



## 2020 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 8.2 million page views per year...and growing! 175,000+ monthly average unique visitors accounting for more than 685,000 monthly page views.

### BikeRaceInfo Ad Sizes & Rates

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

### 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](mailto:john@bikeraceinfo.com)

### Demographics:

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

<b>Road</b>	<b>92%</b>	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](mailto:john@bikeraceinfo.com)

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

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**Latest race results:**  
Feb 3: GP d'Ouverture - La Marseillaise  
[Feb 3: Marseille - Marseille](#) 1. Anthony Turgis  
2. Romain Combaud  
3. Tom van Asbroeck

Jan 31 - Feb 3: Challenge Illes Balears-Mallorca  
[Feb 3, Stage 4: Trofeo Palma](#) 1. Marcel Kittel  
2. Timothy Dupont  
3. Hugo Hofstetter

Jan 30 - Feb 3: Herald Sun Tour  
[Feb 3, Stage 5: Melbourne Circuit](#) 1. Kris Halvorsen  
2. Dion Smith  
3. Brenton Jones  
Final GC leader: Dylan van Baarle

Jan 27 - Feb 3: Vuelta a San Juan  
[Feb 3, Stage 7: San Juan Circuit](#) 1. Sam Bennett  
2. Alvaro Hodeg  
3. Erik Baska  
Final GC leader: Winner Anaconda

Jan 26 - 27: Cadel Evans Great Ocean Road Race  
[Jan 27: Men](#) 1. Elia Viviani  
2. Caleb Ewan  
3. Daryl Impey  
[Jan 26:](#) 1. Arlenis Sierra

**What's new?**  
Latest feature post: January 28: [Be a stronger, faster cyclist: Strength training explained plus some workouts to get you there.](#)  
Peaks Coaching Group sent me a great strength training piece by PCG Elite coach Bill McLaughlin. Let's put this tough winter to use!

News: February 5: [UAE Team Emirates to race Volta a la Comunitat Valenciana; Winner Anaconda wins Vuelta a San Juan; Tiger Group wins bid to buy ASE \(Fuji, Kestrel, Performance Bicycle, etc\) assets](#)

February 4: [Team Sky's Herald Sun Tour closing report; Bora-hansgrohe reports on the Mallorca Challenge final stage; Deceuninck-Quick Step reports on the Vuelta a San Juan's penultimate stage](#)

February 3: [Nick Schultz wins Herald Sun Tour queen stage; Bora-hansgrohe reports on third stage of Mallorca Challenge; Deceuninck-Quick Step report on Vuelta a San Juan stage six](#)

February 2: [Greg Van Avermaet to](#)