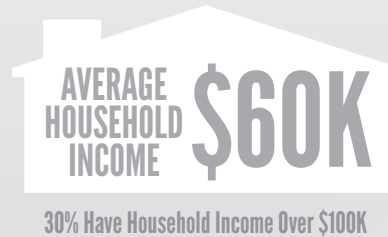
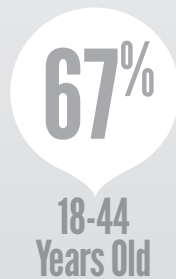
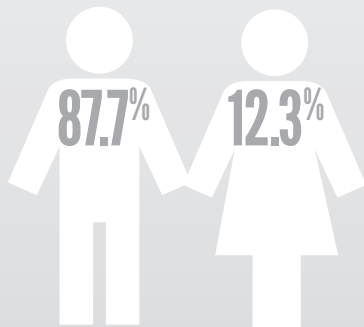


REACH OVER 2M CYCLING ENTHUSIASTS & 4,500+ BIKE SHOPS...

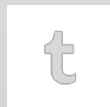
...EVERY MONTH



30% Have Household Income Over \$100K



Over 240,000 Facebook Page Likes
Total Reach of 3.3 million/month



Over 7,000 Twitter Followers
70,000 Impressions/month



Over 16,500 Consumer Subscribers
Over 2,890 IBD/Retail Subscribers



Over 2,770 Instagram Followers



Active on all other major social media channels



BikeRoar

MEDIA KIT 2018

WHY BIKEROAR?

BikeRoar.com is the only online cycling authority where bicycling enthusiasts and bike retailers intersect. BikeRoar provides in-depth product reviews, how tos, and tips and tricks to help cyclists, on or off-road, enter and develop into the sport and keep pedaling forward.

With the world's largest online database of cycling products, and by delivering best-in-class, trusted content, BikeRoar educates cyclists and introduces them to products to aid their riding enjoyment, then connects them with their local bike shops to complete their shopping journey. BikeRoar excels at reaching cycling enthusiasts as they learn and invest in the sport.

WHAT MAKES US UNIQUE?

- BikeRoar is the world's largest cycling product database and dealer locator. Shoppers looking for a product or local bike shop are often starting with us.
- We feature unbiased product reviews, buying guides, spec comparisons, and useful tips – all created by and for REAL cycling enthusiasts, so it's relatable and reliable.
- BikeRoar has a hyper-engaged audience of cycling consumers AND bike shop owners.
- We use geo-targeting technology to connect shoppers with local retailers who have the products they want.



BRANDING

BikeRoar's banner program offers brands an excellent way to consistently stay top of mind with the vast BikeRoar audience.

Banners can be used to convey a brand mission, introduce a new product line, drive traffic, increase sales, and promote good will.

TARGETING AVAILABLE: *Geo-targeting, content placement, URL, topic, category, keyword.*

- **Run-of-Site (ROS) Banners**

Banners rotate on all site pages for maximum exposure.

- **Home Page/Content Takeover**

Own the Home and Content pages for a day. 100% share-of-voice as the only advertiser.

- **Product Pages**

Target your ads to appear on all Product pages, or just those matching specific brand or category targeting.

- **Content Pages**

Target your ads to specific articles, or within content categories, topics, or keywords.

PLACEMENT	AD TYPE	SIZE	RATE / CPM
Home & Content Pages	Half-Page	300 x 600	\$20
	Medium Rectangle	300 x 250	\$12
	Leaderboard	728 x 90	\$10
Home / Content Takeover		300 x 600 300 x 250 728 x 90	Flat Rate \$500 / day
Product Pages	Medium Rectangle	300 x 250	\$20
	Leaderboard	728 x 90	\$15
Product Page Takeover		300 x 250 728 x 90	Flat Rate \$300 / day

- Discounted package rates available - please contact us for more information.
- All rates are net and are in US Dollars.

BRANDING (CONTENT PAGES)

Together with the home page, the BikeRoar content pages get a significant percentage of traffic, with low bounce rates and a high average time on page of 5m10s.

