

CONNECT



ENGAGE



GROW →

INTERNATIONAL CARGO BIKE FESTIVAL

CARGOBIKEFESTIVAL.COM

MEDIA PACK 2027

PRINT, ONLINE AND SOCIAL MEDIA

➔ WHY WORK WITH THE ICBF?

We’re 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, our platforms get you visibility; in front of various engaged, cargo bike-related audiences.

➔ Read on to find out how





➔ CONNECT • ENGAGE • GROW

Cargo bike futures

What can the ICBF do for your organisation?

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
➔ Bespoke solutions

➔ WHAT CAN WE DO FOR YOU?

The options

Print: Carrier Magazine
➔ Advertising
➔ Custom collaborations

Social media: @cargobikefest
➔ Campaigns

Online: ICBF Website
➔ Long- and short-form articles
➔ Logo placement



➔ OUR SOCIAL MEDIA REACH

Let us boost your social media

We’re a trusted voice in the cargo bike world

Our social media channels are one of the primary ways we connect 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.

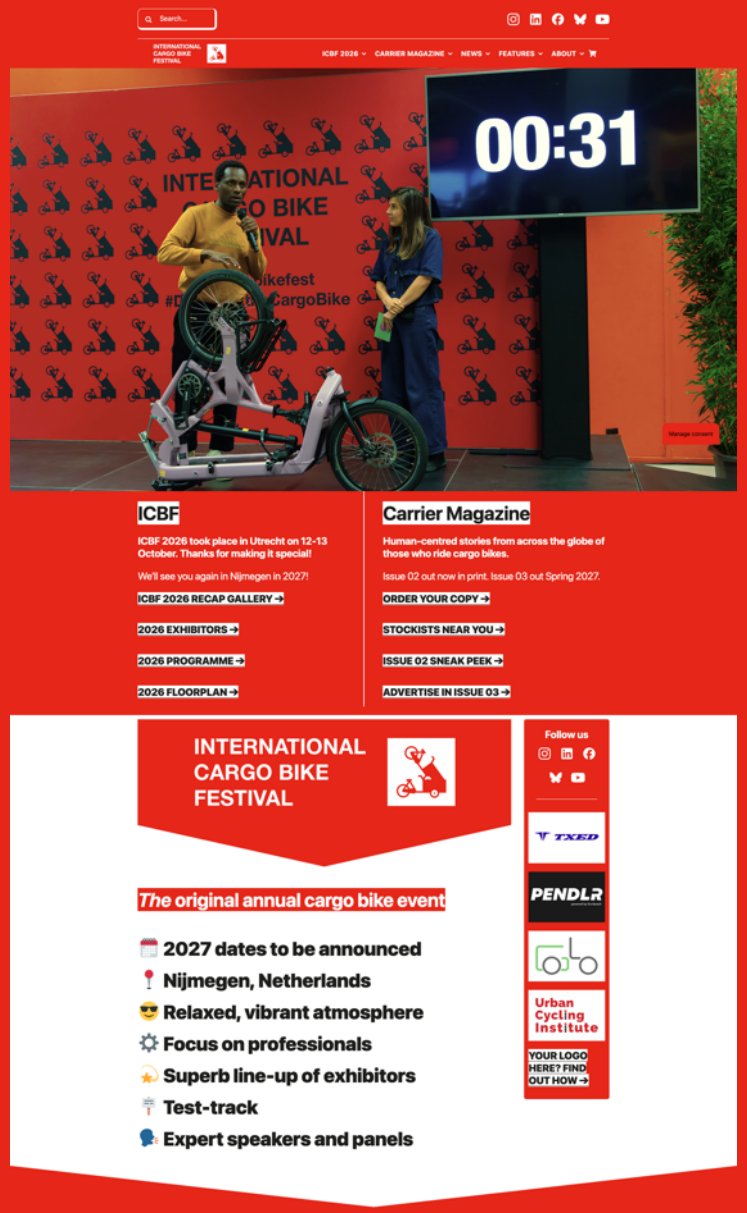
This brings opportunities to organisations that want to make waves in the cargo bike industry. Use our platform to showcase your organisation, work, products or services to an engaged audience of followers.

