



PROMOTE



CONNECT



GROW

INTERNATIONAL CARGO BIKE FESTIVAL

[CARGOBIKEFESTIVAL.COM](https://cargobikefestival.com)



MEDIA PACK 2026

PRINT | ONLINE | SOCIAL MEDIA

→ MORE THAN JUST A FESTIVAL

The cargo bike industry comes together at the International Cargo Bike Festival.

That's what we're best known for, but we also specialise in putting your organisation in the spotlights.

Online and in print; we can get you visibility in front of various engaged cargo bike-related audiences.





CARGO BIKE FUTURES →

Whether you want to get in front of professionals or consumers, we can help position your brand in the future-oriented, innovation-focussed cargo bike and cycle logistics markets.

- Print collaborations and ads
- Long- and short-form articles
- Social media campaigns
- Logo placement
- Bespoke solutions



→ ICBF 2026 MEDIA PACK

THE OPTIONS

PRINT: CARRIER MAGAZINE

- Advertising
- Custom collaborations

ONLINE: ICBF WEBSITE

- Long-form articles
- Short-form articles
- Logo placement

SOCIAL MEDIA: @CARGOBIKEFEST

- Campaigns



→ PRINT

CARRIER MAGAZINE

Internationally-focused, featuring human-centred stories of people who ride cargo bikes.

→ Extraordinary photography and dynamic, readable content that inspires, informs and entertains.

→ 1000+ copies distributed worldwide in high quality print, a medium with staying power and impact. The magazine is also heavily promoted online.

→ Support – and associate your brand with – independent cycling journalism from across the world.

→ Published October 2026, launch party at the International Cargo Bike Festival.





→ PRINT

CARRIER MAGAZINE

Limited opportunities to advertise and for custom collaborations.

Packages include supporting social posts and complimentary copies.

- Single page ad €1250
- Double page ad €2700
- Centrefold €2500
- Rear cover €1600
- Inside cover (L) or Inside rear cover (R) €1600
- Inside front cover spread (L + R) €2400
- Inside rear cover spread (L + R) €2400



→ ONLINE

NEWS ARTICLES

Short-reads – 250 to 300 words – published on the ICBF website news section

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.

→ 250-300 words

→ Marked as 'Advertorial content'

→ Includes supporting social post

→ Text written by you

€400

→ Text written by ICBF

€800



INTERNATIONAL CARGO BIKE FESTIVAL

ICBF 2024 - CARRIED MAGAZINE - NEWS - FEATURES - ABOUT

Search

EXHIBIT

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 as an experiential, hands-on hobby 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.

With that in mind, I was delighted to learn about the existence of the NINE hub from 3X3. For me, it's one of the most exciting innovations that I've come across in quite a long time. 3X3 is a relatively new player in the cargo cycling arena, spun out of H+B Hightech GmbH in Germany. But before I get into what makes this hub so special, it's time to talk a little bit of history.

Internal gear hubs date all the way back to the founding of Sturmey Archer in 1902. Their most famous hub, the three-speed AXH hub, has been in production in one form or another since 1938; over eighty years. Many other companies have built hubs of various kinds, at various price points, with various capabilities in the time since. While many hubs have been and gone, there has never been a hub quite like the 3X3 NINE.

Follow us

Urban Cycling Institute

YOUR LOGO HERE FIND OUT HOW

→ ONLINE

FEATURE ARTICLES

Longer-reads – generally around 1500 words – published on the ICBF website features section

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.

→ ~1500 words

→ Marked as ‘Content supported by’

→ Includes 2 supporting social posts

→ Text written by ICBF

€2700

→ ONLINE

LOGO PLACEMENT

Prominent ICBF website placement:
ultra-simple and cost-effective

Reach all ICBF website visitors, driving traffic back to your own website while supporting our work and associating your brand with the ICBF.

