



INTERNATIONAL CARGO BIKE FESTIVAL

CARGOBIKEFESTIVAL.COM



ONLINE PACK - 2025

@CARGOBIKEFEST

CARGO BIKE FUTURES

The International Cargo Bike Festival (ICBF) is *the* original annual cargo bike event. Where the cargo bike world comes together to showcase its vision for the future of urban mobility.

This year's edition returns to Jaarbeurs Utrecht on 13-14 October 2025.



MORE THAN JUST A FEST

We may be best known for running *the* original annual cargo bike event, but there's much more to us than just that.

We also specialise in putting your organisation into the spotlights online; in front of engaged cargo biking audiences. To find out how, read on...

NEWS ARTICLE

News articles are short-reads – 250 to 300 words – published on the news section of the ICBF website: cargobikefestival.com/news/

With options to write the text yourself (we'll help with editing), or let us write it for you, it's a **low-barrier option to get your message out** there in a punchy, impactful way.

Tip: you can re-use the same text as a press release.

/// DETAILS

- 250-300 words
- Marked as '*Advertisorial content*'
- Includes 1 social post

Text written by you: **€400**

Text written by ICBF: **€800**

Could 2025 be the breakthrough year for the longtail in the Netherlands?

13 February 2025



By Jos Sluijsmans, Director of the International Cargo Bike Festival

Cover photo: [Carlos Mobility](#)

Last Sunday and Monday, 9 and 10 February, I was at the B2B Festival in the Dutch city of Den Bosch; 160 stands and more than 4,000 visitors, mostly cycling professionals from the trade.

I was reminded of the time when I started working in the bike business. I was mainly concerned with non-standard bikes – unusual design, new materials, different drive systems – and even then, in 2005 or 2006, I was very charmed by the bikes from Xtracycle and Yuba Mundo: robust bikes with extended rear carriers. At the time, I didn't know they were called 'longtail'. The first longtails came from the United States. I used two of them myself for deliveries and marketing activities and also sold a few at the time, but it didn't really catch on and I'm not much of a salesman either, so things tended to tail off quickly.

A great American documentary film on the rise and use of longtails in America is *Motherload* by Liz Canning. Some of the footage was shot at the International Cargo Bike Festival in Nijmegen in 2014. At the time, the film was still supposed to be called *Less Car, More Cargo*, but things turned out differently and few shots from Nijmegen ended up in the final version of *Motherload*.

It is really great to see that there are so many types of longtails on the market now. The electrification of the bike industry has also made them a lot more attractive, because without electric assistance and with a lot of cargo, they were quite heavy bikes.

Even last year, in 2024, the Centurion Vario (Merida's longtail – pictured right) became Cargobike of the Year 2024 at the RAI Association's annual Bicycle Awards election. I am curious to see which bike will become the 2025 Cargobike of the Year, but there is quite a good chance it will be another longtail.

FEATURE ARTICLE

Feature articles are longer-reads – generally around 1500 words – published in the Features section: cargobikefestival.com/features

