

MEDIA THAT MOVES YOU



ABOUT US

LEADING CYCLING MEDIA PROPERTY SINCE 2008.



OUTDOOR RECREATION IS A \$689B* INDUSTRY.

BikeRumor is at the forefront of this trend. We're a platform for brands to engage with a massive cycling and active-lifestyle market.

*Source: outdoorindustry.org/wp-content/uploads/2015/03/State-of-the-Outdoor-Market-August-2022.pdf



WEBSITE

19M+ Pageviews



PODCAST

80+ Episodes



VIDEO

Millions of Views



SOCIAL

375k+ Followers



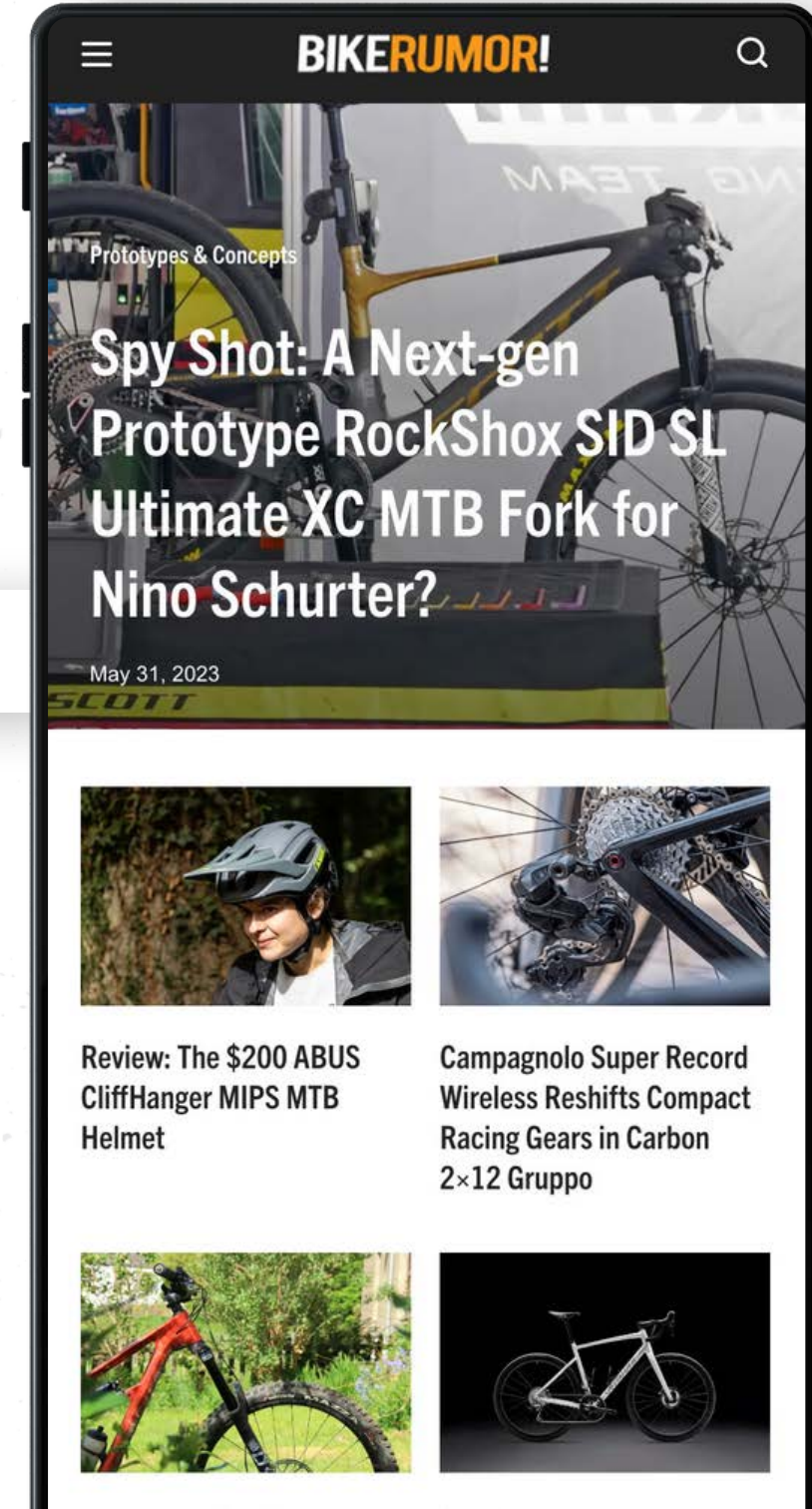
E-NEWSLETTER

26k+ Subscribers



LIVE EVENTS

Tentpole & Custom



COVERAGE

OUR EDITORS FOCUS ON THE **BIKES, COMPONENTS,** **TECH, PEOPLE AND EVENTS** IN CYCLING.

We live and breathe cycling. Our editors break industry news, test the latest gear and lead conversations ahead of the trends.