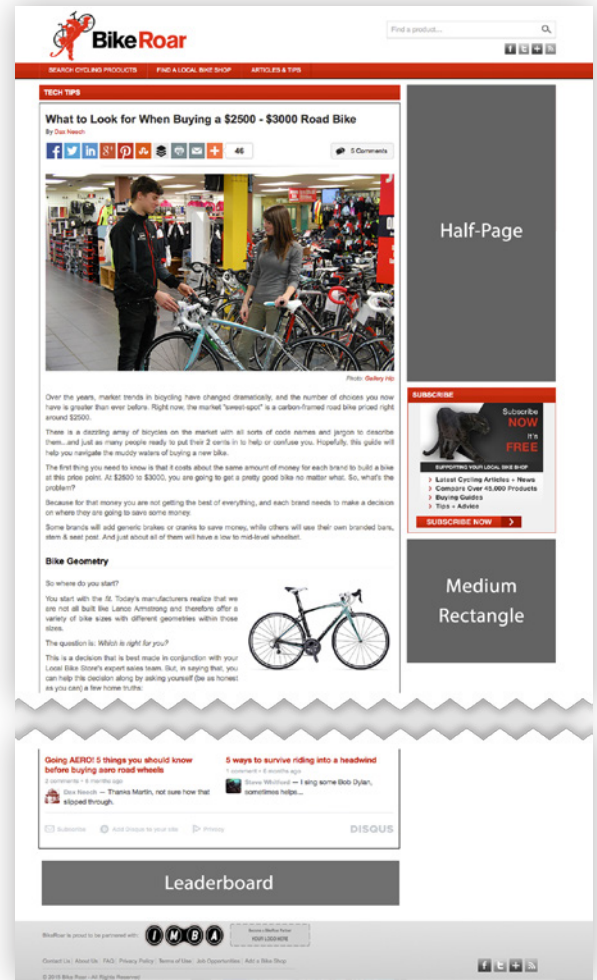
These premium positions are perfect for maximum coverage and brand awareness, and offer targeting based on both location and content topics.

Page Takeovers are also available for the utmost impact at the best overall value, giving 100% share-of-voice for the Home Page and all Content pages.

HALF-PAGE

300 x 600

- Premium above-the-fold position on the home page plus all article and tip content pages
- One Half-Page position per page to increase visibility
- Can be targeted to only appear alongside content of a specific topic
- Can be geotargeted



CONTENT PAGE

MEDIUM RECTANGLE

300 x 250

- Premium ROS position, appearing on the home page plus all content pages
- Limited positions to increase visibility
- Can be targeted to only appear alongside content of a specific topic

LEADERBOARD

728 x 90

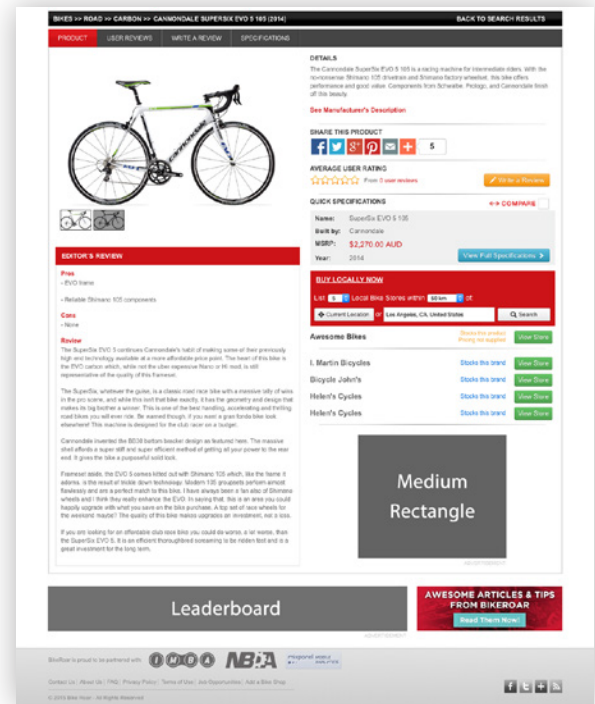
- Premium ROS position, appearing on the home page plus all content pages
- One Leaderboard per page to increase visibility
- Can be targeted to only appear below content of a specific topic

BRANDING (PRODUCT PAGES)

As one of the unique and defining aspects of the BikeRoar platform, the product directory pages receive almost 50% of all site traffic.

