

NSMB RATE CARD – 2026

MASTHEAD TAKEOVERS

Attention-grabbing positioning assures your creative will be seen

Ad Type	Placement	1 day	3 days	7 days
Masthead	Top of Page wall-to-wall	\$1,500	\$1,350 / day	\$1,200 / day

PREMIUM AD PACKAGES

Our most impactful sizes and locations*

Monthly Impressions		1 Month	3 Months	6 Months	12 Months
25,000		\$460	\$1,080	\$1,944	\$3,499
50,000		\$760	\$2,052	\$3,693	\$6,648
75,000	Ask about tailored pricing for smaller	\$960	\$2,592	\$4,665	\$8,398
100,000	budgets or limited sizes	\$1,216	\$3,283	\$5,909	\$10,637
150,000		\$1,824	\$4,924	\$8,864	\$14,183

CONTENT PACKAGES

Something a little different

Column/content type		1
2-Minute Expert	Social, logo, link	\$3,000
Behind the Brand	Behind the scenes feature article	\$4,000 (\$7,000 to include video)
Pistons & Pivots	Product placement, social, logo, link	\$3,000
Tear It Down	Product feature, tear down article	\$3,000
What Do You Carry?	Gear feature, social, logo, link	\$2,500
Worth Every Penny	Product placement, social, logo, link	\$2,500
Wallpaper Wednesday	Social, logo on image, link in article	\$750
Gift Guide	Product placement in feature	\$600 (\$2,000 for weekly sponsorship)
Product Launch	Package: article, social, \$500 ad credit	\$2,000

VIDEO PRE-ROLL

High engagement, immersive reach

640 x 480	Placement	1 Month	2 Months	3 Months	4+ Months
3,000	Before each video play	\$500	\$950	\$1,400	\$1,850
10,000		\$1,500	\$2,850	\$4,750	\$5,650

NEWSLETTER

Engage our readers right in the Inbox

	1 Email	3 Emails	6 Emails	12 Emails
Newsletter presenting partner	\$1,800		Ask	Ask
Subscriber Prizing Partner	\$900		Ask	Ask
970 x 250 (top of newsletter)	\$750		Ask	Ask
300 x 250 or 728 x 90 (bottom of newsletter)	\$500		Ask	Ask

NSMB PODCAST – Obsessed with Mountain Biking

NSMB's take on MTB culture, news, and personalities

	1 Podcast	5 Podcasts	10 Podcasts	11+
Presenting Partner	\$1,000			
30 sec. ad	\$500			

SOCIAL MEDIA PROMO

Sponsored post	Instagram starting at	\$1,000
	Facebook starting at	\$2,500

All pricing shown in USD



Ask for package pricing and available discounts and incentives.