

# **MUDNEWS**

entbnews



#### **HELLO EVERYONE.**

MTB-News.de, eMTB-News.de and Rennrad-News.de are three online platforms, covering all major disciplines of cycling, for interested cyclists from all over the world.

We offer our readers both a news section and a forum. Apart from company visits, travel or race reports we provide news about innovative products, and authentic product reviews. In the forum readers can discuss various topics. In the **manufacturers forum** they are able to get in touch with distributors or directly with companies to exchange experiences, ask for help or gather precious technical information.

Our market place called "Bikemarkt" is the perfect platform to sell or buy bicycles and accessories. Are you looking for a job in the bicycle industry? Do you want to test drive a certain bike? Look no further! Take a glimpse at our job and event section every once in a while to stay up-to-date. Furthermore, you are able to re-live every adventure, when users share their photos and videos.

Race reporting can be witnessed right up close and our pit lane special "Boxengasse" gives a brief insight on the latest World Cup tech. If you want a little thrill, join our betting games and for the chance to win prizes, participate and vote in our user awards. If you like to race yourself, show your tenacity in our "Winterpokal" event!

Cycling means everything to us. That is why we love to support events and teams as media partners. We also organize a fundraiser for World Bicycle Relief every year.

Experiencing nature is an important factor in outdoor sports. In order to preserve and protect this, our servers run on ecological electricity and we commute to work by bike, if possible.

If there are any further questions concerning MTB-News.de, eMTB-News.de or Rennrad-News.de, please do not hesitate to contact us.

See you on the trails, THOMAS



Von der Freakshow zum Massenmedium – Wie man ohne Geld eine grosse Masse mobilisiert

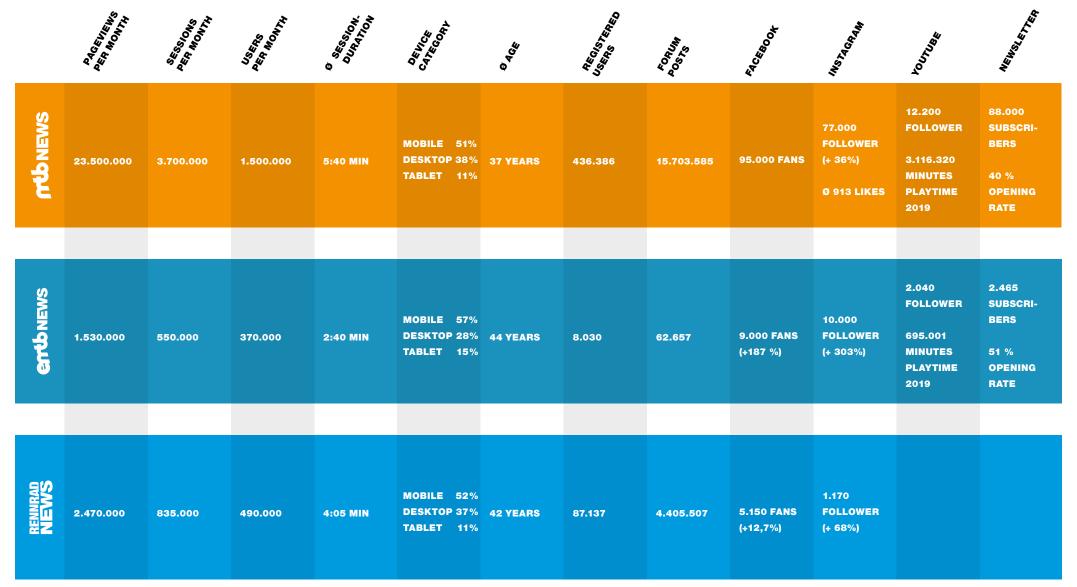




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# **FACTS AND FIGURES**







# AUTHENTIC REVIEWS

We offer independent product reviews for all three online platforms Rennrad-News.de, eMTB-News.de and MTB-News.de.

All our tests are conducted fiercely and mercilessly and to the best of our ability. When an issue comes up it will be investigated, and every opportunity to dive deeper, will be taken.

To live up to our responsibility towards manufacturers and users, we will not give up until we get that result! We work with various riders of different riding levels to find the perfect conclusion about every single product we review.











