



The Urban Independence Magazine

Information for writers



The Urban Independence Magazine showcases the diverse aspects of urban bike culture. As Bike Citizens we stand for the joy of bike riding and to make the bike the core element of urban mobility. Our magazine is therefore an expression of our attitude towards life—Urban Independence.

Daniel Kofler, CEO Bike Citizens

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The Magazine



A person is riding a bicycle against a wall with a repeating geometric pattern of raised, interlocking shapes. The person is wearing a black jacket, black pants, and red sneakers. The bicycle is dark-colored. The scene is brightly lit, casting shadows on the wall.

Our Philosophy

WE ARE ...

We are Bike Citizens—we live urban bicycle culture. Cycling in urban areas means freedom, independence and fun to us. This spirit is what we want to pass on.

We refer to the bike as the core element of urban mobility: With our contribution, we want to make cities more liveable; therefore, the Urban Independence Magazine is more than just a bicycle magazine

– it's the expression of the way we want to live in a city –
Urban independence.

OUR COMMITMENT TO OUR READERS

Our highest priority is to provide authentic information as well as useful service to our readers. Cooperation with other media companies, guest articles from outside experts or our readers, as well as their feedback, is explicitly desired and will also be aspired to.

Our own products (especially bicycle navigation apps) can be integrated in an article, but only where a benefit with regards to content for our readers can be found (e.g. city explorations with the app, visualization of distances, etc.).

Our Philosophy



WRITING STYLE

We write based on fact, intelligently and informatively, but also enthusiastically and with casual wording. When suitable, amusing and humorous phrasings are welcome. Concerning the tone, we are always positive, but exact and confident, occasionally provocative, but never moralizing or disparaging (e.g. we will never point our fingers at “the bad car drivers”). We talk about the person, and not the vehicle they represent; “a person who cycles” rather than “a cyclist”. We meet our readers eye to eye. Critical comments are allowed, however only few and far between. We use lingo from the bike scene, but where necessary, we explain it; “hip” language is allowed, but should not be forced. Most of our articles will be written in British English. If the article is related to another English speaking country, the writing style can be adjusted.

OUR HANDLING OF PRODUCT TESTS AND MANUFACTURERS

Product presentations and tests are a fixed component of the Urban Independence Magazine. Our tests are honest, critical and committed to our the service of our readers. The evaluation “Bike Citizens approved” should become an entrenched, and not purchasable quality standard. The product tests will be made by different user groups (bike couriers, daily urban cyclists, Bike Citizens team). If products do not pass the test, we will give fair feedback to the suppliers and they will be given the possibility to make a statement. Transparency is important to us, which is why we mark paid-for articles and state when we receive free samples.



Our Departments

HOW WE ORGANIZE OUR ARTICLES FOR OUR READERS

All articles published in the Urban Independence Magazine are assigned to departments. It is important that every article is assigned to at least one department, but can be assigned to more. For example, an article about road-use fairness in Graz can be found in the politics department, but also in the cities/Graz department. Every article can also be related to single cities (or globally). This happens through the CMS (Content Management System).

POLITICS & URBAN PLANNING

Traffic policy, bicycle lobbies, bike-ability, campaigns, fairness of shared areas, cycling behaviour, environmental topics and life quality in cities, infrastructure and urban planning, laws, science & big data, visions, comments & opinions, etc.

COMMUNITY

Groups, clubs, organizations, bike messengers, personalities, locations, events, media, creative, networking, etc.

GEAR & FASHION

Product tests, trends, style, fashion, innovation, fairs, etc.

TIPS & TECHNOLOGY

How-to-guides, safety, driving technology, contests, buy/swap markets, health, etc.

ROUTES & TRAVEL

City guides, routes, short-cuts & danger spots, travel reports, travel routes, leisure, etc.

EVENTS & BIKE CULTURE

Strange & funny things, trivia, etc.

CITIES

Regional classification/article collecting.



