



WWW.TRI247.COM

Global Triathlon News For
The UK Market

Triathlon Audience

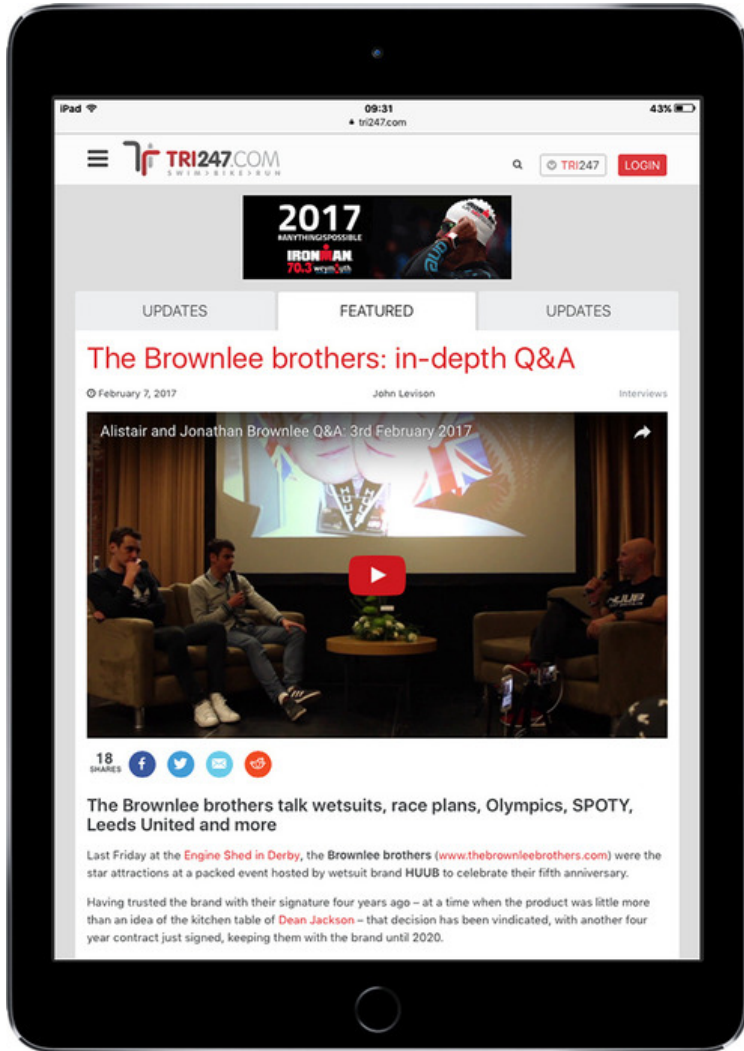


- Market estimated at £417.5 million in 2015.
- 140,000 active racing triathletes in 2015.
- 65% of tri expenditure in 2015 was made online and increasing year on year.
- 85% train 5+ hours per week , 66% train 7+ hours per week.
- Average salary of £48,900.



