



38 MILLION U.S. print readership + 34 MILLION International print readership = 72 MILLION Worldwide print readership

100 Magazine editions in 68 countries

40 Events reaching over 100K Consumers

47 MILLION Unique visitors

20 BILLION Media PR impressions

25 MILLION Social media connections around the world

HUGE GLOBAL AUDIENCE

Sources: GfK MRI Doublebase 2015, Print+ Tablet, Publisher Estimates for ROL & Running Times
Adobe Analytics, June 2015. Social as of 8.6.15. Print Readership is a monthly average.

Utility Based Apps



Commerce in Content



The banner features a repeating pattern of the word "Bicycling" in blue and red, interspersed with red asterisks. The text "Welcome to the Bicycling Store" is centered in a large, bold, black font. Below the text is a red button with the text "SHOP NOW" in white.

Welcome to the
Bicycling Store

[SHOP NOW](#)

25% off all Jerseys [SHOP NOW >>](#)

Top Picks



Men's Bicycling Stripe Jersey
Bicycling
\$100.00



Men's Bicycling Stripe Bib
Shorts
Bicycling
\$200.00

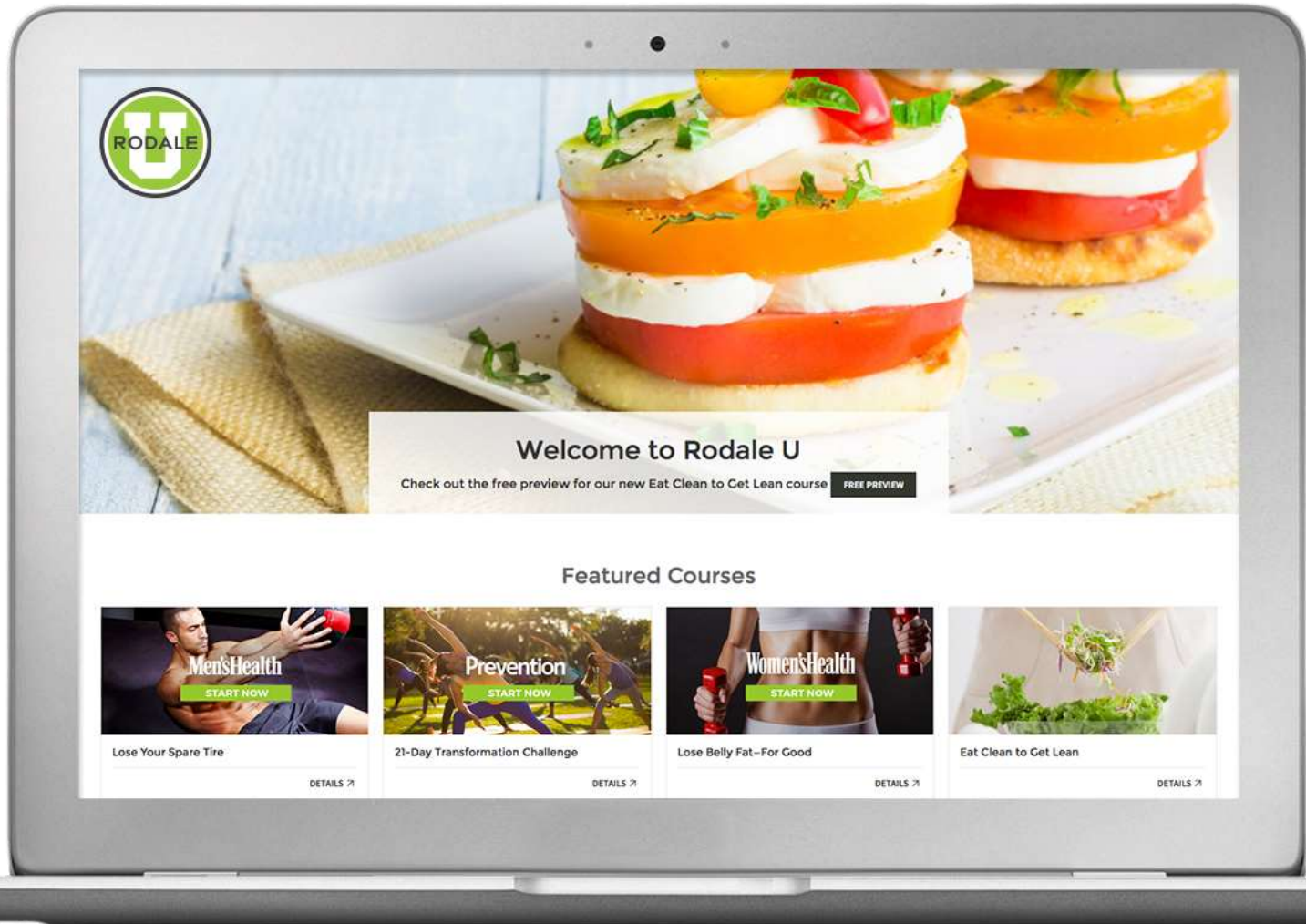