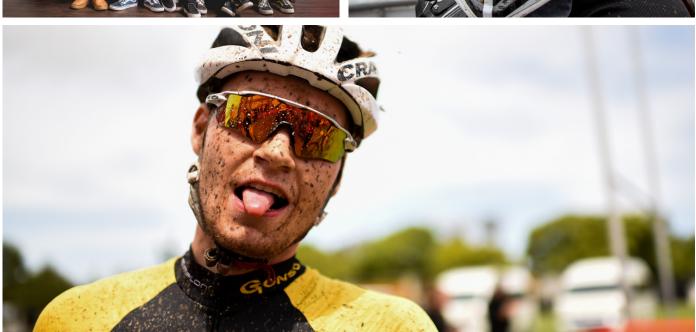




## THE COMMUNITY UP CLOSE

We support aspiring talents, popular races and big names within the cycling community. From time to time we also join in on the racing-fun.

Apart from being media partners with the Enduro1 race series, the Trailtrophy and the Alpine Enduro, we support SRAM Young Guns and the Gehrig Twins, who report for us from the Enduro World Series. Downhill newcomer Nina Hoffmann lets us relive her experiences from every single stop of the Downhill World Cup. Our test riders and editors are sent on race missions all over the world and return home with exciting stories of their travels.







### FUNDRAISER WORLD BICYCLE RELIEF

Since 2015, we get involved with the World Bicycle Relief event every year in the pre-Christmas period. The purpose of this event is to donate bicycles to people living in areas with poor infrastructure. This enables children to go to school and nurses to visit more patients, everyday life is made much easier for families.

The Buffalo Bike is perfectly suitable for rough roads. It is a solid and sturdy bike built with long lasting parts that are easy to maintain. 134 EUR are to be raised to donate one Buffalo Bike.

2015: amount of donation **29.100** € – 217 Buffalo Bikes 2016: amount of donation **67.500** € – 503 Buffalo Bikes 2017: amount of donation **68.700** € – 513 Buffalo Bikes 2018: amount of donation **94.700** € – 707 Buffalo Bikes



overwhelming! – LENA KLEINE-KALMER, INTERNATIONAL COMMUNICATIONS MANAGER, WORLD BICYCLE RELIEF GMBH

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+ FORUM

# **MTB-NEWS.DE**

MTB-News is the biggest German-speaking mountainbike online platform for mountainbikers from all skill levels and age groups. It offers widespread, connected and interactive contents in the field of mountainbiking.

You can profit from the unique reach, we generate with our product news, reviews and ads.

#### NEWS

#### **UP-TO-DATE & INDEPENDENT**

News and reports, extensive and practical reviews – everyday.

#### **ACCESS STATISTICS**

Manufacturers receive detailed access statistics for their products named in articles.

#### **TEST BADGES**

Test badges are awarded at no charge and are gladly used by the industry for purposes of self-promotion.



#### **MTB-NEWS USER AWARDS**

The poll/voting for the MTB-News User Awards runs one month-from the beginning of December until the beginning of Januar. Afterwards, the results will be published in the news section. These votes help to identify trends and opinions about certain products.

#### FORUM

#### **INFORMATIVE & INTERACTIVE**

A community with extensive discussions, questions and answers. Articles are discussed at length, questions are answered sustainably and soundly.

Millions of mountainbike photos and videos, betting games, draws, and many other sections, e. g. the "Winterpokal" challenge.

#### BIKEMARKT

#### PROFITABLE

The "Bikemarkt" is a huge market place for mountainbikes, e-mountainbikes and road bikes-for end customers as well as distributors. In 2018, more than 60,000 items were sold there.

#### JOBS

#### CONNECTING

MTB-News.de/jobs is one of the biggest job portals exclusively for jobs in the bicycle industry.

#### EVENTS

#### **OVERVIEW**

Looking for a test event? What is the date of this year's Eurobike? Keep track of everything with MTB-News.de/ events/veranstaltungen

#### **SPONSORING**

We have been supporting the Enduro1 and Trailtrophy racing series for many years.

#### PARTICIPATING

MTB-News.de editors are always on the road, be it a photo assignment or a participation in one of the many races we support.