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

→ Per month

€200



The screenshot displays the ICBF 2026 website interface. At the top, there is a navigation bar with a search field and social media icons. Below this, a large hero image shows two people interacting with a red cargo bike. The main content area is divided into two columns. The left column features the event details: 'ICBF 2026', dates '12-13 OCTOBER 2026', location 'JAARBEURS, UTRECHT', and a tagline 'Exhibit - Connect - Grow'. It includes buttons for 'ORDER AT THE SHOW', 'VIEW EXHIBITOR LIST', and 'VIEW PROGRAMME'. The right column, where the logo placement is shown, features the 'Carrier Magazine' logo and the text 'HUMAN-CENTRED STORIES OF THOSE WHO RIDE CARGO BIKES'. Below this, there are buttons for 'Browse 02 out now in print', 'ORDER YOUR COPY', 'STUDENTS READ FOR', and 'ORDER TO PREVIEW'. A red banner below the main content area reads 'INTERNATIONAL CARGO BIKE FESTIVAL' with a small cargo bike icon. To the right of this banner are social media icons and a 'Follow us' section with logos for 'MID', 'PENDLR', 'ARUP', and 'Urban Cycling Institute'. Below the banner, a list of event highlights is provided: 'The original annual cargo bike event', '12-13 October 2026', 'Jaarbeurs, Utrecht', 'Relaxed, vibrant atmosphere', 'Focus on professionals', 'Superb line-up of exhibitors', 'Test-track', and 'Expert speakers and panels'. At the bottom, a section titled 'Who should come to the ICBF?' features an image of a person riding a blue cargo bike with a child in the front basket.

→ ONLINE

THE ICBF WEBSITE

The beating heart of all we do.

A growing online hub, with worldwide reach, for the cargo bike world. On it, you'll find news and diverse, high-quality feature articles alongside exhibitor and speaker profiles, visitor information and the ICBF programme.

AUDIENCE

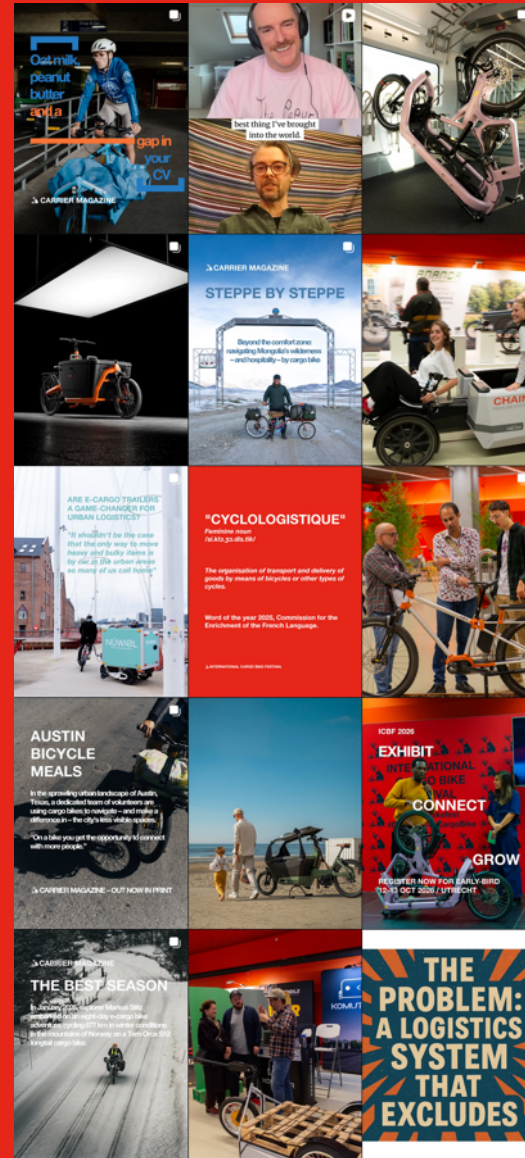
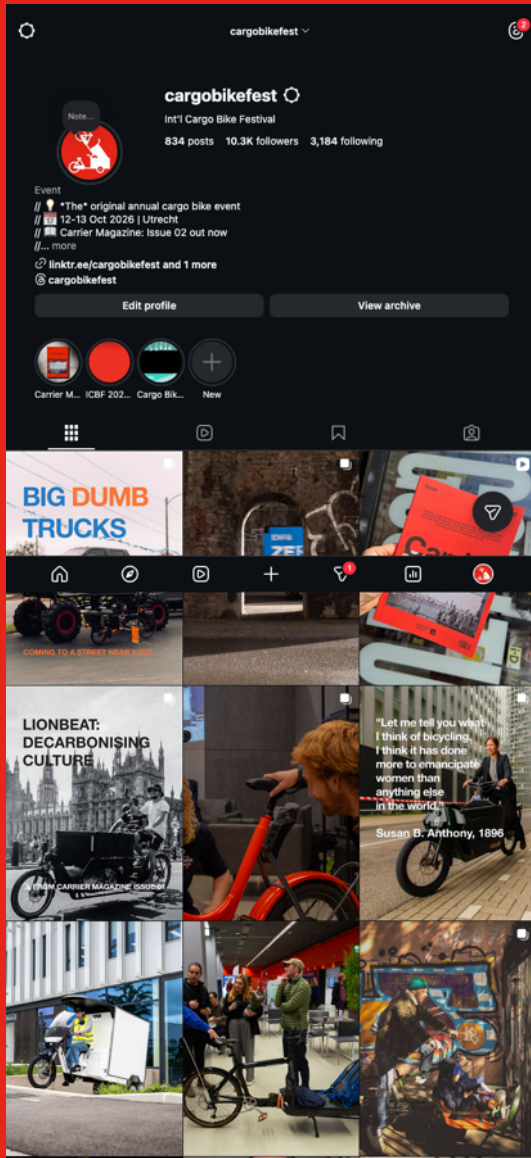
ACTIVE USERS 28.1k **+80% YoY**

