



2025 MEDIA GUIDE

SOCIAL + DIGITAL + PRINT

*Gracey Hemstreet. Red Bull Hardline 2025 Tasmania,
Australia. Photo Credit: Brett Hemmings*

MTB GIRLS



mtbgirlsmagazine.com

IT'S OUR TIME TO SEND IT.

Ride Bold. Live Loud. Empower Women.



ABOUT

MTB Girls Magazine is a fast-growing, female-led digital and print publication at the heart of the women's mountain biking movement. We're here to get every kind of rider inspired to get out and ride — whether it's for social spins, races, events, or trail work days that give back to the community.

Our mission is to empower and elevate women in the sport by casting a big, shiny spotlight on the most incredible female athletes and the model communities that support them. From dirt-covered trail stories to wellness wisdom, gear education, and race-day grit — we celebrate every part of the ride.

We're not just covering the sport — we're shaping its future.

14K

WEBSITE HITS

Monthly

300K

SOCIAL REACH

Monthly

500K

TOTAL REACH

Monthly

5%

CVR

Monthly

TARGET MARKET

Top Markets: United States, Canada, Australia, New Zealand, Germany and United Kingdom (with strong regional traction in mountain biking hotspots)

- Monthly Reach: Instagram (40K), Facebook (300K), Website (14K)
- Paid Subscribers: 200+ in < 2 months
- 50% email open rate and 20% CTR
- Target demographics: age, interests, spending habits
- US Market Size: Women mountain bikers is 4M expected to grow by 5% in the next 3 years.



KEY CONTRIBUTORS



LIZ DONAHEY

Liz Donahey is a lifelong rider, writer, and mountain biking coach who has dedicated her career to helping others grow through the power of two wheels. She is the Editor-in-Chief of MTB Girls Magazine and a columnist for MTB Action Magazine. With a Master's degree in Sociology and years of racing with Northern California's Hella Mello Racing Team, Liz blends sharp insight with trail-tested experience.



LEIGH DONOVAN

Leigh Donovan is a Hall of Fame pro mountain biker known for her success in the '90s, including a UCI Downhill World Championship win in 1995. After retiring, she competed again in the 2010 World Championships. She founded ichoosebikes, a program that empowers riders through coaching and mentorship, reflecting her dedication to teaching and shaping the future of mountain biking.



DR. BRIDGET ANDERSON

Bridget Anderson transitioned from traditional pharmacy to Naturopathic Medicine to better address patient needs. Living in Mancos, CO with her husband, Dr. Jeff Anderson, and their children and dogs, she now offers telemedicine consultations while visiting Southern California monthly for vitamin injections and patient visits. In her spare time, she enjoys hiking, home renovations, cooking, and reading multiple books.



BETH PERMENTER

Beth Permenter is a pro bike mechanic and service manager in Vienna, VA, with expertise in folding bikes, recumbents, and internal gear hubs. She received the 2022 Q.P.B. Gender Diversity Scholarship and is certified by the United Bicycle Institute. Passionate about adaptive cycling, she volunteers for riders with disabilities and aims to expand these programs in Virginia. In her free time, she enjoys riding, camping, and is preparing for her first mountain bike race this year.

ADVERTISING & PARTNERSHIP OPTIONS

We offer flexible, conversion-driven packages to help you maximize reach and ROI:



LET'S COLLAB!

- **Beginner Plan** – Get started with brand awareness across key platforms
- **Sport Plan** – Build engagement and community trust
- **Expert Plan** – Drive conversions through sponsored content and product integration
- **Pro Plan** – Full-service campaign strategy and execution
- (All plans are fully customizable or à la carte)



"When girls see other girls on bikes — strong, fearless, and having fun — it changes what they believe is possible for themselves."

— KATE COURTNEY, WORLD CHAMPION MOUNTAIN BIKER

AD SCHEDULE FLEXIBILITY

- Monthly, Quarterly, and Annual Plans Available
- Save more by committing to long-term visibility and brand authority
- Best value and highest ROI for serious partners)



OUR ADVERTISING PLANS

SPORT PLAN

Monthly Rate: \$350

Reach one of the most passionate and fastest-growing communities in women's adventure sports with our premier advertising plan.