Digital Landscape

The Future Is Online

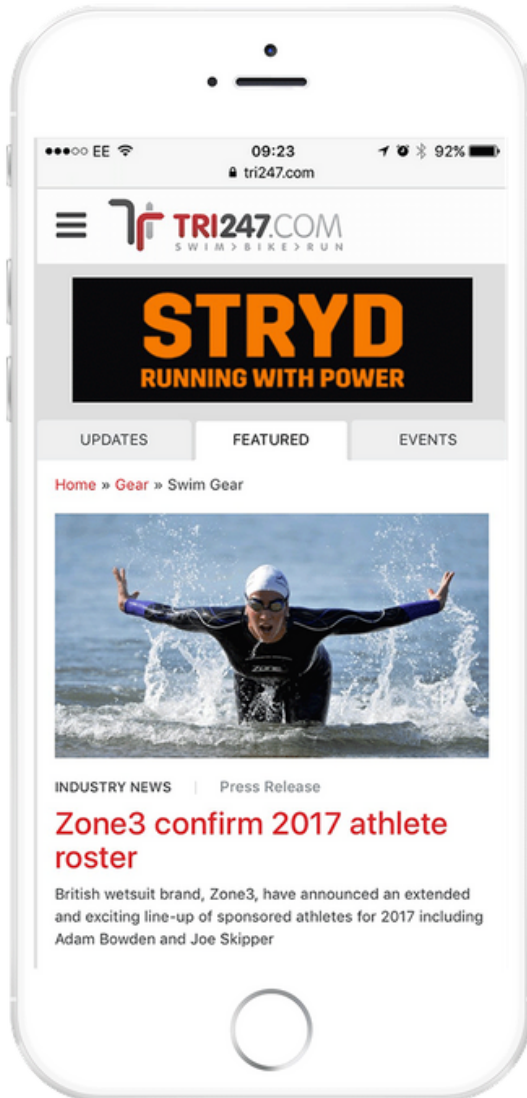


- Average Briton online spent 2 hours 51 minutes per day actively using the internet.
- Digital adspend grows to £4.777 billion in the first half of 2016.
- 65% of all adults use a smartphone to go online.
- 73% of internet users have a social media profile.
- 92% of internet users said they used search engines when looking for information online.



TRI247

UK's leading provider of triathlon information and news

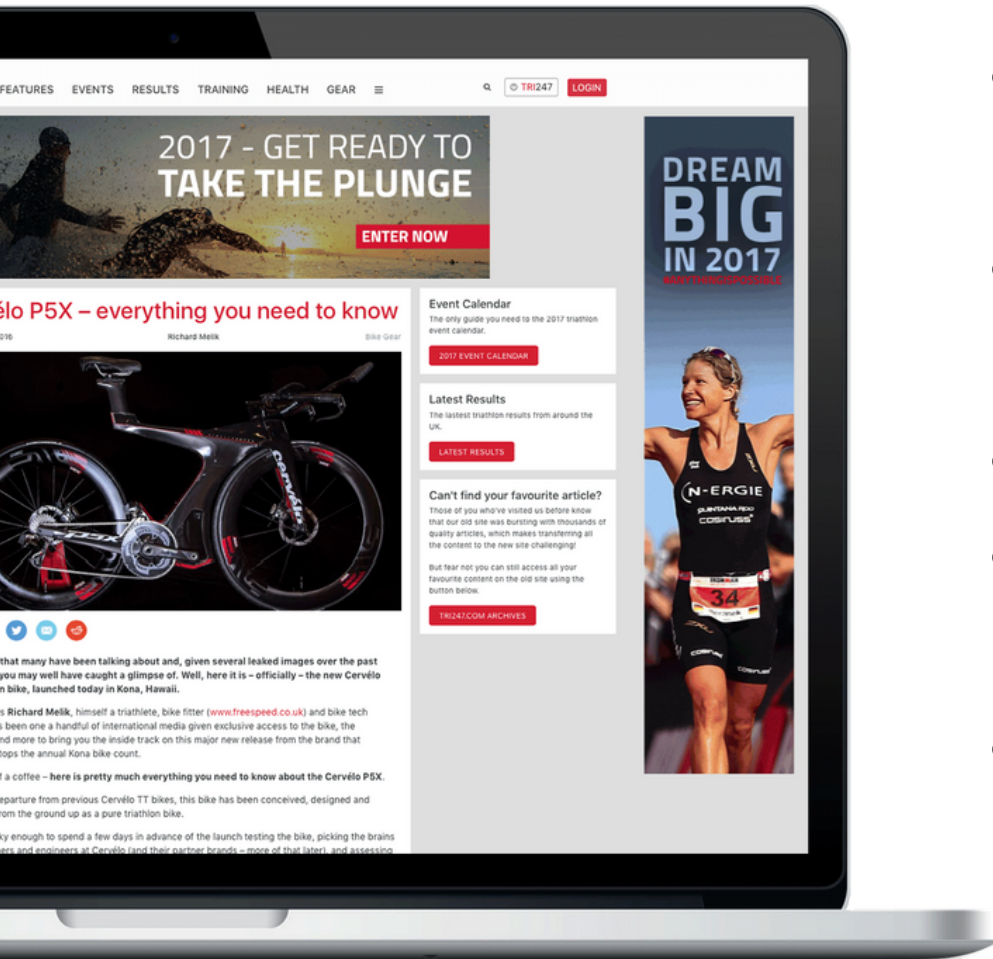


- Launched in 2007, over 10 years covering the sport.
- Caters for triathletes of all ages and abilities.
- Monthly unique visitors (UK): 120,000.
- Weekly newsletter to 20,000 subscribers.
- 2017 events listed: 3000+.
- 17 Years of results (over 1.25 million individual results).
- Detailed editorial: 3 to 4 high quality articles added each day, 7 days a week.
- Article dwell times: over 4 mins.



