

The No. 1 Triathlon Resource in the UK Global News from a UK Perspective

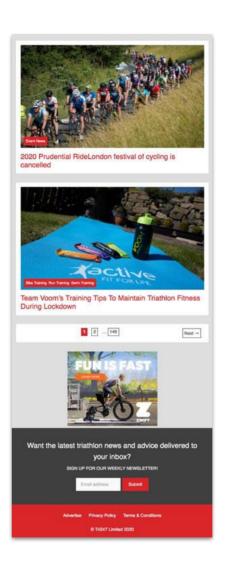


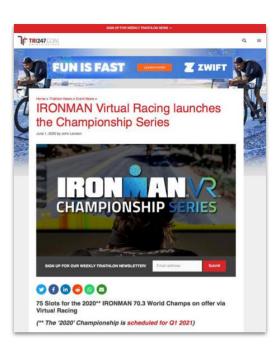
HI THERE,

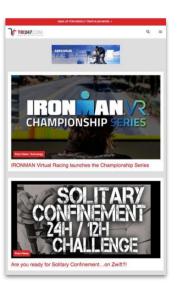
TRI247.COM IS THE LEADING TRIATHLON NEWS DESTINATION

DELIVERING ATHLETE INTERVIEWS, FEATURES, PRODUCT REVIEWS, EVENTS AND LISTINGS, RESULTS AND TRAINING ADVICE

WE REPORT GLOBAL TRIATHLON NEWS FROM A UK PERSPECTIVE





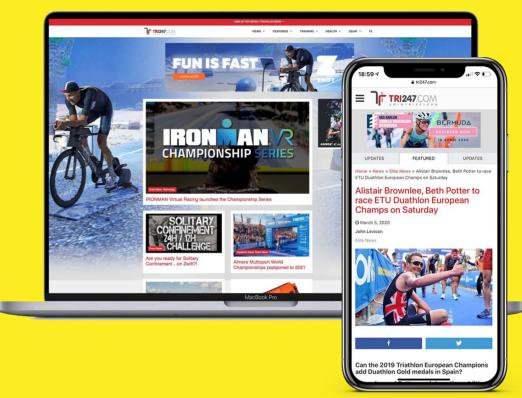




LET'S WORK TOGETHER

Powered by a dedicated team of multi-sport / digital media experts who believe that participation sports have only just started to fulfil their true potential and are fiercely committed to ensuring TRI247 is the online community for participants and fans alike.

TRI247 has been delivering world class content to multi-sport fans for over 12 years. Launched in 2007, helping triathlon thrive during that period.

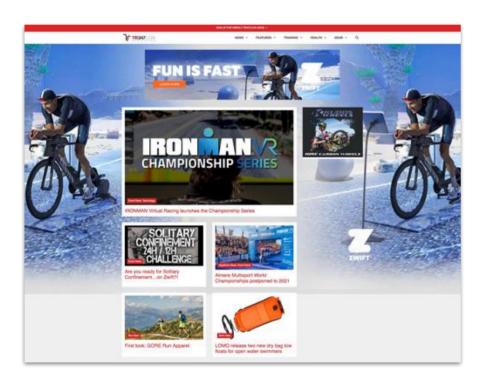


The UK Triathlon Market:

- UK triathlon market estimated at £500M
- £81M spent on events, travel, and accommodation
- 19% participated in a training camp holiday in 2019
- Upwards of 165,000+ active racing triathletes
- UK triathletes travelled to 43 countries to race
- Average UK triathlete salary £50,000
- 2.6M people in UK interested in Triathlon on FB



ADVERTS:



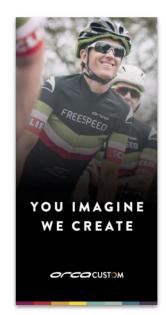
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BILLBOARD 970 X 250



LEADERBOARD 728 X 90



HALF PAGE RECTANGLE 300 X 600



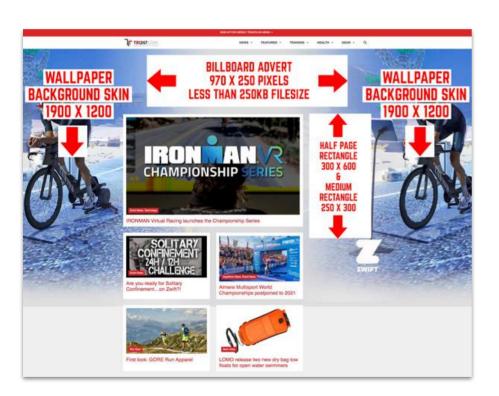
MEDIUM RECTANGLE 300 X 250



LARGE MOBILE BANNER 320 X 100



EDITORIAL:



Articles:

- Gallery article example Here
- Event focus example <u>Here</u>
- Product news example <u>Here</u>
- Product review example <u>Here</u>
- Event focus example <u>Here</u>

Newsletter:

The weekly newsletter goes out to 10,000 readers

View previous examples <u>Here</u>

Social Media:

<u>Twitter</u> and <u>Facebook</u> posts where suitable:







ABOUT TRI247:

ENGAGE WITH A PASSIONATE AUDIENCE

- Up to 170,000+ monthly unique visitors
- 10,000+ active weekly newsletter readers
- 3,000+ events listed for the 2019 season
- 1.25+ million results & 18 years of data
- Daily detailed editorial items added 24/7
- Article dwell times: up to 4 minutes

We want to work closely with you to bring your brand and our users together and exceed your goals.

Through engaging content and targeted advertising our partnership can reach out to the ever-growing multisport world.

- News, reports, videos and photo galleries
- Athlete interviews
- Features
- Product reviews
- Events and Results listings
- Training advice

We provide the platform for you to reach out to our users and promote your brand, events and products through a combination of online advertising, informed editorial and sponsorship.

Our website users are athletes of all abilities, elites, and the people behind the brands within the industry who understand triathlon and embrace nutrition, hardware, software, training, coaching, race events and travel to pursue their goals.

THEY LIVE THE TRIATHLON LIFESTYLE!



THANKS

We appreciate your time and look forward to any questions that you may have about our community. We welcome the the opportunity to work with you and support your company.

We will strive to exceed your goals to deliver a successful campaign and a long term partnership.

We look forward to hearing from you and a gaining an understanding of your needs and how we can help you.

Andy and the TRI247 Team

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