



WWW.TRI247.COM

Triathlon News from a UK Perspective

Triathlon Audience

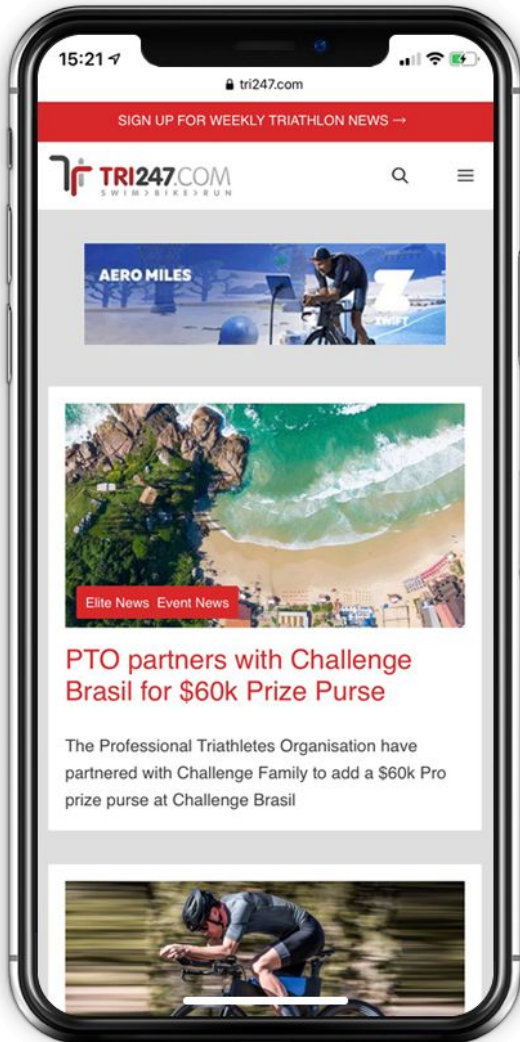


- Market estimated at £503 million in 2019
- 70% of tri spend in 2018 was online
- 82% of triathletes train 5+ hours per week
- Average triathlete salary £48,700 per annum
- 16% of UK athletes travelled overseas for training or racing in 2018. 42% of those travelled to Spain
- Sport England believe that about that 215,000+ people in England did at least one triathlon in 2019



TRI247.COM

UK's leading provider of triathlon information and news

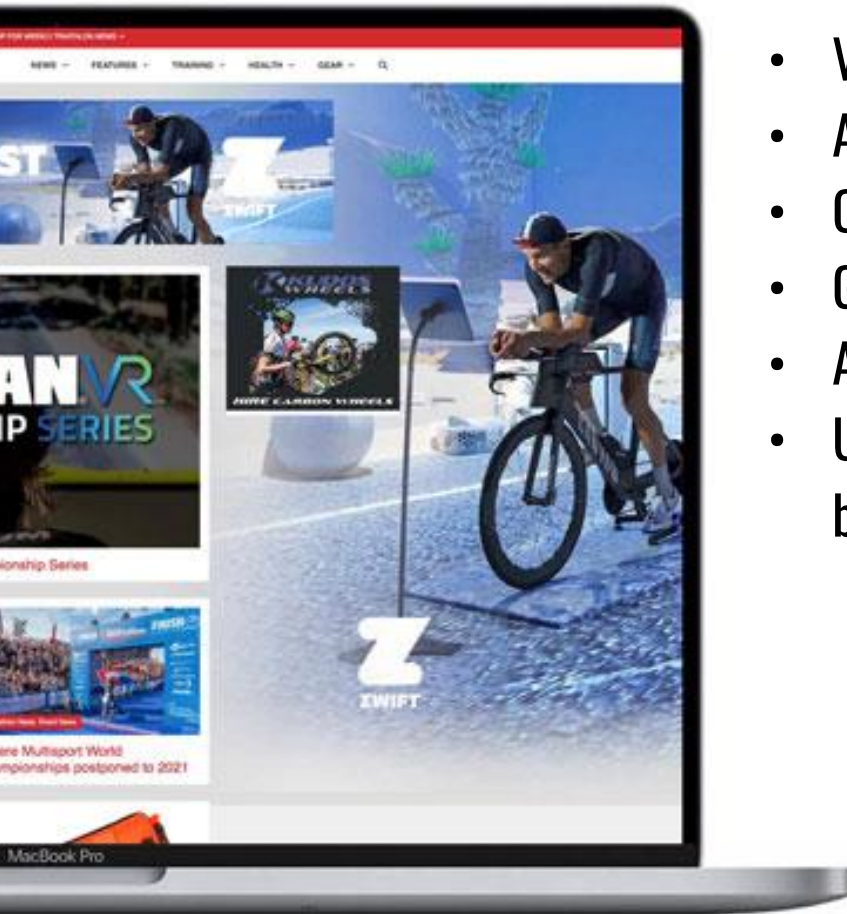


- Launched in 2007, 14 years covering the sport
- Caters for triathletes of all ages and abilities
- Monthly unique visitors: up to 170,000
- Weekly newsletter to 10,000 subscribers
- 2019 events listed: 3000+
- 18 Years of results (over 1.25 million results)
- High quality articles added 7 days a week
- Article dwell times: up to 4 minutes



