



**BICYCLE
NETWORK[®]**

Media kit 2021/22

WHO IS BICYCLE NETWORK?



With nearly 50,000 members, Bicycle Network is Australia's largest bike riding organisation.

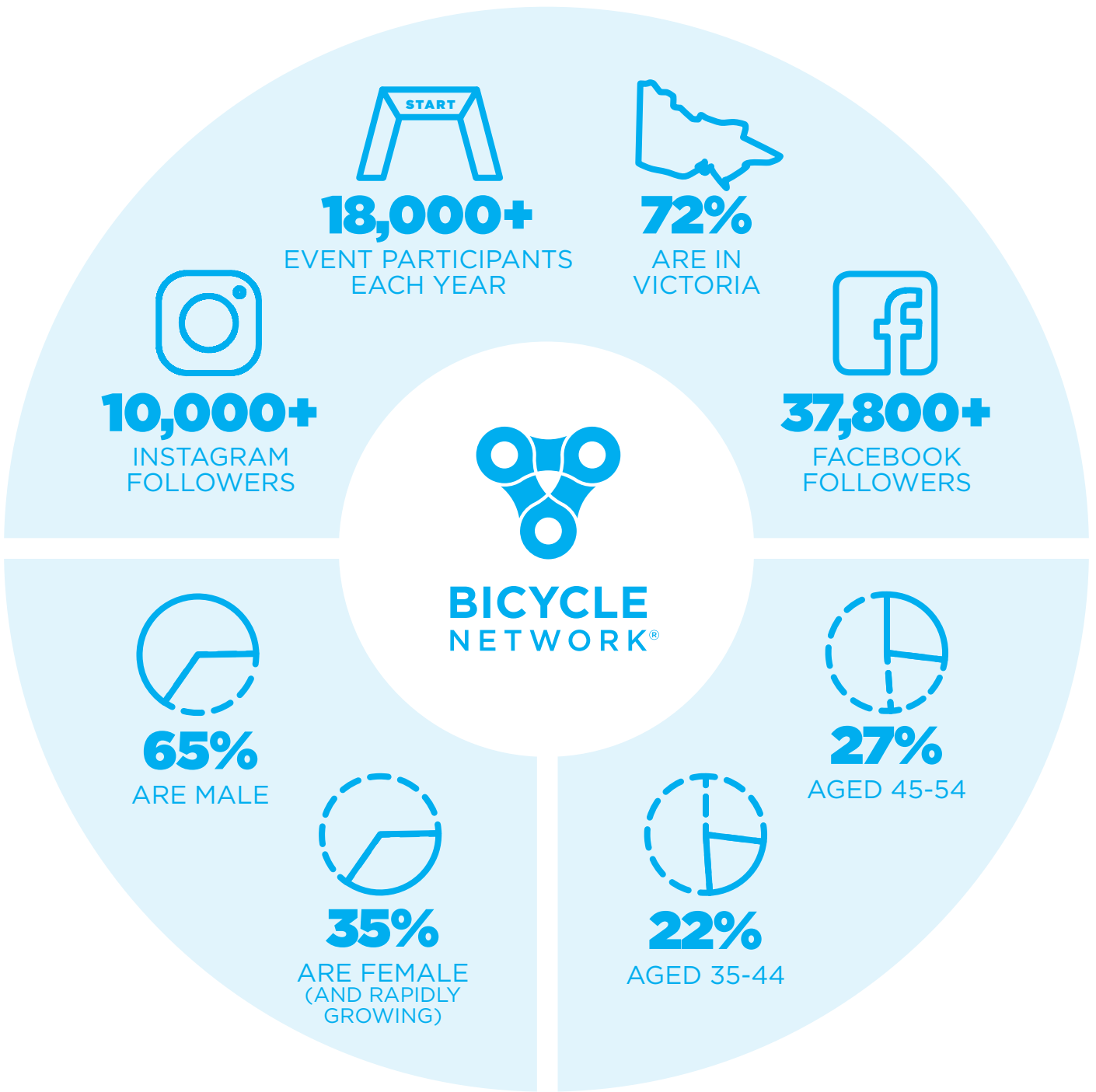
Our mission is to make it easier for everyone to ride a bike, every day. We do this by running behaviour change programs like Ride2School and Ride2Work, providing key rider services like comprehensive insurance and bike parking, as well as proudly representing our members in campaigning decision makers, media and the public to ensure their voice is heard.

On top of this, we've been running a catalogue of world-class events across the country for more than 37 years, including the Great Vic Bike Ride, United Energy Around the Bay and Peaks Challenge Falls Creek.

Our combined events attract over 18,000 participants each year, bringing the bike riding community together to celebrate their achievements as well as the many social, economic and environmental benefits of riding a bike.

Learn more about what we do at bicyclenetwork.com.au.

OUR AUDIENCE



Consisting of over 48,000 members and 150,000 friends (active subscribers), we connect with a diverse audience spread throughout Australia and the different facets of the bike riding community.