Designed for brands that want maximum exposure at minimal cost, every month you'll receive:

- 1 Full-Page Color Ad (8.5x11 in) in both the print and digital magazines
- 1 Website Advertorial Post promoted across social media and our subscriber list (50%+ open rate)
- 1 Premium Ad Placement (4x4 in) on our Website Home Page or Featured Blog
- Graphic design, copywriting, and editing is included on all content.

Pricing Options:

- Monthly: \$350/month
- Quarterly - 3 Issues: \$945 (save 10%) Orig. \$1050
- Annual 12 Issues: \$3,360 (save 20%) Orig. \$4200

Latest

MTB Girls News, Articles, and Reviews



Magazine Issues

Protected: MTB Girls Magazine Issue 03 April 2025

There is no excerpt because this is a protected post....

[READ MORE](#)



Races Throwback Thursday

Throwback Thursday: Gearing Up for Marinduro

Throwback Thursday: Gearing Up for Marinduro 2025
As we reflect on the thrilling rides of the past, one...

[READ MORE](#)



Throwback Thursday

Throwback Thursday: The Women of Sea Otter

Throwback Thursday: Queens of the Course – Honoring the Women Who Ruled the Sea Otter Classic Sea Otter...

[READ MORE](#)

OUR ADVERTISING PLANS

EXPERT PLAN

Monthly Rate: \$750

Take your brand to the next level with a high-impact presence in the only women's mountain biking magazine available in both print and digital worldwide. This premium plan is designed for brands that want to do more than advertise—they want to connect.

Each month includes:

- Choose from back cover or a 4-Page Custom Advertorial Feature in both the print and digital editions of MTB Girls Magazine
- 2 Web Posts promoted across social media and our email subscriber list (50%+ open rate)
- 2 Premium Ad Placement (4x4 in) on both our Home Page and Featured Blog
- Collaboration on One In-Person Event per quarter with promotional coverage on our social channels (eg own event, Sea Otter, Red Bull, Downieville etc...)

Pricing Options:

- Monthly: \$750/month
- Quarterly: \$2,025 (save 10%) Orig. \$2,250
- Annual: \$7,200 (save 20%) Orig \$9,000

MTB GIRLS
MAGAZINE

LIFESTYLE HEALTH SKILLS RACES CONTACT ADVERTISE WITH US SHOP SUBSCRIBE MY ACCOUNT



Health



Wrenching Wednesdays: What Does Your Chain Say About You?



The Immunity Perks of Mountain Biking: Why Riding Keeps You Resilient



Reigniting the Spark: Overcoming the Impacts on Sexual Arousal for Women Mountain Bikers