Responsive Website

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



- Visitors will have the best experience possible
- A fully responsive design
- Optimised layout and content
- Google's recommended design pattern for SEO
- App-like mobile web experience
- User friendly web design to look good across browsers, and on PC and MAC



Advertising

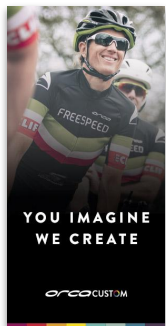
TRI247 is the ideal opportunity for you to communicate to your target audience



BILLBOARD
970 X 250



LEADERBOARD
728 X 90



**MEDIUM
RECTANGLE**
300 X 250



**LARGE MOBILE
BANNER**
320 X 100

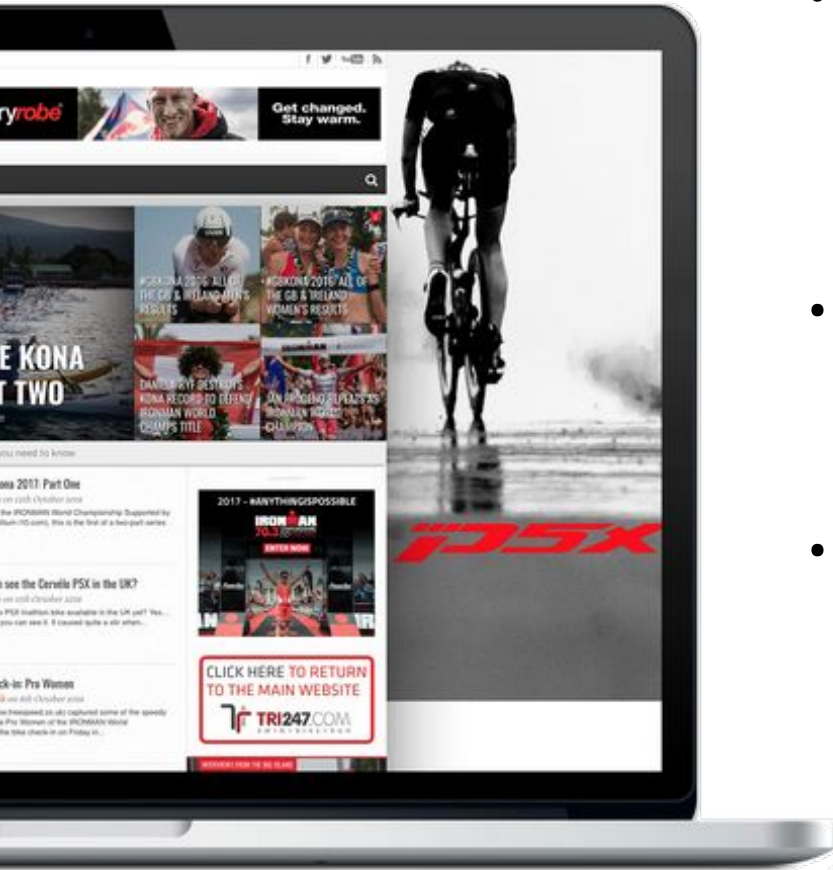
**HALF PAGE
RECTANGLE**
300 X 600

- We only serve advertisements that our readers expect to see, creating better engagement, higher click through rates and greater impact for your brand
- Dynamic ad units, video, rich media, and the latest advertising delivery available
- For adserving, we use industry leader Advanced Ads



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.



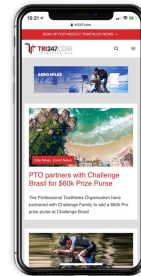
Rate Card 2021

Please contact us for a specific campaign proposal to meet your exact goals



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

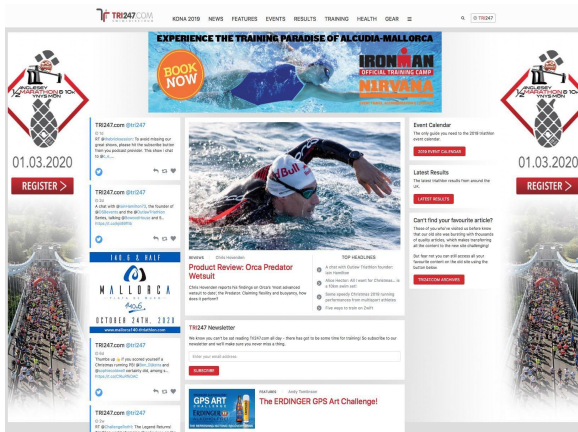
Large Mobile Banner 320 x 100	£35 CPM
Medium Rectangle 300 x 250	£25 CPM
Medium Rectangle 300 x 250	£25 CPM
Half Page Rectangle 300 x 600	£30 CPM
N/A	£70 CPM



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!



Andy Tomlinson

Sales, Advertising and Marketing Manager

M: +44 (0)7931 705058

E: andy.tomlinson@tri247.com



John Levison

Editor

M: +44 (0)7904 969 365

E: john.levison@tri247.com