Our reach

Instagram	**11.5k**	+15%	
LinkedIn	**11.3k**	+5%	
Facebook	**10.4k**	+55%	
Bluesky	**1.8k**	+11%	
YouTube	**341**	+47%	
Total	**35.0k**	+20%	YoY 2025-6

➔ OUR ONLINE REACH

The ICBF website



The beating heart of all we do.

A growing online hub, with international 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.

➔ THE ICBF WEBSITE

A platform with global reach

Audience

Active users: **35k** +75% YoY Sessions: **42k** +47% YoY Page views: **57k** +5% YoY (2025-2026)

Visitors from five continents

People from these top 30 countries visited the ICBF website:

1. **China**
2. **Singapore**
3. **United States**
4. **Netherlands**
5. **Germany**
6. **Vietnam**
7. **UK**
8. **France**
9. **Brazil**
10. **Belgium**
11. **India**
12. **Canada**
13. **Sweden**
14. **Italy**
15. **Spain**
16. **Norway**
17. **Taiwan**
18. **Denmark**
19. **Japan**
20. **Australia**
21. **Switzerland**
22. **Indonesia**
23. **Argentina**
24. **South Korea**
25. **Poland**
26. **Hungary**
27. **Austria**
28. **Czechia**
29. **Ireland**
30. **Hong Kong**

➔ PRINT ISN’T DEAD

Carrier Magazine

High quality print, a medium with staying power and impact.

Pairing stunning photography with text that takes you behind the curtain of cargo bike stories that hail from across the globe, Carrier magazine showcases the transformative power of cargo bikes, not just as a mode of transport, but as a catalyst for community, sustainability and adventure.

All while attempting to answer the question: what can you do with a cargo bike and where?

➔ **Published Spring 2027**



➔ HIGH-CALIBRE STORYTELLING IN PRINT

Carrier Magazine

Evergreen articles that stay relevant make Carrier a collectable magazine that’s equally at home on the coffee table or bookshelf

1000+ copies are distributed worldwide to cargo bike shops, specialist magazine outlets, and our webshop

By advertising, you’ll support – and associate your brand with – independent cycling journalism from across the globe.