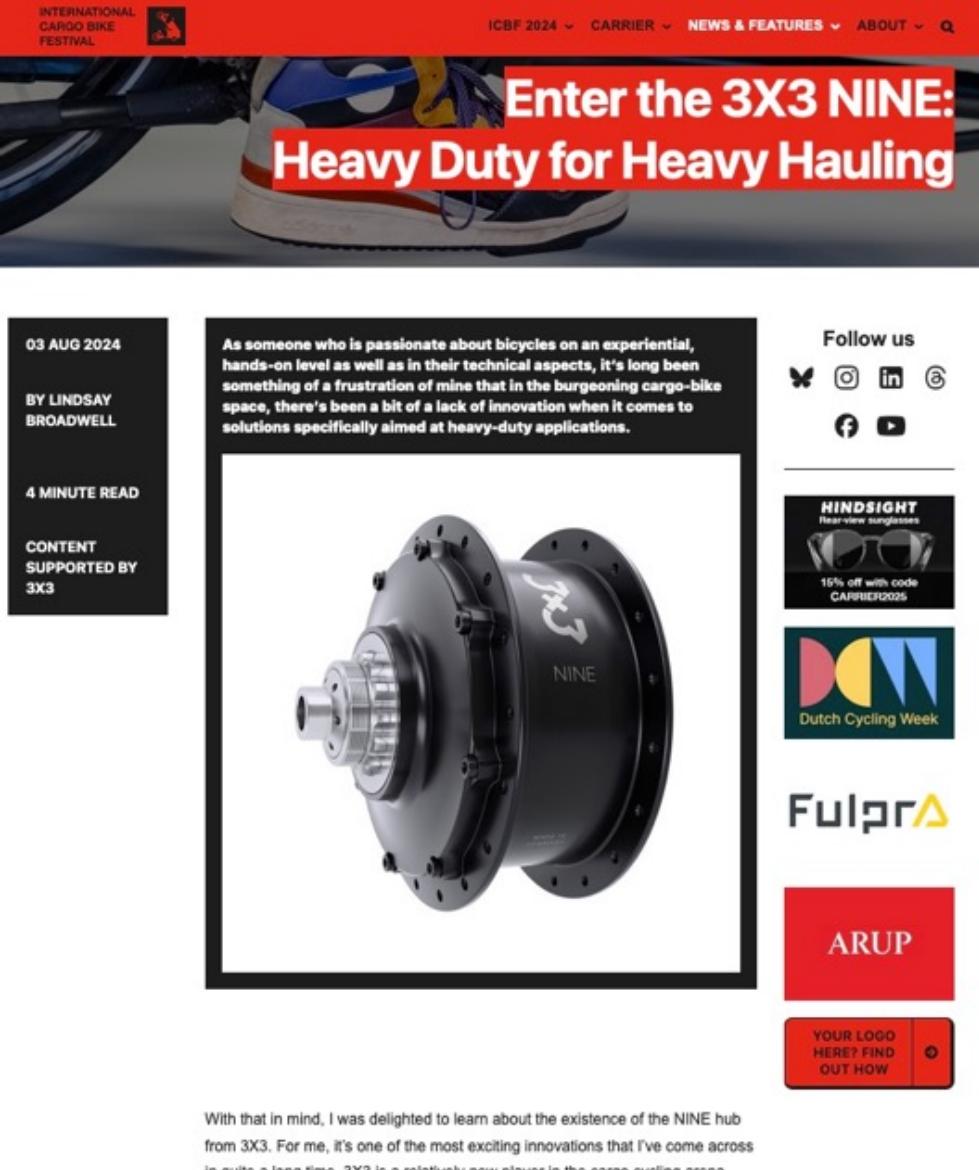
Written by us in close consultation with you, **Feature articles are deeper dives**; helping you show thought leadership on complex subjects or give extra attention to a subject or message.

Tip: re-publish the article on your own website.

/// DETAILS

- ~1500 words
- Marked as ‘Content Supported by...’
- Includes 2 social posts

Text written by ICBF: **€2700**



The screenshot shows a website for the International Cargo Bike Festival (ICBF) featuring a prominent article about the 3X3 NINE cargo bike hub. The article is titled "Enter the 3X3 NINE: Heavy Duty for Heavy Hauling" and is dated 03 AUG 2024. It is written by Lindsay Broadwell and is a 4-minute read, supported by 3X3. The text discusses the frustration of a lack of innovation in the cargo bike space, particularly for heavy-duty applications. A large image of a black cargo bike hub is displayed. The website also includes social media links, a sidebar with advertisements for Hindsight sunglasses and Dutch Cycling Week, and a section for sponsors like FulprA, ARUP, and a placeholder for "YOUR LOGO HERE? FIND OUT HOW".

INTERNATIONAL CARGO BIKE FESTIVAL

ICBF 2024 CARRIER NEWS & FEATURES ABOUT

Enter the 3X3 NINE: Heavy Duty for Heavy Hauling

03 AUG 2024

BY LINDSAY BROADWELL

4 MINUTE READ

CONTENT SUPPORTED BY 3X3

As someone who is passionate about bicycles on an experiential, hands-on level as well as in their technical aspects, it's long been something of a frustration of mine that in the burgeoning cargo-bike space, there's been a bit of a lack of innovation when it comes to solutions specifically aimed at heavy-duty applications.



HINDSIGHT Rear-view sunglasses
15% off with code CARRIER2025

Dutch Cycling Week

FulprA

ARUP

YOUR LOGO HERE? FIND OUT HOW

LOGO PLACEMENT

By placing a prominent yet discreet banner, you can reach all visitors to the ICBF website (~20k+ annually), support our work and associate your brand with the ICBF. All while driving traffic back to your own website.

Tip: link to either your homepage or a specific product page you want to highlight

/// DETAILS

- On ICBF website homepage (right-hand column)
- Limited space: available for 3, 6 or 12 month periods
- 300x200 logo or image, hyperlinked

€200/month

The screenshot shows the ICBF website homepage. At the top, there's a navigation bar with links to 'EXHIBIT AT ICBF 2025', 'ICBF 2025', 'CARRIER', 'NEWS & FEATURES', and 'ABOUT'. The main banner features the text 'The ICBF returns to Utrecht!' in red, followed by '13-14 Oct 2025' in white. To the right, there's a section for 'Carrier: our cargo bike magazine' with the text 'Out this April!' and a link to 'ADVERTISE IN CARRIER ISSUE 02'. Below the banner, the text 'INTERNATIONAL CARGO BIKE FESTIVAL' is displayed in white on a red background, accompanied by a logo of a cargo bike. To the right of this text is a black square with a white cargo bike icon. Further down the page, there are sections for 'The original annual cargo bike event', a list of highlights (13-14 Oct 2025, Utrecht Jaarbeurs, Relaxed, vibrant atmosphere, New B2B focus, Superb line-up of exhibitors, Test-track, Expert speakers and panels), and logos for 'Carrier', 'HINDSIGHT', 'Dutch Cycling Week', 'Fulpr', 'ARUP', and a placeholder for 'YOUR LOGO HERE? FIND OUT HOW'.