These premium run-of-site positions are perfect for product or category-specific campaigns targeted to consumers actively researching their next purchase.

Ads can be targeted based on location, product category, brand and even by specific product model.



PRODUCT PAGE

MEDIUM RECTANGLE

300 x 250

- Premium position on all product pages
- One Medium Rectangle per product page for maximum impact
- Ads from cycling brands cannot appear on product pages of competitor brands

LEADERBOARD

728 x 90

- Premium ROS position, appearing on all product pages
- One Leaderboard per page to increase visibility
- Perfect for reinforcing your ad message by combining with a Medium Rectangle position as a Page Takeover.

ENGAGEMENT & ACTIVATION

Connect with a dynamic and responsive community of cycling enthusiasts and become the conversation starter. Brand engagement is key in winning new customers and keeping existing customers loyal.

BikeRoar.com provides several options to create buzz, promote sharing, go viral, and build excitement.

- **EDM Newsletters**

Reach a highly engaged audience with our opt-in email newsletters for consumers and bike shop retailers.

- **Social Media Posts**

Tap into our large base of followers and fans - stay on trend or go viral.

- **Product Contest Giveaway**

Create excitement and buzz with a product giveaway - everyone loves free stuff, so use it to your advantage to gain new customers and garner goodwill.

EDM Newsletters (per send)			Social Media Posts	Product Contest Giveaway
Consumer Newsletter	50% SOV	\$350	\$175 per post* ~ 10% discount on 3+ posts ~	\$1,900* * (less product value up to \$1,000)
	100% SOV	\$650		
Retailer Newsletter	50% SOV	\$250		
	100% SOV	\$450		

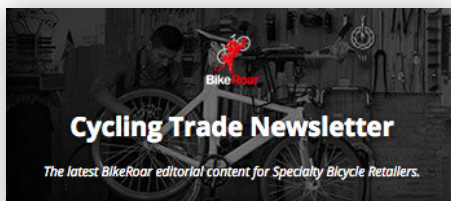
- Discounted package rates available - please contact us for more information.
- EDM rates subject to change based on subscriber growth.
- All rates are net and are in US Dollars.

ENGAGEMENT & ACTIVATION (EDM NEWSLETTERS)

EDM AD BANNER - CONSUMER

600 x 250 (max)
480 x 200 (mobile)

- 2 positions per Electronic Distributed Mail (EDM)
- 100% Share-of-View (SOV) available
- Up to 2 EDM's per week
- 15,200+ subscribers with an average open rate of 25%
- EDM content is a rich format promoting our latest content
- Opportunity to have a Product Review feature in the EDM alongside your Ad.

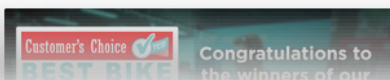


Opening a bike shop: Advice, common pitfalls and money saving tips

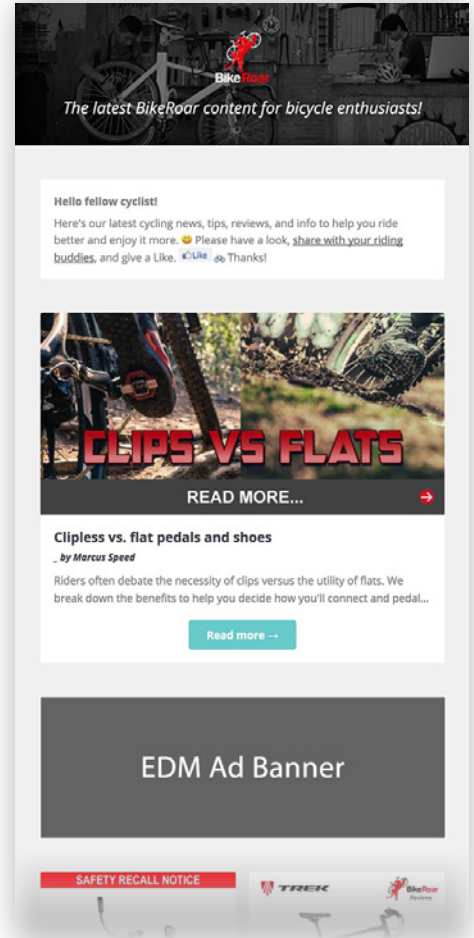
There have been better times to set up a bike shop, that's for certain. The industry faces an array of unprecedented challenges as the digital age evolves at speed...

