2,300	\$3,000	\$3,500
11 Months	\$850	\$1,275	\$1,625	\$3,350	\$1,675	\$2,375	\$3,150	\$3,650
12 Months	\$900	\$1,325	\$1,700	\$3,500	\$1,750	\$2,450	\$3,250	\$3,750

PEDALMAG.COM

All web banner ads, except Premium 1 and 2, appear at the top or upper editorial banner section in random rotation with every new page view guaranteeing optimal visibility.

The Premium 1 (468x60) banner always displays above the top three news items on the home page for maximum exposure, while the Premium 2 (468x60) banner appears on the home page within the editorial below the top three news items for excellent reader visibility as well.

Web buttons or boxes display on the right side of the home page in random rotation with every new page view. Web banner ads may also receive additional exposure at the bottom of selected pages for added value. Alternative sizes and web ad statistics are available on request. Approximately 20-30,000 impressions per month for all ads.

SPECIFICATIONS

MEASUREMENTS (IN INCHES)

SIZE		WIDTH	DEPTH
1/12 page		2-1/4"	2-1/4"
1/8 page		2-1/4"	3-3/8"
1/6 page	v	2-1/4"	4-7/8"
	h	4-3/4"	2-1/8"
	sq	3-9/16"	2-7/8"
1/4 page	sq	3-9/16"	4-7/8"
	h	7-1/4"	2-1/8"
1/3 page	v	2-1/4"	10"
	sq	4-3/4"	4-7/8"
	h	7-1/4"	3-1/8"
1/2 page	v	3-9/16"	10"
	sq	4-3/4"	7-3/8"
	h	7-1/4"	4-7/8"
2/3 page		4-3/4"	10"
		7-1/4"	6-3/8"
Full page Live Area		7-1/4"	10"
Full page Trim		8-1/8"	10-3/4"
Full page Bleed		8-3/8"	11"
DPS Live Area		15-3/8"	10"
DPS Trim		16-1/4"	10-3/4"
DPS Bleed		16-1/2"	11"
HPS Live Area		15-3/8"	4-7/8"
HPS Trim		16-1/4"	5-1/4"

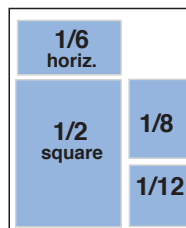
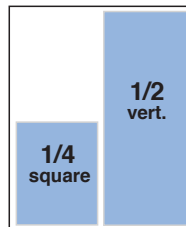
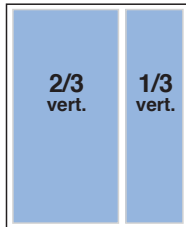
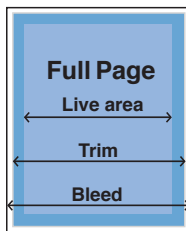
ALTERNATIVELY SIZED ADS WILL BE PRICED ACCORDINGLY

**PEDALMAG.COM
SKITRAX.COM**

**ADVERTISING
WORKS!**
416-977-2100

FAX 416-977-9200

ADVERTISING@PEDALMAG.COM



TECHNICAL INFORMATION

Inserts and Stitch-ins

Samples or reasonable facsimiles must be provided before an accurate quote can be given.

Ad Assembly / Production Charges

Complete ad creation, design and assembly at competitive prices.

Electronic Submission of Ads

We prefer digital ads in Mac format—please include ALL fonts & linked graphic files.

- PDF - High Resolution PDFs are preferred
- Crop marks should be offset .25"
- Quark 8
- InDesign CS6
- Illustrator CS6
- Photoshop CS6
- CMYK — not RGB
- 300 dpi - for all images and graphic files
- Please avoid using Quark clipping paths
- Indicate software program used
- Please provide colour or b/w proofs
- Email - hi-res PDF, jpeg or eps format
- FTP available - see next panel
- Compression programs preferred—sit, sea
- Conversion and/or adjustment fees may apply.

Mechanical Page Measurements

Magazine: 3-column page

Column Width: 2-1/4"

Live Area: 7-1/4" x 10"

Trim: 8-1/8" x 10-3/4"

Bleed: 8-3/8" x 11"

Frequency Discounts

Frequency discounts can be earned retroactively. Decreases in commitments will result in short-rating. Discounts only apply to current publishing year. Frequency discounts may be earned with bookings in all Special issues.

Terms & Conditions

- Prepayment required unless credit is approved.
- Terms are 30 days with approved credit. Production charges are not discountable. Service charges of 1% per month (12% per annum) apply on overdue accounts along with collection charges and appropriate legal fees.
- All prices NET in Canadian dollars. U.S. and international clients will be invoiced in NET U.S. dollars according to the exchange rate.
- Add 10% for guaranteed positioning in any issue (excluding cover positions).
- Contracts must be completed within the calendar year.
- All race event ads receive maximum discount regardless of number of insertions.
- Publisher reserves the right to refuse any advertisement deemed unsuitable.
- Conditions appearing on order, copy or contract that conflict with the publisher's policies will not be binding.

- The publisher's liability will not exceed the value of the space for any errors.
- Cancellations are not accepted after the Space Close date.
- Advertising materials that require adjustments to meet our specifications are at advertisers' expense.
- Advertiser and/or its advertising agency shall be jointly responsible to the publisher for all charges due and assume all liability for the content of such advertising submitted and published, and indemnify the publisher against any and all claims, expenses or loss suffered arising therefrom, including but not limited to reasonable legal fees.
- "Publisher" refers to *Pedal Magazine*, *CrackerJack Enterprises* (producer of *Bike Trade Canada* and all special editions), and *SkiTrax Magazine*, divisions of #1198189 Ontario Inc.

FTP for all publications:

- ftp client/program required
- address pedalmag.com
- password not required
- individual files can be dropped in the Pedal_incoming Folder
- folders must be zipped and then dropped
- please contact us if you have any concerns



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