Responsive Website

We have created a beautiful, fast and fully responsive website that is optimised for SEO

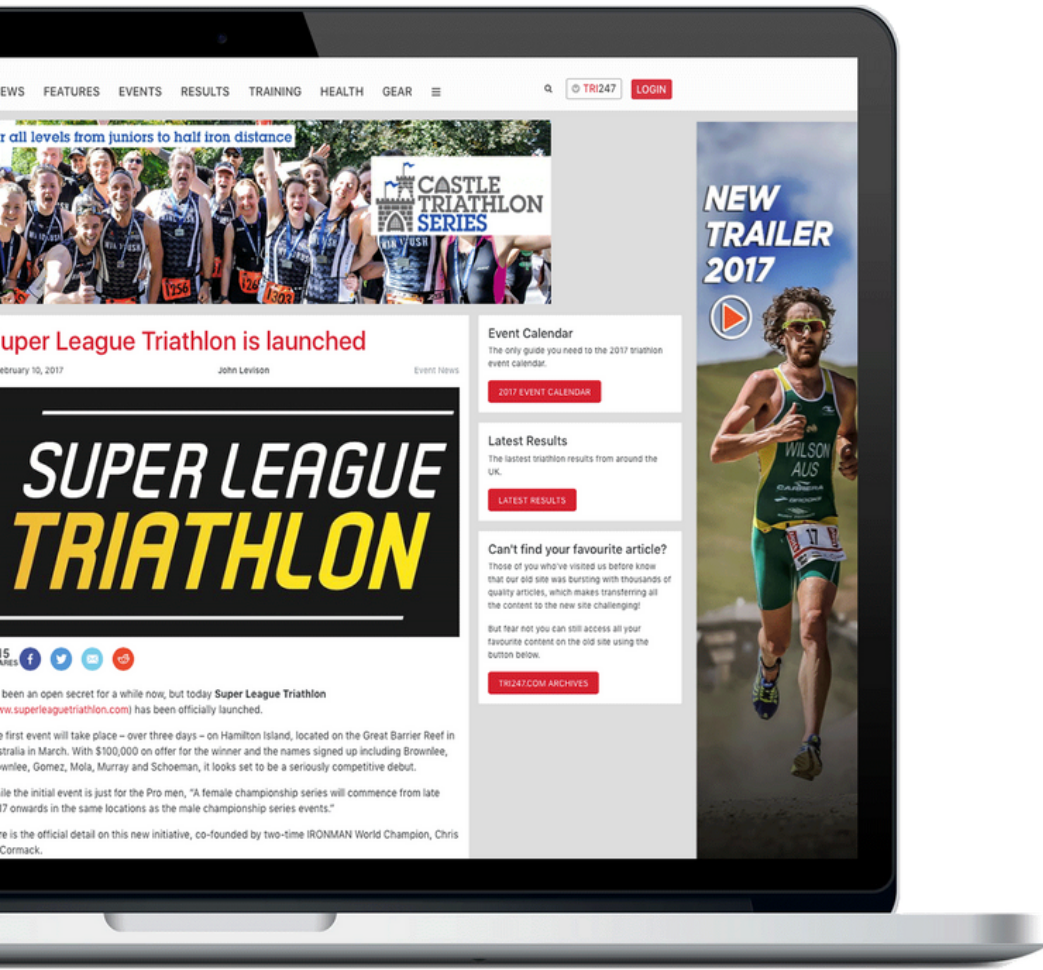


- Visitors will have the best experience possible with a fully responsive design.
- We have optimised the layout of the content and adapted the content that is shown.
- Google's recommended design pattern for SEO.
- Gold standard for mobile web: app-like mobile web experiences and engagement.
- User friendly web design to look good on all browsers, and on PC and MAC.