WE COVER

MOUNTAIN BIKING
ROAD BIKING
CYCLOCROSS
GRAVEL BIKING
EBIKES
FATBIKING
COMMUTER BIKES
KIDS' BIKES
COMPONENTS
ACCESSORIES
APPAREL
BUYERS GUIDES
FEATURE STORIES
INTERVIEWS
DESTINATIONS
HOW-TO'S
TRAINING
CONTESTS
EVENTS



ZACH OVERHOLT
EDITOR IN CHIEF



CORY BENSON
EU TECH EDITOR



JORDAN VILLELLA
ROAD, XC, CX, RACING



RON FRAZELLE
CYCLING LIFESTYLE EDITOR



TYLER BENEDICT
FOUNDER

INTENT-DRIVEN CYCLING ENTHUSIASTS, INFLUENCERS AND EARLY ADOPTERS.



8.5M

Annual Visitors



\$75K+

Household Income



70%

Male

30%

Female



52%

Americas

33%

Europe



25-54

Core Age



AUDIENCE ENGAGEMENT

OUR READERS RESEARCH, ENGAGE, CLICK, AND **PURCHASE.**

WE'VE BUILT AN AUDIENCE THAT CONSISTENTLY ENGAGES WITH OUR
CONTENT, ADVERTISERS, SOCIAL MEDIA, E-NEWSLETTERS, AND MORE.