### CONTACT

#### THOMAS PAATZ

SANDY SCHWALM

Founder and CEO thomas@mtb-news.de



Account manager sandy@mtb-news.de



#### **JOHANNES HERDEN**

Chief editor and tester hannes@mtb-news.de



# erdbnews + Forum

THE E-MTB ONLINE PLATFORM AND MEETING POINT FOR INFORMATION ON E-BIKES eMTB-News.de is THE German- and English-speaking online platform for e-bikers from all skill levels and age groups. It offers widespread, connected and interactive contents in the field of e-mountainbiking.

This e-platform was established in 2017 after a poll on MTB-News.de.

Since the start, eMTB-News.de has been constantly growing: In July 2018 more than 1 million page views were registered, in August 2019 there were over 1,5 million!

#### NEWS

#### **UP-TO-DATE & INDEPENDENT**

News and reports, extensive and practical reviews – everyday.

#### BILINGUAL

Articles are published in German and English.

#### ACCESS STATISTICS

Manufacturers receive detailed access statistics for their products named in articles.

#### **TEST BADGES**

Test badges are awarded at no charge and are gladly used by the industry for purposes of self-promotion.



#### **EMTB-NEWS USER AWARDS**

In 2019, our readers voted for the eMTB-News.de User Awards for the first time. These votes help to identify trends and opinions about certain products.

#### FORUM INFORMATIVE

A community with extensive discussions, questions and answers about E-MTB. Articles are discussed at length, questions are answered sustainably and soundly.

#### **PURCHASE ADVICE**

#### WELL-ARRANGED

Our E-MTB profile offers added value at a glance.

#### HELPFUL

The E-MTB Finder is a substantial tool und helps with the right purchase decision.

#### **EVENTS**

#### **EXPERT PANEL**

The eMTB-News.de expert panel will again take place in 2020. This panel focusses on recent subjects and developments concerning the E-MTB. We invite guests from the bike industry, other industries and tourism. Be it E-racing or battery technology – this panel discusses the really interesting subjects.

#### **BESTIVAL AS OF 2020**

Together with our partner Seefeld, Tirol, we will give our readers the opportunity to test the best E-MTB on the market, to participate in workshops and experience an unforgettable weekend.

### CONTACT

#### THOMAS PAATZ

SANDY SCHWALM

Founder and CEO thomas@mtb-news.de



Account manager sandy@mtb-news.de



RICO HAASE

Chief editor and tester rico@emtb-news.de





### THE ONLINE PLATFORM FOR ROAD BIKE ENTHUSIASTS

# **RENNRAD-NEWS.DE**

Rennrad-News.de is THE platform for road cyclists in Germany, Austria and Switzerland. It provides service topics, product news, race reports and product reviews. The range goes from all-road & gravel via endurance & race to time trial.

Rennrad-News.de was established for road cyclists from all age groups and passion levels. Beginners may find their answers either in the forum or in articles. Experienced athletes receive more fundamental advice from the community. Rennrad-News.de connects all those who ride with a racing bike handlebar-take part in the community!

#### NEWS

#### **UP-TO-DATE & INDEPENDENT**

News, service topics and practical reviewseveryday.

#### **APPEALING & CLEAR**

Elaborate picture production and informative content help grasp and experience the reviews.

#### **ACCESS STATISTICS**

Manufacturers receive detailed access statistics for their products named in articles.

#### **TEST BADGES**

Test badges are awarded at no charge and are gladly used by the industry for purposes of self-promotion.



#### FORUM

#### **INTERACTIVE & INFORMATIVE**

Voting for road bike of the week, draws, event reports by editors and users, surveys and more.

#### **RACE REPORTS**

#### **SPORTY**

Race reports and a glance behind the scenes: Multi day stage races, Cyclocross races and events for everybody.

#### REVIEWS

#### COHERENT

Test with clear conclusions help to stay oriented. Transparent criteria enables an extensive shaping and forming of opinion.

#### WINTERPOKAL WINTER PROOF

The Rennrad-News "Winterpokal" is a fixed element in the calendar of many cyclists, motivating cyclists to keep riding during the winter months.

### CONTACT

#### THOMAS PAATZ

SANDY SCHWALM

Founder and CEO thomas@mtb-news.de



Account manager sandy@mtb-news.de



#### JAN GATHMANN

Chief editor and tester jan@rennrad-news.de



# ADVERTISING ON OUR PLATFORMS

MTB-News.de, eMTB-News.de and Rennrad-News.de will switch to direct marketing, effective from 01 January 2020. This new marketing channel enables us to deal in a more flexible and individual way with the advertising on our three websites.