Advertising

TRI247 is the ideal opportunity for you to communicate to your target audience



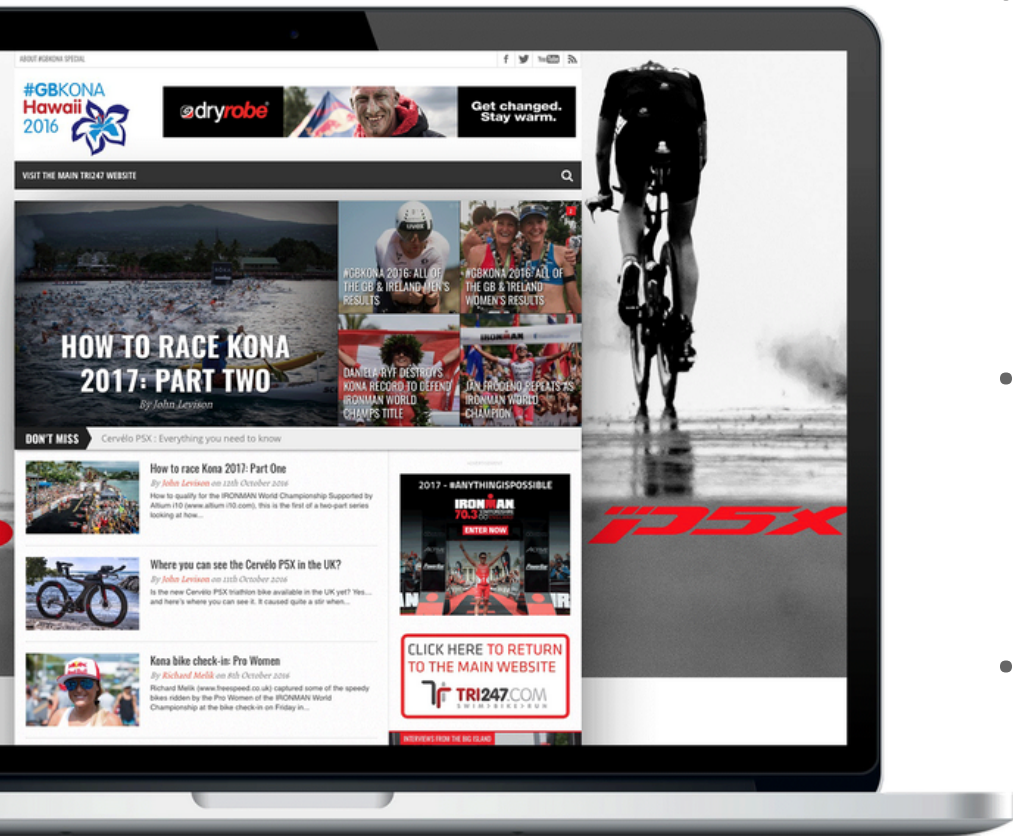
- We only serve advertisements that our readers expect to see, creating better engagement, higher click through rates and greater impact for your brand.
- Our solutions go where our readers are: desktop, tablet & phone.
- Dynamic ad units, video, rich media, and all the latest advertising techniques available.
- For advertising, we use the industry leader, Google DoubleClick For Publishers.



Partnerships and Sponsorship

Engage & INTERACT with triathletes; not just a branding opportunity!

- With our vast history and network of industry experts, pro and amateur triathletes we can bring your stories and content to life and put it in front of more appreciative eyes.
- We work with the leading brands to create and distribute creative and unique content, fully aligned to brand objectives.
- Full results reporting, building trust through transparency.



Rate Card 2017



Desktop/Tablet Adverts

Billboard 970 x 250

Leaderboard 728 x 90

Medium Rectangle 300 x 250

Half Page Rectangle 300 x 600

Site Skin 1900 x 1200



Mobile Advert Displayed

Large Mobile Banner 320 x 100

Medium Rectangle 300 x 250

Medium Rectangle 300 x 250

Half Page Rectangle 300 x 600

n/a



£35 CPM

£25 CPM

£25 CPM

£30 CPM

£70 CPM



Let's Work Together

We are a fun mix of marketers and strategists with a great passion for all things triathlon. We love what we do, it's a way of life.

Please drop us a line and let's work together!



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