



Tail Winds

OVERVIEW

Tail Winds is a bimonthly Southwestern publication for bicyclists, runners, amateur athletes, and outdoor enthusiasts who enjoy the natural world through cycling, running, and outdoor adventure activities. Special feature articles include:

- Road Cycling
- Mountain Biking
- Running
- Triathlons & Duathlons
- Adventure Sports
- Ultra-Endurance Events
- Nutrition
- Health & Fitness
- Alternative Transportation
- Environmental & Access Issues

Tail Winds is renowned for its intelligent, diverse and engaging editorial.



DISTRIBUTION

Direct Mail.....	42%
Events & Retail Shops.....	58%
Arizona.....	51%
California.....	21%
Colorado, New Mexico, Nevada, Utah.....	8%
Events and Elsewhere.....	20%

Total Distribution: 30,000



Events, Fun & Adventure for Cyclists, Runners & Outdoor Enthusiasts

Published by:

Perimeter Bicycling Association of America, Inc.

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Visit our website:

www.perimeterbicycling.com/tailwinds/tailwinds.html



EDITORIAL & EVENTS

Tail Winds welcomes unsolicited articles, photos, and race results.

Each issue includes a Calendar of Events, which lists events and activities around the Southwest.

Listing an event is free, but must include the following:

- event name
- location
- event date
- a contact phone number

Information must be received at least 30 days prior to publication. If possible, send an event application. All event advertisers are included in the calendar.

When submitting results, include:

- event name
- location
- event date
- distances of each category
- names of outstanding volunteers, event directors, and participants
- finishing times for racers
- a contact phone number
- submit to editor@perimeterbicycling.com

DEADLINES

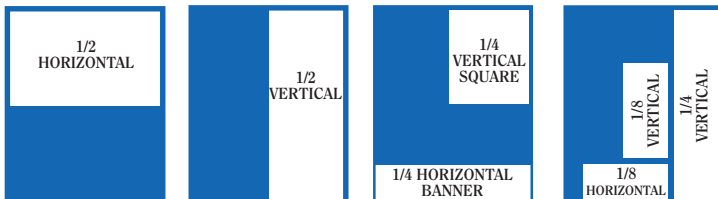
Tail Winds is published bi-monthly:
January/February; March/April; May/June; July/August;
September/October; November/December

Closing date for advertising materials is usually the first day of the month prior to issue date. This date may vary depending on many factors, so please contact your *Tail Winds* sales representatives or call (520) 745-2033 for the exact date advertising materials will be due.

MECHANICAL REQUIREMENTS & DETAILS

Sizes (in inches)	Wide	High
Full Page.....	10	12.75
3/4 Page Horizontal.....	10	9.5
3/4 Page Vertical.....	7.5	12.75
1/2 Page (Horizontal).....	10	6.25
1/2 Page (Vertical).....	4.75	12.75
1/4 Page (Horizontal Banner).....	10	3
1/4 Page (Vertical Banner).....	2.375	12.75
1/4 Page (Square).....	4.75	6.25
1/8 Page (Horizontal).....	4.75	3
1/8 Page (Vertical).....	2.25	6.25

Tabloid Format Bleeds not available



TAIL WINDS IS NOW FULL COLOR.

Publication trim size: 11.5" x 14"

Printing: Newsprint web offset - 4 color process/black (4/1)
Screen: 85 line (lpi, dpi)

Advertising materials are accepted in the following formats:

Digital Ad Files (preferred)
High-res Adobe Acrobat files. We can also accept digital files in TIF or JPEG formats, 300dpi.

Color Film: We no longer accept film.

NOTES:

We can download large files if an FTP is available to you. An FTP site can be made available for upload as well. Please contact us if this is necessary.

For advertising rates, call *Tail Winds* at:
(520)745-2033