0.12%

Average Display Ad CTR



73 / 100

Domain Rank



2:29

Average Time-on-Page

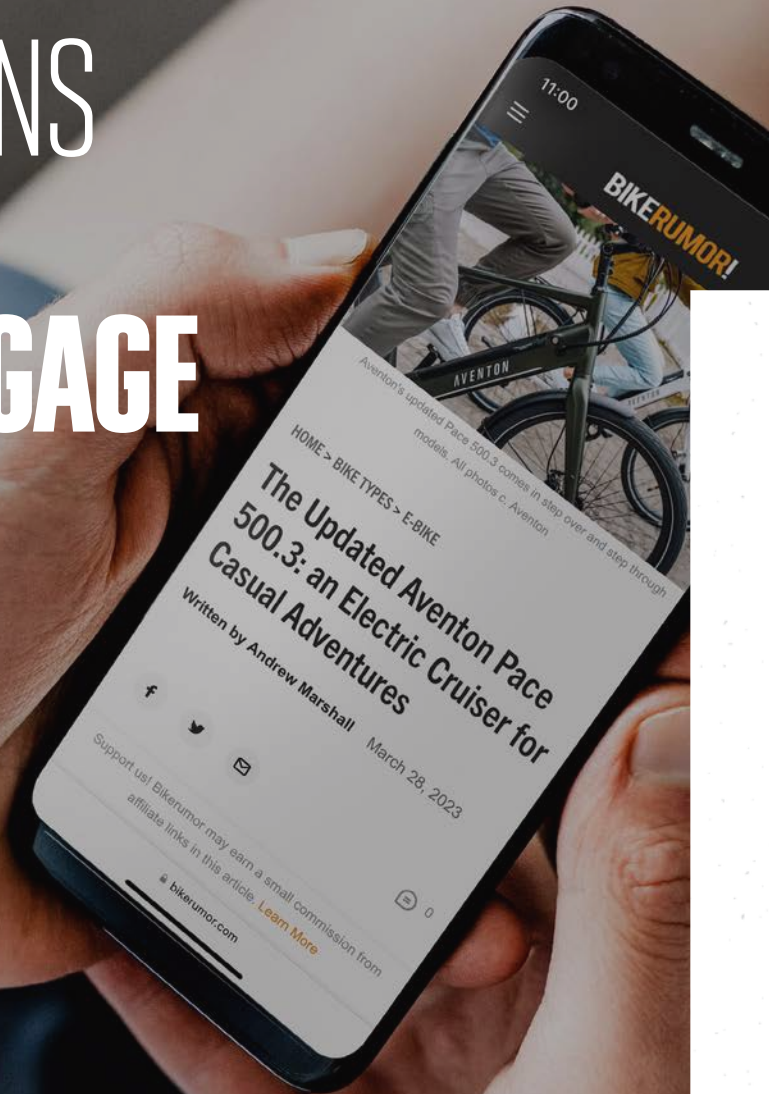


187K+

Monthly Social Engagements

PARTNERSHIP OPPORTUNITIES

MEDIA CAMPAIGNS THAT EDUCATE, ENTERTAIN, ENGAGE AND CONVERT.



FROM STANDARD DISPLAY BUYS TO FULL-FUNNEL
INTEGRATED MEDIA CAMPAIGNS, WE OFFER A VARIETY
OF WAYS TO REACH & ENGAGE WITH OUR AUDIENCE.



CONTENT & CREATIVE

Videos
Articles
Podcasts
Content Commerce/Affiliate
Photography
Design



INTERACTION

Sweepstakes & Giveaways
Microsites
Surveys & Studies
Live Activations



DISTRIBUTION

Syndication
Social Media
Influencers
E-Newsletter
CTV



MEDIA PLACEMENT

Run-of-Site
Run-of-Network
Takeovers & High-Impact
Pre-Roll Video
Rich Media

MEDIA PLACEMENT

IMPACTFUL MEDIA BUYS

We deliver standard & high-impact media buys that break through the noise and perform.