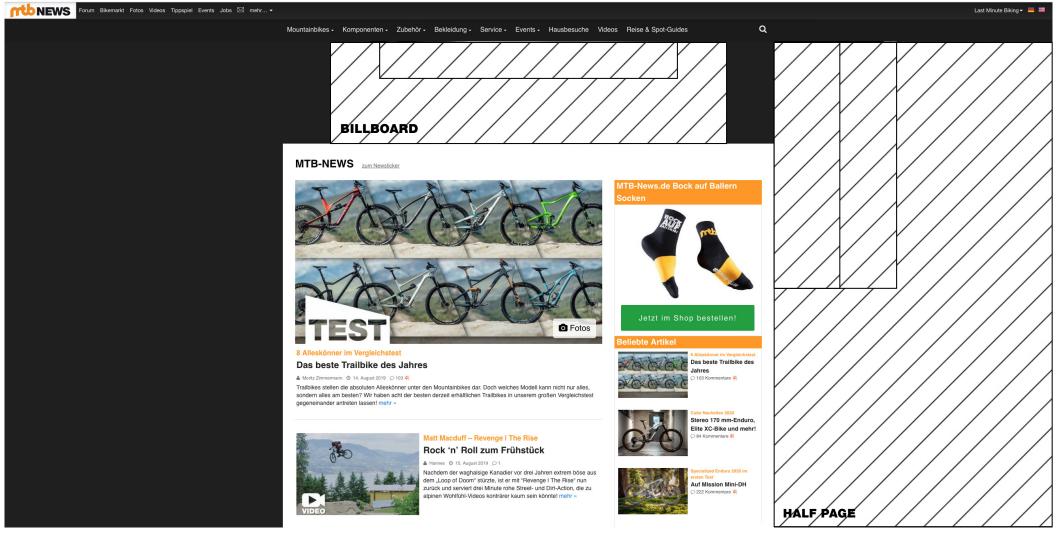
We will maintain our previous advertising channels-please find the examples on the following pages. Do you have an advertising idea? Would you like a special cooperation? Would you like to realize a project with us?



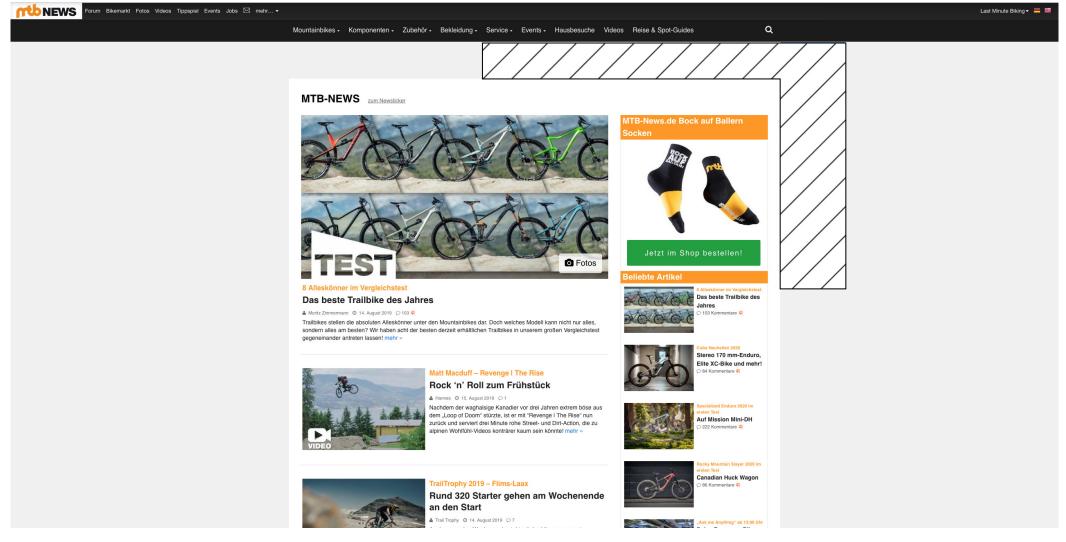
Do not hesitate to contact Sandy.