[Read more -->](#)

EDM Ad Banner



RETAILER EDM



CONSUMER EDM

EDM AD BANNER - RETAILER

600 x 250 (max)
480 x 200 (mobile)

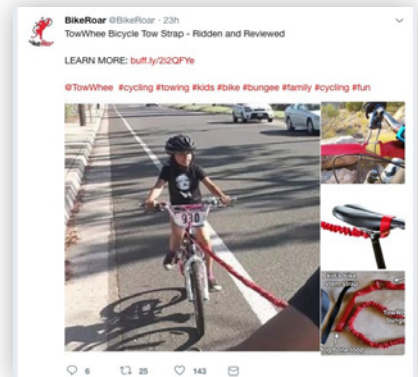
- 2 positions per Electronic Distributed Mail (EDM)
- 100% Share-of-View (SOV) available
- Up to 1 EDM per week
- 2,100+ subscribers with an average open rate of 19%
- Highly targeted niche subscriber list of Independent Bicycle Retailers and trade professionals
- Perfect for brands and distributors to get exposure with Bike Retailers, and for companies offering retail or business-specific goods or services.

ENGAGEMENT & ACTIVATION (SOCIAL MEDIA & GIVEAWAYS)

SOCIAL MEDIA POSTS



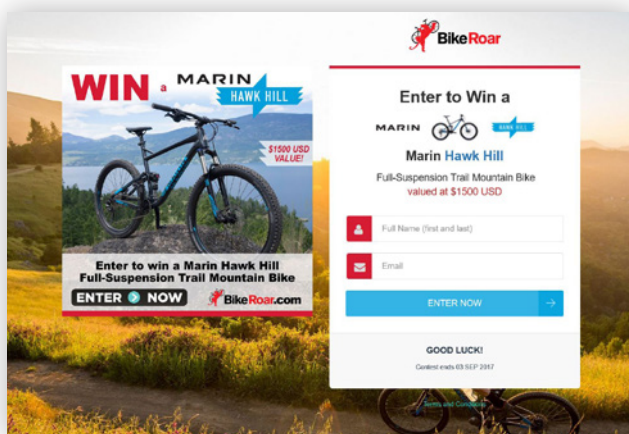
- Gain great exposure with a post on our 7 social media channels
- Audience of over 253,000 followers across all channels
- Total organic reach of over 3.3 million/month on Facebook alone
- We'll post your image or video and message or re-share your posts
- Additional paid / boosted posts to reach an even larger audience
- Demographic and Geographic targeting available



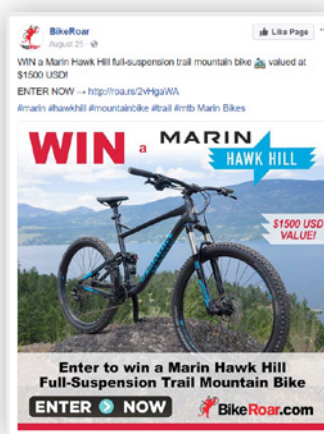
SOCIAL POSTS

PRODUCT CONTEST GIVEAWAYS

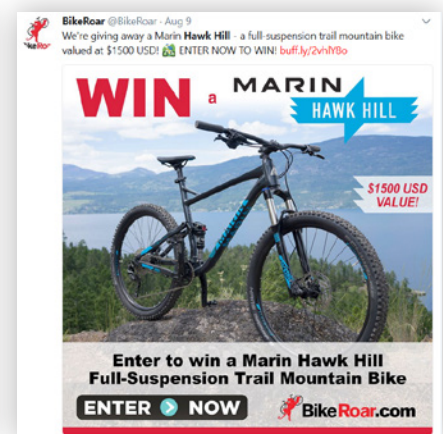
- Create excitement and buzz with a product giveaway
- Entrant emails shared for prizes valued over US\$1,000
- All entry emails are double opt-in
- Very economical way to get great brand exposure and gain new email subscribers.