BOX
MOBILE ADHESION
VERTICAL PORTRAIT
LEADERBOARD
BILLBOARD

MOBILE INTERSCROLLER

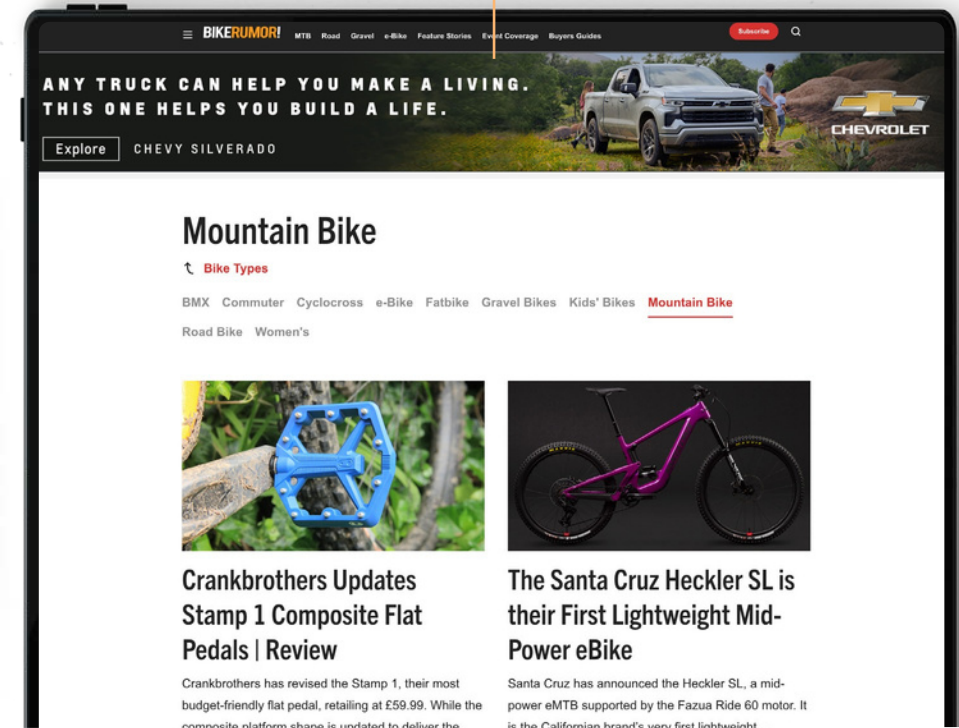
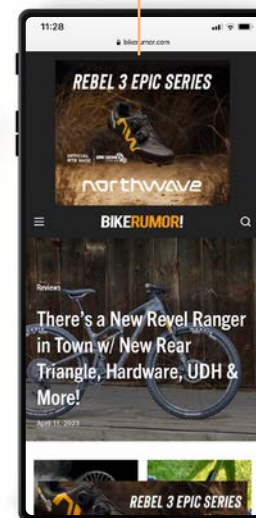
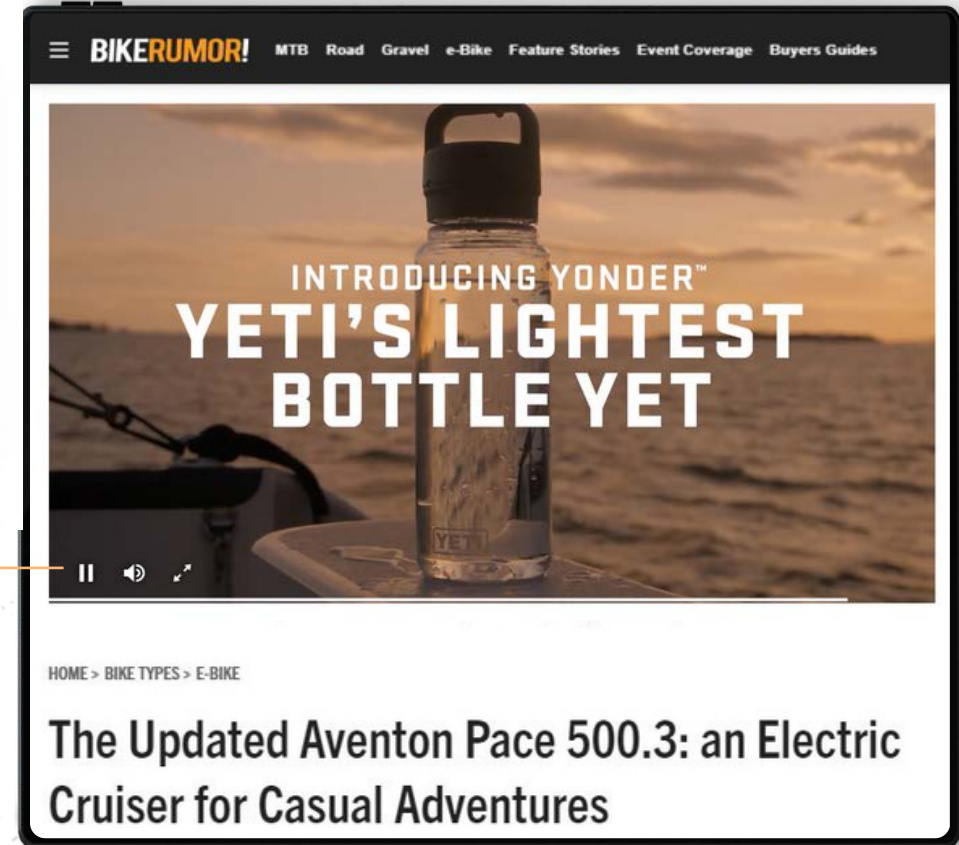
HOMEPAGE TAKEOVER