Bicycling Stripe Socks
Bicycling
\$14.00



Bicycling Puncheur Organic
Whole Coffee Beans
Bicycling
\$16.00

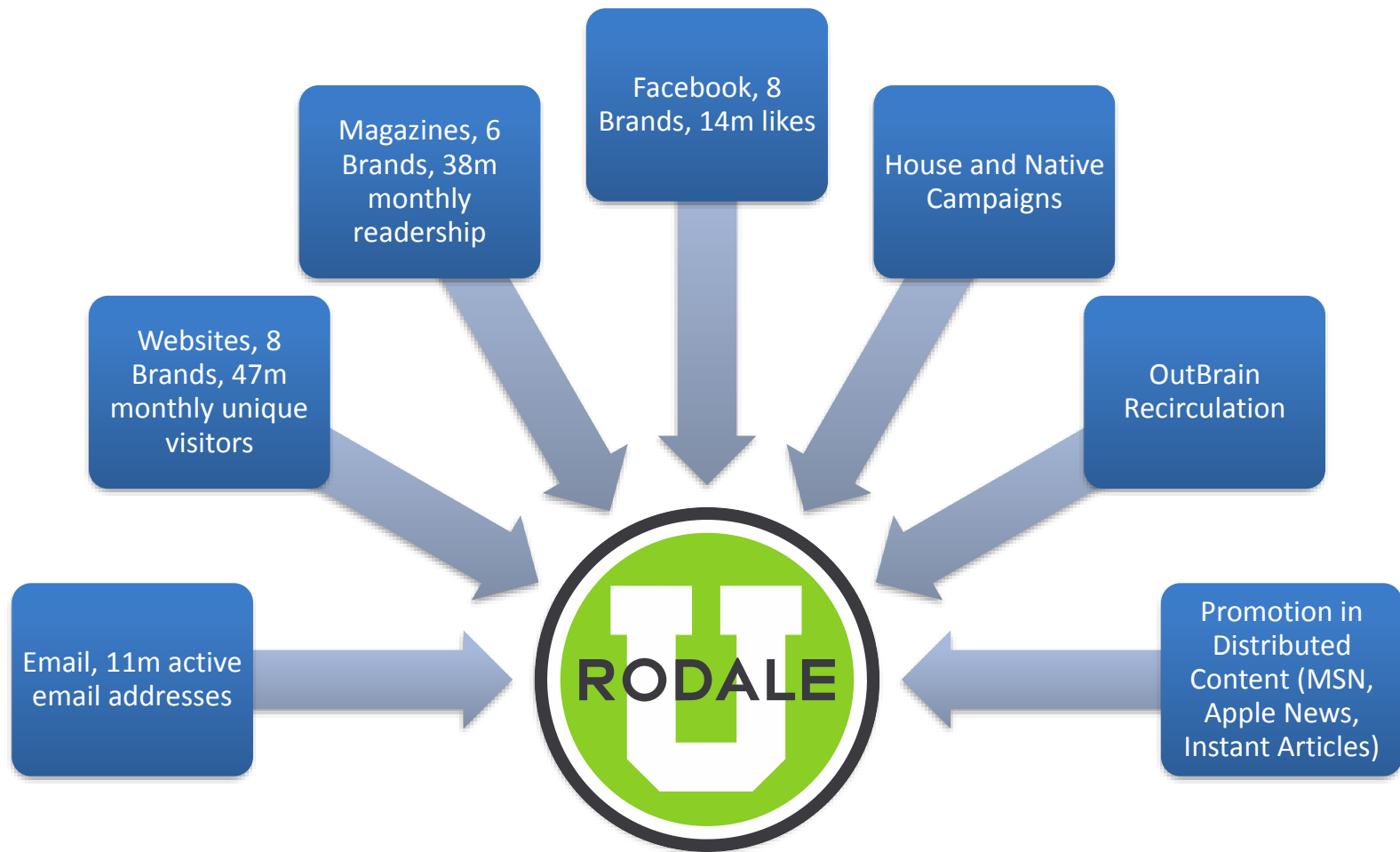
Online Learning



Rodale U Stats

- Beta launch 2/25/2015
- Over one million unique visitors with bounce rate below 10%, email capture over 5%, and paid conversion over 1%
- All marketing to date limited to the Rodale Network
- Catalog includes 10 courses on topics like weight loss, nutrition, sex ed, and fitness
- 10 new courses launching in December and January, including the first sponsored course and a cross brand, New Year New You challenge

Audience Development



The Best of Native



Do You Have a Cold, or the Flu?

Symptoms for both of these viral infections can be very similar. Even your doctor might have a tough time distinguishing between a particularly bad cold and a mild flu. There are a few key indicators, however, that provide clues to what's ailing you, and help you determine the best route to feel better. Click the location of your symptoms to find out.

New Year New You Challenge