CONTEST LANDING PAGE



CONTEST SOCIAL POSTS

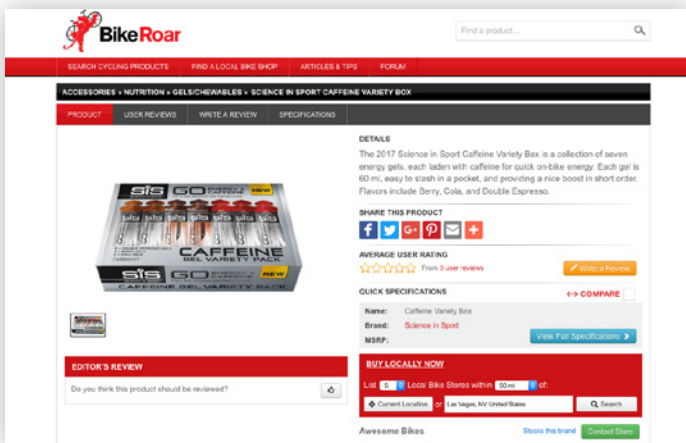


CONTENT

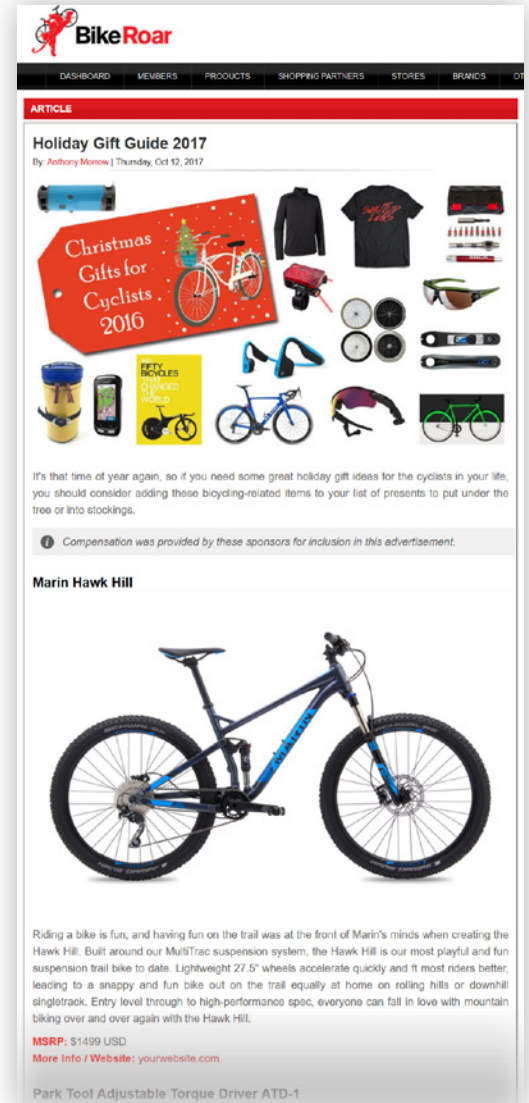
Influence the narrative of your brand and products and how they are presented.

Whether it's product specific or a broader topic that affects the community, BikeRoar has options to let you be heard the way you want.

- **Sponsored Reviews**
Staff editors conduct a detailed, unbiased review of the product of your choice.
- **Gear Guides**
Feature your product in our seasonal guides with a photo, profile, and link.
- **Custom Articles**
Collaborate with our staff to cover a topic important to the industry and your brand.
- **Product Directory Listings**
List your product line in our searchable and SEO friendly database.



PRODUCT LISTING



GIFT GUIDE

Sponsored Review	Gear Guide	Product Listing	Custom Article
\$650 per review	\$550 per product	\$150 per 10 products	Starting at \$650

- Discounted package rates available - please contact us for more information.
- All rates are net and are in US Dollars.

ADVERTISING RATE SUMMARY

BRANDING

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For more information, contact:

Laurie Dlugos

t: (312) 933-3807 | e: laurie@bikeroar.com



BikeRoar
www.bikeroar.com