



RITENBRAUKŠANA

Pirmais
bookazine
Latvijā

Aģentūra LILITA
2014

BOOKAZINE – GRĀMATAS UN ŽURNĀLA HIBRĪDS

- » Saturiski veltīts vienai tēmai kā grāmata, bet poligrāfiski noformēts kā žurnāls.
- » Vienreizējs izdevums kā grāmata, bet nopērkams žurnālu tirdzniecības vietās un abonēšanā.
- » *Dzimis Lielbritānijā, veiksmīgs daudzās pasaules valstīs.*



BOOKAZINE PRIEKŠROCĪBAS

» Daudz augstāka tirāža:

- » zemāka cena nekā glancētam žurnālam;
- » izplatība lielveikalos, kioskos, DUS un grāmatnīcās, kopā ap 1500 tirdzniecības vietu Latvijā;
- » mārketinga atbalsts;
- » sezonai aktuāla tematika.

» iespēja izvietot reklāmu.



BOOKAZINE REKLĀMAS EFEKTIVITĀTE

» Augsti efektīva reklāma:

- » Unikāla tematika;
- » Maksātspējīga un precīza auditorija;
- » Pozitīva un kvalitatīva saturiskā vide;
- » 3-4 lasītāji vienam eksemplāram;
- » 4-5 ekspozīcijas katrai reklāmai;
- » 3-4 mēnešu darbības periods;
- » Augsta drukas kvalitāte.



BETTER OFF

What you do off your bike can have as big an impact on your riding as what you do in the saddle. Here are the best do-anywhere moves from the UK's top coaches...

CLIMBING

The difference between their mountain and road bikes," says Andy Birchmore, director of MAFSPT personal training and online cycle coach. "The chain of movement goes from the tip of your fingers to the tip of your toes, all working in one line," he explains. "Think of your body like it's a stretch chain - your links are your muscles, which maintain and provide strength while your joints are your joints, which provide mobility."

"The biggest area of confusion here, which ties in directly with climbing, relates to your glutes. Because most of us sit on them all day we assume they're uninvolved when they're actually stabilisers. You need to work them as actively off the bike for road gains on it."

Imagine yourself as a cable football player with one leg going through your hip so that you only move in one plane of motion with no sideways movement and no hip rocking. "If you're ever out of the saddle or grinding on a hill, your glutes are paramount to holding the chain of movement together," Andy says. "Watch where the chain is climbing and you'll see that. An axis of movement is almost perfect because he understands this and constantly works on his glute strength while off the bike and away from hills."

ONE-LEG BRIDGE CHANGEOVERS

LYING ON YOUR back is with your knees at 90 degrees, feet flat on the floor and arms by your sides. Lift your hips and lower your glutes. Then lift your left leg, lower your right glute and hold for five seconds, switch sides and repeat for 20 seconds. "It's vital to make your glutes work independently as they would be doing during cycling but without activating your back and hamstrings, so lift your pelvis up and pull your belly button in," Andy says. "Do 10 before every ride, especially interval sessions, to fix the glutes." To the speed of doing five reps to a minute at a time will be increasing mobility and strength.

LEG SQUAT WITH ROTATION

STANDING ON ONE leg, squat down and push your hips back while keeping your torso level to prevent your feet rotating. Assume a walking position, leaning forwards from the hip with a flat back and your hands out as if holding a bar. Rotate your upper body until your shoulders are almost at 90 degrees but keep the bottom half of your frame perfectly still. Hold for ten seconds and do 10 sets for each side. "This is fantastic for forcing the gluteus medius muscle on the side of your hip," Andy says. "This helps prevent lateral movement on your hip that is fine at that one angle when you're on the saddle."

PRESS-UP HOLD-TO-KNEE RAISE

IN A PRESS-UP position, lower your glutes and lift your right knee to your right elbow, leaving everything in the same position. Then take your right foot back and straighten it. Just before you reach the ground, bring your right foot and straighten leg. Repeat 10 times on each side. "This activates the gluteus maximus muscles in a cycling position," Andy says. "You need your glutes in the saddle in a powerful way so do this just before you get on the bike to fix it up and ready your body for working these muscles for an extra centimetre of your back and maintain a better and preventing spinning."

SUPREME ENDURANCE

On top of all the other benefits - back protection, power, speed - a rock-hard core is your key to lasting 12 quality hours in the saddle. But when you might think that a six-pack means you're on the right lines, it's essential to delve deeper for truly functional benefits. You actually have four cores with 29 different muscles in your abdominal cavity.

"Your core is the single most fundamental element in your skeletal structure," says Matt Rafter, a physiotherapist with Lanyon Group. "It transfers power from your legs to the bike. Think of it as your abdominal connecting engine for power. Without stability power is wasted and you'll fire quickly and empty that glycogen reserves system." If that happens, a ride will change from an endurance-based, enjoyable challenge into a fitness class.

"Your core and stable muscles are the opposite and hence are a must for any cyclist wanting to reap up gear in their riding," says Matt. "They'll also help you recover faster, you'll find you're working with better than anyone else's bike and any injuries you do sustain will heal quicker. It's just that 10-15 minutes of engagement or non-resistance knee flexion I see have nothing to do with the joint but are related to core weaknesses."

DEEP CORE HOLD/PIZZAS

Lying on your back, just your feet on the floor with your knees together and make an angle of 90 degrees. Roll your pelvis back so it's pointing towards the ceiling, pull your belly button towards your spine to activate your deep core and push your feet flat against the ground so there's no arch under the 10 seconds, rest briefly and repeat 10 times.

"This exercise specifically strengthens the transverse abdominis. It's the core and stabilisation core-strengthening muscles and helps pelvic protrusion, leaning the spine off your lower back and hamstrings. Don't bend your back because this is all going in your quads and glutes when you really want to focus on your effort on the bike," Matt explains. Do three sets of 10, keeping complete control for each movement.

PLANKS

GET INTO A press-up position and hold your head, shoulders and hips in a perfectly straight line while resting on your forearms. "Repeat, activate your deep core muscle by pulling your belly button towards your spine throughout," says Matt. Hold for 30 seconds then repeat 10 times on your right side and then on your left. Remain in a side plank position. Hold for 30 seconds and repeat on the other side.

"Thanks for talking to me and before athletes to prevent thoracic rotation - good shoulder base of energy - and hip rotation," Matt explains. "You need extra pressure by throwing in side planks. Lower your hips towards the ground and then take them towards the ceiling while lifting your weight supporting all the same time."

OFF THE BIKE

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RITENBRAUKŠANA PIRMAIS BOOKAZINE LATVIJĀ

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