PRE-ROLL VIDEO

RICH MEDIA

FULL BLEED BILLBOARD

CATEGORY TAKEOVER



CONTENT & CREATIVE

A FULL-SERVICE PRODUCTION HOUSE FOR ALL OF YOUR CONTENT NEEDS.

BIKERUMOR! + **allgearstudios**

We're storytellers, creatives, and producers that can bring your vision to life across a variety of mediums - video, editorial, audio, and photo.



IN-HOUSE TEAM

World-class branded content directors & producers led by
→ Emmy-Award Winning Luke House [formerly at Red Bull Media].



CREATIVE DIRECTION

We think big and offer up original, impactful ideas.



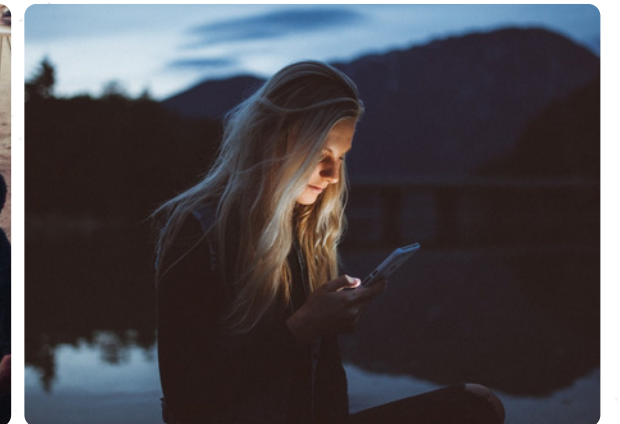
GLOBAL NETWORK

We've built relationships with a network of writers, dp's, editors & photographers.



COLLABORATIVE APPROACH

Goal to produce the best possible content, together.



BUILT-IN AUDIENCE

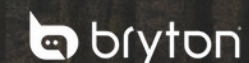
Leverage our built-in audience of millions across multiple channels.

CLIENTS

RECENT PARTNERSHIPS



We've worked with a variety of partners to launch products, increase awareness, tell stories, generate leads, drive sales, and stay top-of-mind.



CASE STUDIES



EPIC ADVENTURES IN REMOTE REACHES OF THE U.S.

85M+

Impressions

DISPLAY MEDIA

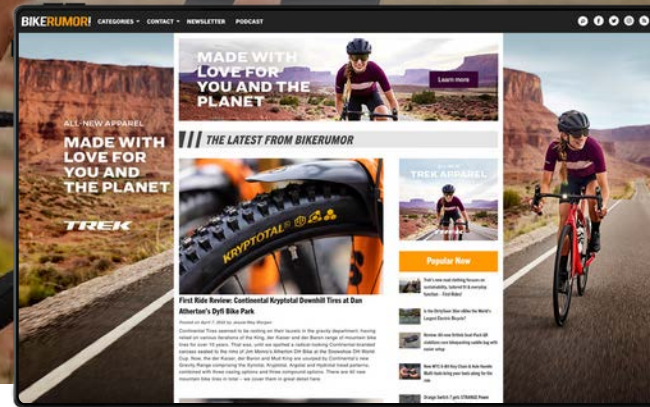
ROS & High-Impact Takeovers

CUSTOM CONTENT

- 4 Videos
- 5 Custom Articles
- Social Media + more

[Watch Videos](#)

TREK



WE HELPED LAUNCH **TREK'S NEW CLOTHING LINE** TO A CORE CYCLING AUDIENCE.