Our audience consists of commuters, casual riders, hardcore roadies, new riders, fans of the sport, local councils and active transport advocates - all relying on us to be at the forefront of bike-related news and updates.

BICYCLE NETWORK ADVERTISING CHANNELS

The statistics below are based on averages from 2020. An advertorial generally consists of an image accompanied by ~50 words of text. A banner is a full length image, generally around 600x100 pxls.

In the Loop

A fortnightly newsletter sent to our members and friends with information from all over the bike riding world.

Audience	185,000 recipients (150,000 in VIC)
Open Rate	41%
Click Through Rate	30%

The newsletter is segmented by state and membership, with varying reach and engagement. The statistics above reflect the Victorian members average from 2020.

Data is based of our members data from 2020 on a national level.

Cost	1 email	2 email	3 email
Advertorial	\$1,500	\$2,500	\$3,000
Banner Ad	\$1,000	\$1,700	\$2,200
Multi-Buy (Advertorial & Banner)	\$2,200	\$3,350	\$4,150

Sales EDM

A fortnightly newsletter to our database that includes information about upcoming events, promotions and other sales opportunities.

Audience	185,000 recipients (150,000 in VIC)
Open Rate	23%
Click Through Rate	15%

Our Sales EDM is sometimes segmented to target specific audiences. Statistics above reflect national averages.

Cost	1 email	2 email	3 email
Advertorial	\$1,500	\$2,500	\$3,000
Banner Ad	\$1,000	\$1,700	\$2,200
Multi-Buy (Advertorial & Banner)	\$2,200	\$3,350	\$4,150

Social

Facebook	37,800+
Instagram followers	10,000+
Twitter	13,000+
Strava members	7,000+

Data as of March 2021.

Cost

Facebook post	\$600
Instagram post/story	\$400-\$600
Strava post	\$500

Advertorial

The screenshot shows an email layout with several text blocks and images. The text includes: 'All being trialled for bike counting', 'Cuts for driving to be considered as antisocial as smoking', 'New study predicts massive increase in bike riding', 'Over to roll out JUMP shows in Australia', 'News from a pro: Preparing to defend a national title', 'BRITAIN - Cycle the land of happiness', 'Britain is one of the world's great but often-knewer cycling destinations. Cycling experts predict a massive increase in bike riding to Britain in October 2020 and April 2021. Events are available to the public in a wide range of regions. Early bird tickets available until the end of February to book quickly.', 'Learn more and book', 'Rider Rescue is at the ready', 'Rider Rescue is a breakdown assistance service for you and your bike. Over 100 members have it fixed already, and we're sure you'll see the benefits. Bicycle Network members receive a 10% discount. How you'll get yours? Learn more.

Banner Ad

The screenshot shows a banner advertisement for the 'PEAKS CHALLENGE'. It features a large image of a cyclist and text: 'RACV joins the call for passing laws', 'The article: 80 heavily to Tweedgate first', 'RACV has joined the call for maximum passing distance laws to be introduced in Victoria and have asked the state government to release results from the 2017 Share the Road campaign.', 'Road users', 'Tweedgate Road is the first of the big three climbs of Peaks Challenge. It's a challenge to go big early and set up top line on the peak, but you need to be strategic. To help you plan when you get some tips from the Cycling Cyclist. Matt de Neel.', 'PEAKS CHALLENGE', 'SUNDAY 8 MARCH 2020', 'In other news', 'Priority crossing arrives at Siscochewer Street in Fitzroy North', 'Riding in the smoke - how to decide if you should or shouldn't', 'Help us design better women's jerseys', 'New debut for Carrington Street works', 'Museum Prints Creek lesson gates alert', 'Engineers go cross-eyed on Federation Trail', 'Springgate Road bike lane debut.

EVENT ADVERTISING

E-News

A dedicated series of email updates sent to registered attendees in the lead-up to an event. These emails have an extremely high open rate, as attendees look forward to them for important event updates. You can narrow in on a specific, attentive audience by advertising through this channel.

Audience	Audience Dependent on event (example from Peaks Challenge Falls Creek 2021)
Open Rate	73%*
Click Through Rate	59%*

*Averages change across all event e-news. These averages were taken from Peaks Challenge Falls Creek 2021 e-news.

Cost	1 email	2 email	3 email
Advertorial	\$1,000	\$2,000	\$2,500
Banner Ad	\$500	\$900	\$1,200
Multi-Buy (Advertorial & Banner)	\$1,200	\$2,000	\$3,000

Ride guide advertisement

Place your advert in one of our event ride guides, which is delivered to all participants prior to participating in an event.

Advertisement

Price

Back Cover Full Page	\$750*
Full Page	\$500*
Half Page	\$300*

*Price is dependent on event. Some ride guides are printed, others digital.



GET INVOLVED

CONTACT

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