➔ **Heavy promotion on our social channels.**





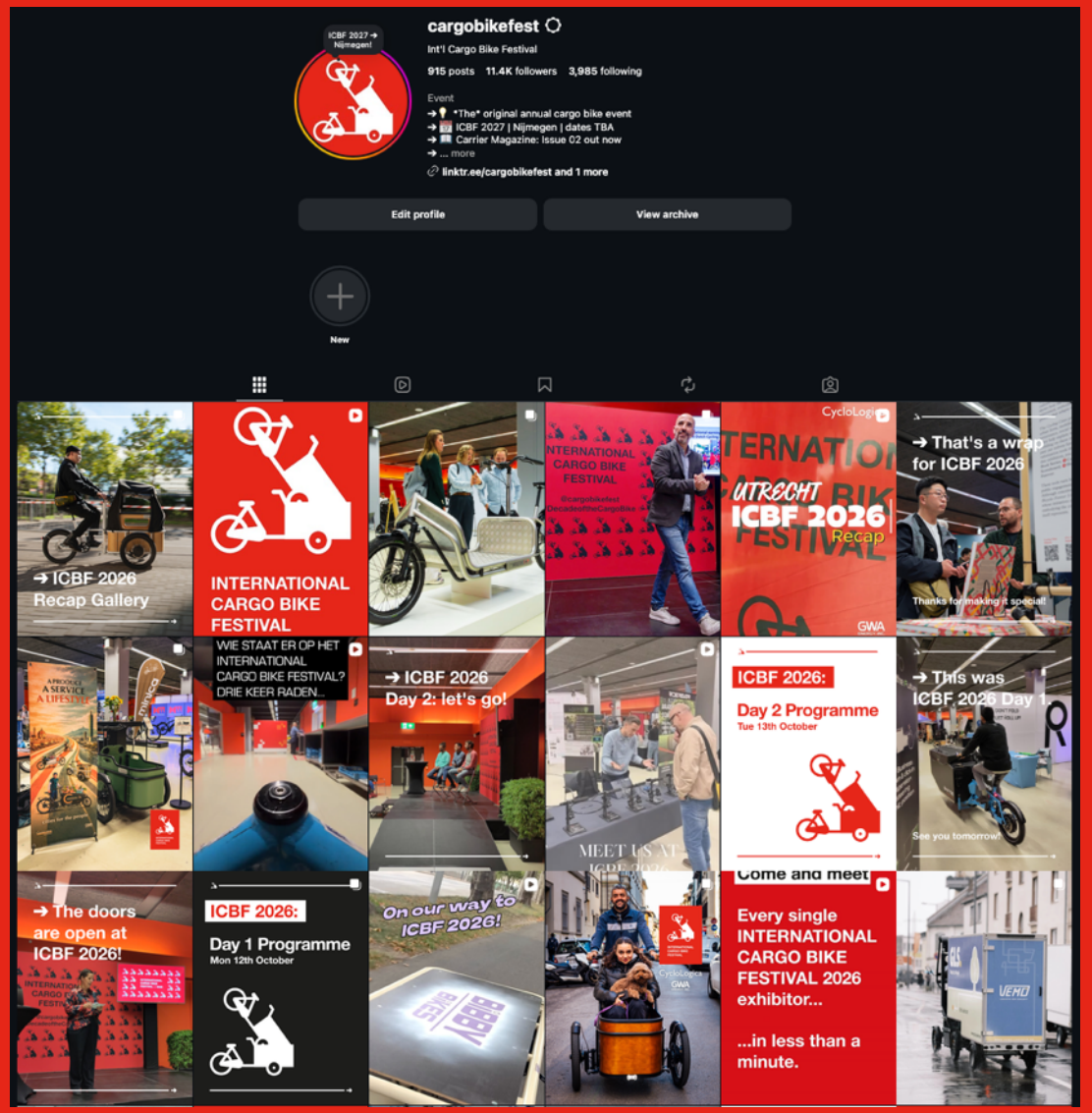
➔ PRINT OPPORTUNITIES FOR YOU

Carrier Issue 03

Be part of it: limited advertising and custom collaboration opportunities.

➔ Single page advert or advertorial	**€1250**
➔ Double page advert or advertorial	**€2300**
➔ Centrefold	**€2500**
➔ Rear cover	**€1600**
➔ Inside cover (L) or Inside rear cover (R)	**€1600**
➔ Inside front cover spread (L + R pages)	**€2400**
➔ Inside rear cover spread (L + R pages)	**€2400**
➔ Bespoke editorial packages	**➔ Quote**

Prices include supporting social posts and complimentary print copies.



➔ SOCIAL MEDIA

Social 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, Facebook and Bluesky to @cargobikefest followers
➔ May be labelled ‘Paid partnership’ or equivalent – differs per platform
➔ Limited availability: choose from 3, 6 or 12 month periods