1.2M+

Impressions

DISPLAY MEDIA

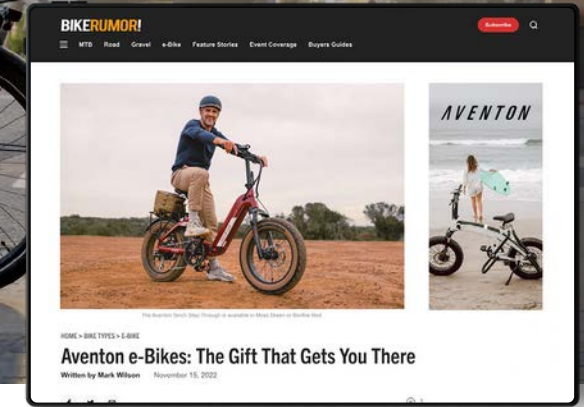
ROS, Homepage Takeover, E-Newsletter Ads

CUSTOM CONTENT

- Custom Article
- Social Media

[View Article](#)

AVENTON



OUR 2022 CAMPAIGNS DROVE **\$35K IN AVENTON E-BIKES SALES.**

9.4M+

Impressions

DISPLAY MEDIA

ROS, Category Takeovers, E-Blast

CUSTOM CONTENT

- 2 Produced Videos
- 5 Custom Articles
- Reader Giveaway
- Social Media + more

[View Article](#)

CONTACT US

LET'S CROSS PATHS

We offer integrated media plans on BikeRumor and across our AllGear Digital media group. Our sales team crafts custom proposals for specific campaign budgets [\$15k-\$1M+], KPIs, and target audiences.

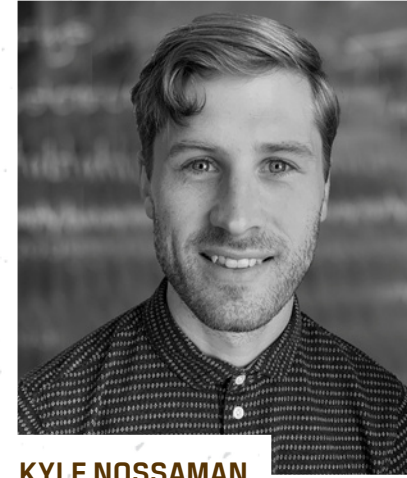
advertising@allgeardigital.com



RILEY MARSHALL

DIGITAL MEDIA SALES REP

Cycling & Near/Non-Endemics
530-230-8096
rmarshall@allgeardigital.com



KYLE NOSSAMAN

VP OF SALES

501-517-0976
kyle@allgeardigital.com



JULIE ROBICHAUD

DIGITAL MEDIA SALES MANAGER

Outdoor-Endemics
480-332-8765
julie@allgeardigital.com



KEVIN SMITH

SENIOR DIGITAL MEDIA SALES REP

864-908-8922
kevinsmith@allgeardigital.com



LESLI KRISHNAIAH

SENIOR DIGITAL MEDIA SALES REP

612-444-1366
lkrishnaiah@allgeardigital.com



MARK SAWYER-CHU

DIGITAL MEDIA SALES REP

Surfing & Outdoor-Endemics
949-648-8874
msawyerchu@allgeardigital.com




allgeardigital

BIKERUMOR IS PART OF THE ALLGEAR DIGITAL FAMILY OF MEDIA PROPERTIES.



7

OWNED & OPERATED
MEDIA PROPERTIES

<div></div> <div>Outdoor Adventure</div>	<div></div> <div>Surfing & Outdoors</div>	<div></div> <div>Cycling</div>	<div></div> <div>Adventure Travel</div>
<div></div> <div>I · RUN · FAR</div> <div>Running</div>	<div></div> <div>EXPLORERSWEB</div> <div>Expeditions & Science</div>	<div></div> <div>WILDSNOW</div> <div>Skiing</div>	