

# A MEDIA POWERHOUSE: REACHING A MASS AUDIENCE OF CYCLISTS ACROSS PLATFORMS

## 5.3 M

TOTAL AUDIENCE

## 1.9 M

MAGAZINE READERS

## 1.5 M

DIGITAL UNIQUES

## 904K+

SOCIAL MEDIA COMMUNITY

## 2%

DUPLICATION RATE

GfK MRI Fall 2019  
April 2020 comScore Multi-Platform  
May 2020 Social Comp Report  
2020 comScore Multi-Platform ©  
MRI-Simmons (02-20/F19)



## *Bicycling*



# ENGAGING WITH DEDICATED, PASSIONATE CYCLISTS

9/10

OF THE BICYCLING  
AUDIENCE OWN 2+ BIKES

2/3

DESCRIBE THEMSELVES AS  
DEDICATED RACERS

2/3

OWN 3+ BIKES

89.1 MILES

AVERAGE DISTANCE OUR  
AUDIENCE RIDES PER WEEK

Source: Bicycling Sub Study 2019

***Bicycling***





# **A HIGHLY INFLUENTIAL AUDIENCE TAKING ACTION BASED ON WHAT THEY SEE IN BICYCLING**

**9/10**

**HAVE TAKEN ACTION AS A  
RESULT OF ENGAGING WITH  
THE BICYCLING BRAND**

**3/4**

**MADE A PURCHASE OR  
CONSIDERED TRYING A NEW  
BRAND OR PRODUCT**

**2/3**

**PLAN TO BUY A NEW BIKE  
IN THE NEXT 2 YEARS**

**4/5**

**GAVE SOMEONE ADVICE  
OR INFORMATION ABOUT  
BIKES AND CYCLING GEAR  
IN THE PAST 12 MONTHS**