Social campaign, per month	**€250**
Liking and sharing only, per month	**€130**

➔ ONLINE: VISIBILITY

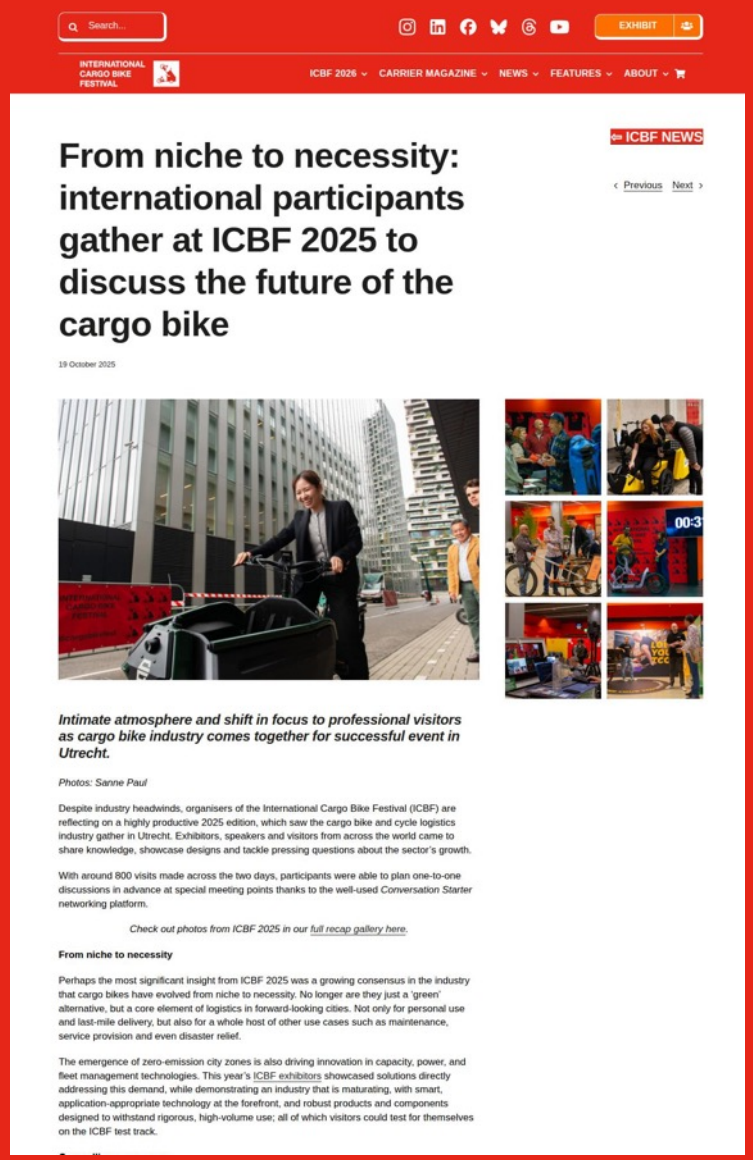
News articles

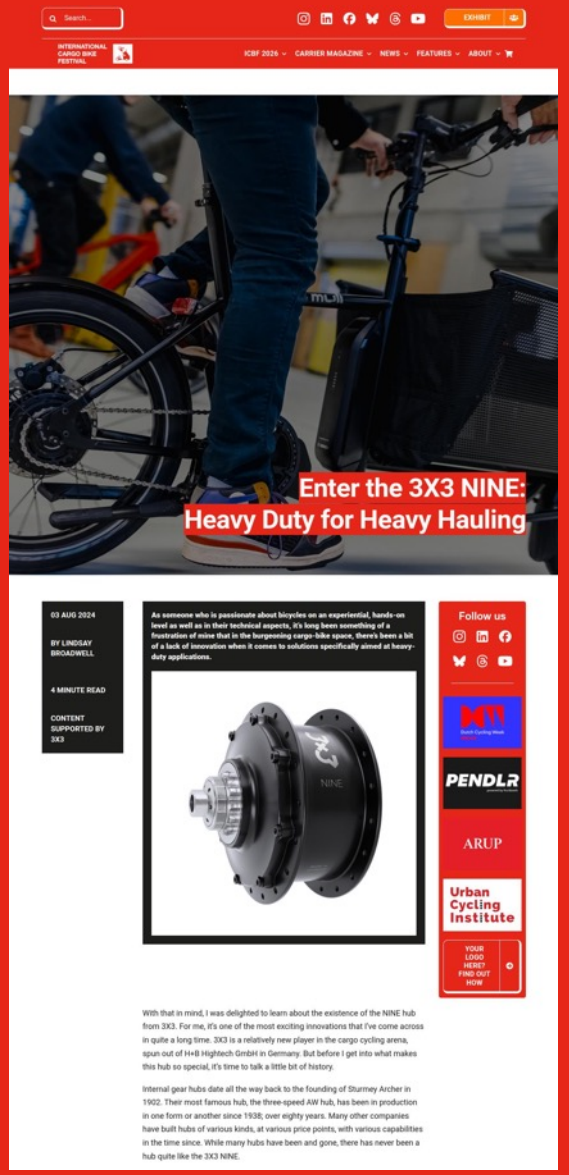
Short-reads – 250 to 300 words – published on the ICBF website news section

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**





➔ ONLINE: THOUGHT LEADERSHIP

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: CONNECTING BACK TO YOUR SITE

Logo placement

Prominent 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.

Format: 300x200 pixel logo, ad or image, hyperlinked.

➔ On ICBF website pages (right-hand column)
➔ Limited space: available for 3, 6 or 12 month periods
➔ Monthly newsletter: book it per month, limited space

ICBF website, per month	**€200**
ICBF newsletter, monthly	**€400**



➔ LET’S CARRY ON THE CONVERSATION

Get in touch

We’re ready to help put your organisation in the spotlight.

Let’s explore your needs and create a custom, no-obligation package with real impact.

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