OUR ADVERTISING PLANS

PRO PLAN

Monthly Rate: \$950

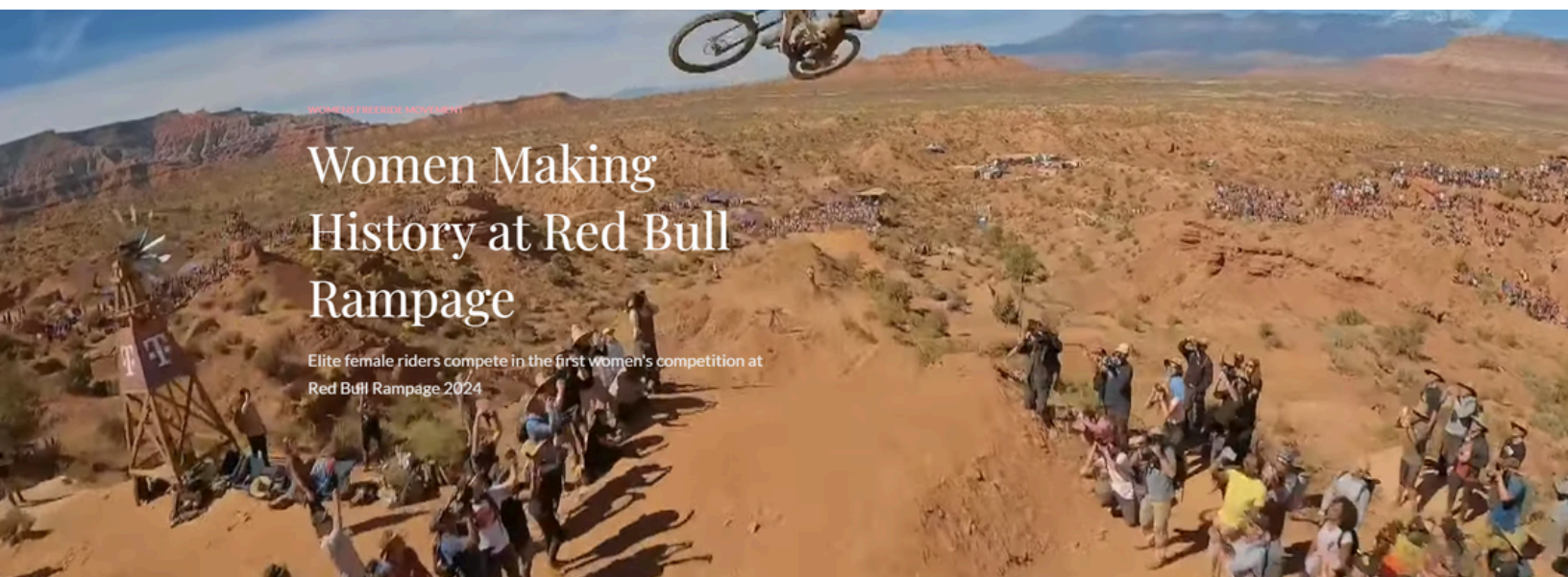
Designed for brands ready to lead the movement, this all-in, high-visibility package delivers unmatched exposure across our print, digital, and live channels. If you're looking to build deep, lasting connections with the women's mountain biking community—this is your lane.

Each month includes:

- Home Page Takeover - Background of our entire home page
- Back cover plus one 4-Page Custom Advertorials in both the print and digital editions
- 4 Web Posts (1 per week) promoted across all major social media platforms and to our engaged email list (50%+ open rate)
- Top-Tier Ad Placement (4x4 in) on the Home Page, Featured Blog Page, and Category Pages
- Collaboration on One Live or Virtual Event per month with full social media promotion and recap coverage
- Product Review or Gear Highlight Feature in our monthly gear guide or special edition issues in a 2 page spread and one social posts and videos

Pricing Options:

- Monthly: \$950/month
- Quarterly: \$2,565 (save 10%) Orig. \$2,850
- Annual: \$9,120 (save 20%) \$11,400



OMNICHANNEL MEDIA



OFFERINGS

- Digital ad placements (banners, product features, native articles)
- Print ads (full-page, half-page, sponsored spotlights)
- Newsletter sponsorships
- Instagram/Facebook collabs & takeovers
- Event coverage, partnerships, contests, product demos
- Podcast sponsorships (coming soon)

DIGITAL PRINT SOCIAL EVENTS

WHY THIS MARKET?

- 4 million+ women MTB riders in the U.S. alone
- 46% of total MTB market share is now female
- 3–5% annual growth expected through 2030
- Highly engaged audience across the U.S., Canada, and U.K.
- Focused on health, wellness, gear, and meaningful connection with authentic brands

Trend: Significant shift toward inclusivity and female participation, especially in the last 5 years



MARKET GROWTH



WHAT'S DRIVING GROWTH

- Women are a rising economic force in cycling, with strong purchasing power in bikes, apparel, coaching, nutrition, events, and travel
- New riders are entering the sport through lifestyle channels, not just traditional racing — widening your potential audience

MARKET OPPORTUNITY

- More women-led cycling clubs & media (like MTB Girls!)
- All-women events & races (e.g., Sturdy Dirty, VIDA MTB)
- Increased access to education & maintenance knowledge
- Brands investing in women-specific gear, bikes, and content
- Crossover interest from wellness, fitness, and outdoor lifestyle markets



OUR PARTNERS