SOCIAL MEDIA CAMPAIGNS

Showcase your brand and grow your own social media following with custom-crafted social posts beamed out on all @cargobikefest channels. Test the water or commit – different campaign-lengths are available.

Tip: use it to boost a product launch, tell stories or put initiatives in the spotlight

/// DETAILS

- Monthly posts on Instagram, LinkedIn, Bluesky, Threads + Facebook to @cargobikefest followers
- May be labelled '*Paid partnership*' or equivalent – differs per platform
- Limited availability: choose from 3, 6 or 12 month periods

€250/month



SOCIAL MEDIA SUPPORT

Let us give your social media posts a boost – by lending you our support. We'll like and share posts made from your accounts, giving them extra visibility and credibility while offering them to a wider audience.

Tip: plan in advance which posts you want to boost – timing can be key

/// DETAILS

- Following your Instagram, LinkedIn, Bluesky, Threads or Facebook accounts and ‘liking’ your posts.
- Sharing 1 post (per platform, per month)
- Limited availability: choose from 3, 6 or 12 month periods

€150/month



International Cargo Bike Festival

10,331 followers

4w +

We're delighted to welcome Katanga to ICBF 2025 (13-14 Oct, Utrecht). Come and ride their 4-wheelers on the test track:

🚴‍♀️ Pony4 - ergonomically designed for ultimate stability and cargo capacity
🚴‍♀️ Quadvelo - ride in style in weather shielded comfort

<https://lnkd.in/eshQkrUg>

#DecadeoftheCargoBike



with Jos Sluijsmans and 3 others

5 comments - 5 reposts

SOCIAL PRESENCE

We work hard to reach out across the world and spread the cargo bike message on our **@cargobikefest** social media channels. We are a trusted voice in the cargo bike world, and our social media channels are one of the primary ways we communicate with our audience. In response, our following has steadily grown in an organic way over the years.

This brings opportunities to organisations that want to make waves in the cargo bike industry. **We can showcase your organisation, work, products or services** to an organic, engaged audience of followers.

/// @CARGOBIKEFEST SOCIAL MEDIA AUDIENCE

| INSTAGRAM | LINKEDIN | BLUESKY | FACEBOOK | THREADS | YOUTUBE |
|-------------|--------------|-------------|-------------|-------------|------------|
| 9.3k | 10.3k | 1.4k | 6.0k | 1.8k | 204 |
| +12% YoY | +15% YoY | NEW in 2024 | +19% YoY | +56% YoY | +100% YoY |

Total audience: **28.8k**
(Apr 2024 – Apr 2025): **+23% YoY**

THE ICBF WEBSITE

The ICBF's online beating heart is our website. On it, you'll find **news** and diverse, high-quality **feature articles** alongside **exhibitor and speaker profiles**, **visitor information** and the ICBF **programme**. The website also hosts the online version of **Carrier Magazine**.

In short, it's a growing online hub, with worldwide reach, for the cargo bike world.

Visit at: cargobikefestival.com

/// ANALYTICS

- Active users: 20.2k **+158% YoY**
- Page views: 93.1k **+127% YoY**

(Feb 2024 – Feb 2025)

/// WEBSITE VISITORS – TOP COUNTRIES

1. Netherlands
2. United States
3. Germany
4. UK
5. France
6. Poland
7. Belgium
8. China
9. Italy
10. Canada
11. India
12. Spain
13. Taiwan
14. Denmark
15. Sweden
16. Ireland

(Feb 2024 – Feb 2025)

BESPOKE SERVICES

Does your organisation need something else? With our extensive international network in the cargo bike and cycling industries, we can put together a cost-effective custom plan that fits your needs. Just get in touch.

For now, we'll leave you with an insight: when promoting your brand in the cargo bike space, online and offline efforts work best when combined. They leverage one another and to be truly effective, you should look at doing both.

In other words, the online services we've outlined in this document are perfectly complimented by exhibiting at the International Cargo Bike Festival – *and vice versa*. With that in mind, we hope to see you in Utrecht this October!



CONTACT US

Get in touch with us to discuss your requirements; we'll send you a custom, no-obligation quotation.

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