SANDY SCHWALM Account-Manager sandy@mtb-news.de +49 176 998 111 63

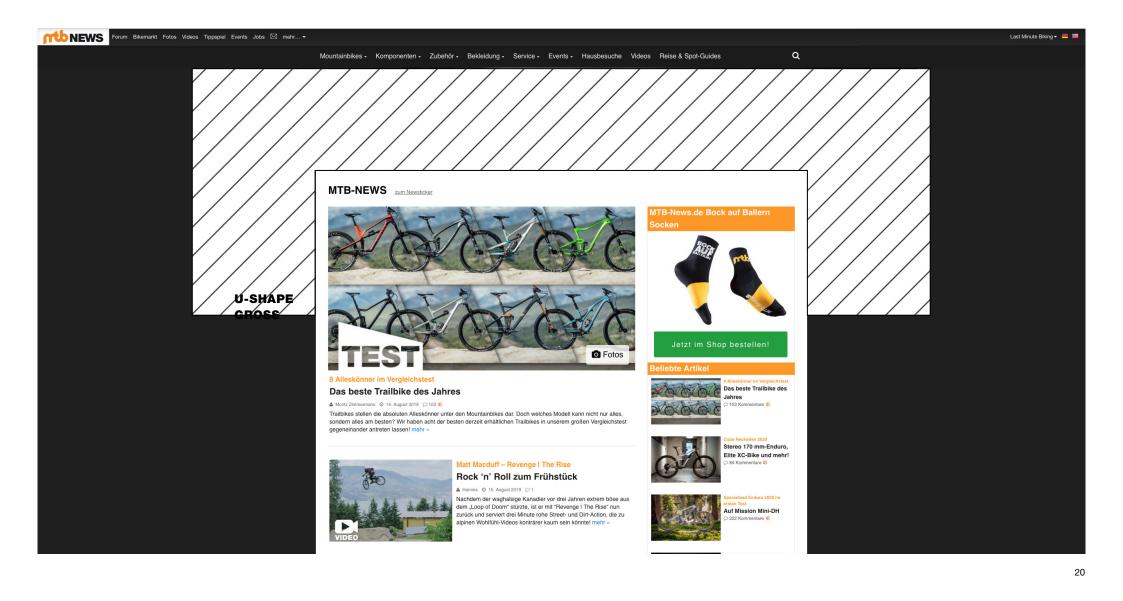
### **BANNER DESKTOP BILLBOARD & HALF PAGE**



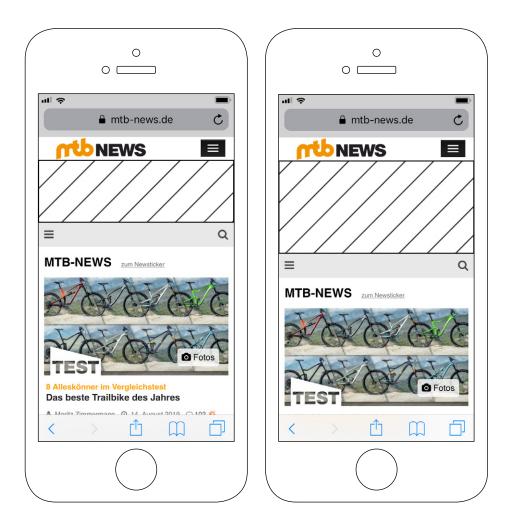
### BANNER DESKTOP WALLPAPER



### BANNER DESKTOP FIREPLACE OR U-SHAPE



### BANNER MOBILE 4:1 AND 2:1



### **BETTING GAMES &** WINTER CUP

#### EFFECTIVE BRAND PLACING IN MULTI-CHANNEL FORMAT

Our betting games and the "Winterpokal" are highly popular with our users and it is no wonder that they show a very high level of interaction. Within the sponsored sections, you will get an exclusive placing of your advertising materials as well as the addition "powered by". Together with the prize, the winner will be presented at the end of each betting game. Throughout the season we offer the following sponsoring packages:

