



2022 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 1,050,000 page views in 2021...and growing! 22,000+ monthly average unique visitors accounting for more than 450,000 visits. (These numbers do not include traffic generated by robots or worms.)

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 bill@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% |
|---------------|-----|-----------------|-----|--------------|----|

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 bill@bikeraceinfo.com

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

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Your source for results of recent bicycle races, along with past race results, beginning in 1896 with the first Paris-Roubaix. Use the menu options above for archives.

Latest race results:

Jan 1: GP Sven Nys Cyclocross

Jan 1: Men's race

1. Wout van Aert
2. Tom Pidcock
3. Eli Iserbyt

Jan 1: Women's race

1. Lucinda Brand
2. Alvarado Ceylin Del Carmen
3. Denise Betsema

Dec 30: Azencross-Loenhout

Dec 30: Men's Race

1. Wout van Aert
2. Michael Vanthourenhout
3. Toon Aerts

Dec 30: Women's Race

1. Lucinda Brand
2. Denise Betsema
3. Shirin Van Anrooij

Dec 27: Heusden-Zolder Cross

Dec 27: Men's race

1. Wout van Aert
2. Tom Pidcock
3. Eli Iserbyt

Dec 27: Women's race

1. Lucinda Brand
2. Fem van Empel
3. Annemarie Worst

Dec 19: Namur Cyclocross

Dec 19: Men's race

1. Michael Vanthourenhout

What's new?

January 8: [EF Education to become EF Education-EasyPost; Ag2r-Citroën presents 2022 team; TotalEnergies Pro Team shows Peter Sagan in 2022 racing kit; BORA - hansgrohe inks partnership with Dynamic Bike Care](#)


January 7: [Clément Venturini to ride French Cyclocross Championships \(January 9, 2022\); Premier Tech becomes Israel Start-Up Nation co-title sponsor; EF Education-Nippo announces finalized team roster; Interview with Groupama-FDJ's Stefan Küng](#)

January 6: [Wout van Aert wins Herentals cyclocross race, will not travel to U.S. for World Cross Championships; Team Intermarché-Wanty-Gobert's look back at its 2021 season, part two](#)

January 5: [2022 Vuelta a San Juan cancelled; Tom Pidcock wins Gullegem cross race; Team Intermarché-Wanty-Gobert looks back on the 2021 season](#)

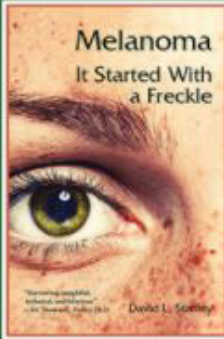
January 4: [Giant, Liv and CADEX join Team BikeExchange-Jayco as technical partners through 2024. Plus, the team shows new racing kit; Bicycle industry spared direct impact from Colorado fire](#)

January 3: [Tom Pidcock wins men's Hulst World Cup cross race; Lucinda](#)


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