PAGE VIEWS 59.0k **+5% YoY**

→ DEMOGRAPHICS

Visitors from across the globe

- | | |
|----------------|------------------|
| 1. CHINA | 16. DENMARK |
| 2. US | 17. TAIWAN |
| 3. NETHERLANDS | 18. JAPAN |
| 4. SINGAPORE | 19. AUSTRALIA |
| 5. GERMANY | 20. SWITZERLAND |
| 6. UK | 21. INDIA |
| 7. VIETNAM | 22. POLAND |
| 8. FRANCE | 23. SOUTH KOREA |
| 9. IRELAND | 24. SOUTH AFRICA |
| 10. BELGIUM | 25. HUNGARY |
| 11. SWEDEN | 26. CZECHIA |
| 12. CANADA | 27. NORWAY |
| 13. ITALY | 28. AUSTRIA |
| 14. BRAZIL | 29. HONG KONG |
| 15. SPAIN | 30. TÜRKIYE |



→ SOCIAL MEDIA

CAMPAIGNS

Custom-crafted messaging beamed out on all @cargobikefest channels

Showcase your brand and leverage our social media following to grow yours. Test the water or commit – different campaign-lengths are available.

→ 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

→ Per month

€250

→ SOCIAL MEDIA

OUR REACH

Let us give your social media posts a boost

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

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

AUDIENCE

INSTAGRAM	10.3k	+14%	YoY
LINKEDIN	11.0k	+8%	YoY
FACEBOOK	7.1k	+23%	YoY
BLUESKY	1.7k	+50%	YoY
THREADS	1.8k	+5%	YoY
YOUTUBE	310	+47%	YoY
TOTAL	32.2k	+15%	YoY

→ GET IN TOUCH!

We're ready to help put your organisation in the spotlight. Let's discuss your needs; we'll put together a custom, zero-obligation package.

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Photography: Sanne Paul

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