



2018 Media Kit

Looking for a low-cost, effective global solution to promote your cycling brand?
Our recent viewer survey results show a legion of dedicated cycling tifosi interested in cycling-related products and services.

Audience: Over 4 million page views per year...and growing! 97,000+ monthly average unique visitors accounting for more than 336,000 monthly page views

BikeRaceInfo Ad Sizes & Rates

300x250 Rectangle	\$6 CPM	300x100 Small Banner	\$4 CPM
300x600 Wide Skyscraper/Half Page:.....	\$7 CPM	300x250 Embedded Rectangle....	\$5 CPM
300x50 Mobile Leaderboard	\$6 CPM	728x90 Bottom Leaderboard.....	\$5 CPM
Site Takeover (side of all pages) Day: \$100 Peak Day: \$150 Weekend Fri-Mon: \$300 Week: \$600			

Online ad specs:

File formats: PNG, GIF, JPG, GIF Animation. Up to 3 loops, and file sizes should aim for under 100k. Send files and landing page url to: john@bikeraceinfo.com

Demographics:

Age				Gender	
16-45: 8%	46-55: 28%	56-65: 34%	65 plus: 24%	Male 90%	Female 10%
Education level		79% College degree or better			
High School	2%	Some college	15%	College degree	31%
Some graduate work	13%	Graduate degree +	35%		
Household annual income		52% over \$100,000			
\$30,000-\$49,000	14%	\$50,000-\$75,000	28%	\$75,000-\$100,000	7%
\$100,000-\$150,000	21%	\$150,000-\$200,000	7%	\$200,000-\$300,000	14%
\$300,000-\$500,000	7%	\$500,000 +	3%		

How many miles do you ride per week? Average 120 miles/week

How many bikes do you own? One: 13% Two: 24% Three: 18% Four: 13% **Five plus: 32%**

What type? (percentage of respondents that have at least one of a particular kind of bike; more than one response was possible)

Road	92%	Mountain	52%	Singlespeed/fixie	20%
Cyclocross	18%	Track	18%	Tandem	10%

Do you plan to buy a new bike in the next 6 months? Yes 16% Maybe 38%

Do you plan to buy new bike equipment in the next 6 months? Yes **62%** Maybe 22%

How much money have you spent on bikes and equipment in the last 12 months?

\$500-\$2,000	32%	\$2,000-\$5,000	10%	Over \$5,000	8%
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Besides BikeRaceInfo.com, what other cycling sites do you visit?

velonews.competitor.com, cyclingnews.com, bikeradar.com, bikerumor.com, bicycling.com, competitivecyclist.com, pelotonmagazine.com, bicycleretailer.com

How much time do you spend on bicycle-related websites weekly? *4 hours on average*

Of the money you spent on bikes and equipment in the last 12 months:

What percentage was at a local bike shop? 57% What percentage was online? 38%

Results are percentage of respondents. Not all respondents answered all questions, so totals don't all add up to 100%.




For more information please contact us at: john@bikeraceinfo.com

McGann Publishing's **BikeRaceInfo**
Current and historical race results
Plus interviews, bikes, travel, and cycling history


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legendary bikes



Latest race results:
Jan 16 - 21: [Tour Down Under](#)
Jan 8: [Pre-race photos of newly arrived riders & teams](#)

Jan 7: GP Leuven Cyclocross
[Jan 7: Elite Men](#)
1. Corne van Kessel
2. Clement Venturini
3. Michael Vanthourenhout
[Jan 7: Elite Women](#)
1. Loes Sels
2. Thalita de Jong
3. Ceylin del Carmen

Jan 1: GP Sven Nys Cyclocross
[Jan 1: Elite Men](#)
1. Mathieu van der Poel
2. Wout van Aert
3. Corne van Kessel
[Jan 1: Elite Women](#)
1. Katherine Compton
2. Annemarie Worst
3. Maud Kaptheijns

Dec 30: Diegem Cyclocross
[Dec 30: Elite Men](#)
1. Mathieu van der Poel
2. Wout van Aert
3. Laurens Sweeck
[Dec 30: Elite Women](#)
1. Sanne Cant
2. Pauline Ferrand Prevot
3. Maud Kaptheijns

Dec 28: Azencross Loenhout
[Dec 28:](#) 1. Mathieu van der Poel

What's new?
Latest Feature post: January 4: Road racing starts January 14 for BikeRaceInfo with racing in Australia. [Our resident sage, David L. Stanley, previews the upcoming season.](#)

News: January 8: [Alex Edmondson wins Australian elite men's road champs; Shannon Malseed wins elite women's Australian National Championships](#)

January 7: [Georgia Williams is New Zealand road and time trial champion; Team Quick-Step Floors headed to Tour Down Under; UAE Team Emirates' line-up for the Tour Down Under; Many hate it, but Oregon retailers are \(hopefully\) collecting the new bike tax](#)

January 6: [Rohan Dennis wins Australian Time Trial Championships; Georgia Williams wins New Zealand time trial title; Lotto-Soudal line-ups for Tour Down Under & Vuelta a San Juan; Niner assets to be sold this month](#)

January 5: [Greg LeMond: 'Chris Froome broke the rules so he should be punished': FF Education First -](#)