Our Themes

WHAT WE WRITE ABOUT

For every editorial activity, this list applies as orientation and inspiration. Naturally, this list is not exhaustive in nature, nor presents exact distinctions between individual themes.

Science active Sustainability **Freedom**
 Sharing economy **Economy** Storytelling
Perspective Lobbying Global issues **Fun**
 Cooperation **Vision** dynamic Inspiration
 Environment Trends **Media** reliable Orientation Traffic
Bike Culture Big Data **Lifestyle**
 Message **smart** Statement Growth
 Consciousness Energy **City** Leisure **Tech**
 Persuasion interactive **Urban life**
 Campaigns **Independence** Design
 Megatrends simple **Future** urban
Community Know-how **Ecology**
 connective Information Networking Safety
 Understanding **Cycling** Innovation
 Style **easy** **Quality of life** **Mobility**
 Bicycle Adventure Motivation Efficiency
 enthusiastic Possibilities self confident
 Studies Engagement **Responsibility**
Image hilarious Involvement Creativity
 Wegschatz **Politics** Entertainment
 Philosophy **People** open passionate
 Infrastructure Authenticity **Legislation**
Solutions

Our readers



CORE GROUP

Bicycle enthusiasts, bike messengers, Bike Citizens beta-users, advocates, etc.

EXAMPLE PERSONA

Finn, 25-40 years, male or female (but predominantly male)

BICYCLE USE

Lots of and deliberate use.

LIFESTYLE AND WORLD-VIEW

Deliberate cycling lifestyle, clear opinions and political views, high level of awareness of bicycle politics and fairness of public spaces, as well as urban and global citizenship, conscious nutrition, conscious consumption.

USE OF MEDIA

Quite active and aware behaviour with regards to information (also likes to give feedback on bike related topics), technologically oriented, is on-line a lot, likes hip magazines.

INFORMATION NEEDS FOR BIKE RELATED TOPICS

Politics & urban development, science & big data, also entertainment.



URBANISTS

Urban lifestyle, university students, other students...

EXAMPLE PERSONA

Klara, 20-30 years, male or female (balanced).

USE OF BICYCLE

Cycles a lot, but only just limitedly consciously, bicycling is a part of everyday life, mainly urban routes, (university, jobs, parties, etc.), but no defined routines.

LIFESTYLE AND WORLD VIEW

"Alternative/aware" but also "middle class/neo-conservative", dynamic lifestyle, travels a lot, is susceptible to seeing bicycles as a style and cultural element

USE OF MEDIA

More passive behaviour with regards to information consumption, compared to the core group; is on-line a lot; strong social media use; if good content exists he/she is susceptible to messages (more group „alternative/conscious“) also likes to be exposed to a constant stream of things

INFORMATION NEEDS FOR BIKE RELATED TOPICS

Tips & how-to-guides, style and products, city portraits & travel reports, tips for saving money, buy/swap markets, curious things & entertainment, news, events, community



COMMUTERS

Bike commuters, employed people...

EXAMPLE PERSONA

Lasse, 30-60 years, male or female, employees

USE OF BICYCLE

Cycles every day, defined routes and routines, unconscious and pragmatic use, bicycle is seen as an efficient vehicle, which brings personal benefits. Most important things are saving time, health, life quality and environmental benefits

LIFESTYLE AND WORLD VIEW

Lives in the suburbs with his/her family or alone in the city, social contacts are very important, new ones are desired, gets information from younger people or his/her kids, susceptible to see the bicycle as a status symbol

USE OF MEDIA

Traditional media, newspaper subscriptions, more and more on-line and social media use

INFORMATION NEEDS FOR BIKE RELATED TOPICS

Useful tips, product news, safety, changes in law and improvements, comments & opinions, travel, events, entertainment

FURTHER READER GROUPS

TRAVELLERS & BEGINNERS

Are traveling or new in a city, want to get orientation in a city and need suggestions for routes as well as location and event tips

LEISURE CYCLISTS

Cycle infrequently, need suggestions for routes occasionally, products, locations and travel tips

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