UCI MOUNTAINBIKE WORLD CUP XCO

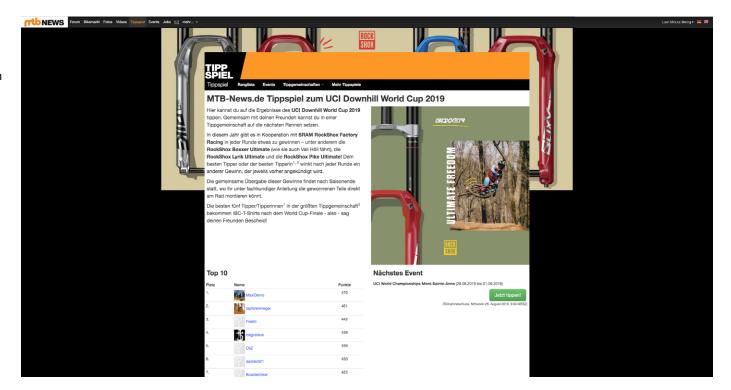
UCI MOUNTAINBIKE WORLD CUP DH

**ENDURO WORLD SERIES** 

**TOUR DE FRANCE** 

#### WINTERPOKAL

These campaigns will be supported brand-focusedly by our popular social media channels throughout the whole season.

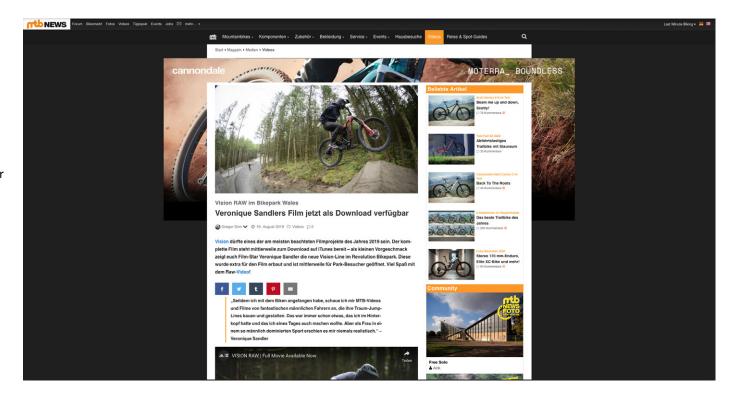


## TAKEOVER / DIGITAL EVENTS

### EXCLUSIVE BANNER PLACING - ALL THE ATTENTION

The takeover concentrates the maximum attention of our users. Due to the exclusive placing of the u-shaped banner, your advertising material will be the sole focus. Apart from this, your advertising material can be realized in different packages on our websites. The takeover works for MTB-News.de / eMTB-News.de / Rennrad-News.de.

**Example takeover:** Cannondale using the U-shaped banner on MTB-News.de, August 2019.



### EUROBIKE PREMIUM REPORTS

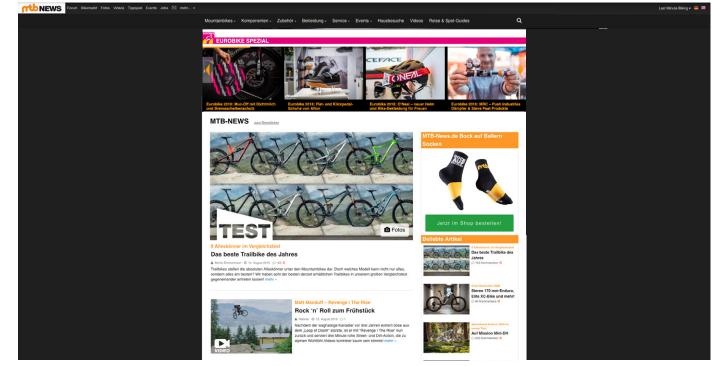
### EUROBIKE SHOW SPECIAL WITH PREMIUM VISIBILITY

Every year our editors report extensively from the EUROBIKE show in Friedrichshafen.

The reports contain series of photographs and texts, videos as well as audiofiles. This way we supply our users with the latest and greatest bike trends and information in abundance.

In the course of this, we established the Eurobike-placement on the homepages of MTB-News.de, eMTB-News.de and Rennrad-News.de.

When rotating in the header, a premium visibility is ensured.



### PRESENTING-PACKAGE

### EXCLUSIVE AND SUBJECT-RELATED BRAND PRESENTATION

Our editors report about the biggest mountainbike and road bike races throughout the year.

This reporting is bundled into different sections. You can become exclusive presenting-partner with the addition "powered by" and an exclusive fixed placing of your advertising material for one whole season. In this subject-related presentation, your brand is placed on the event specific subsite.

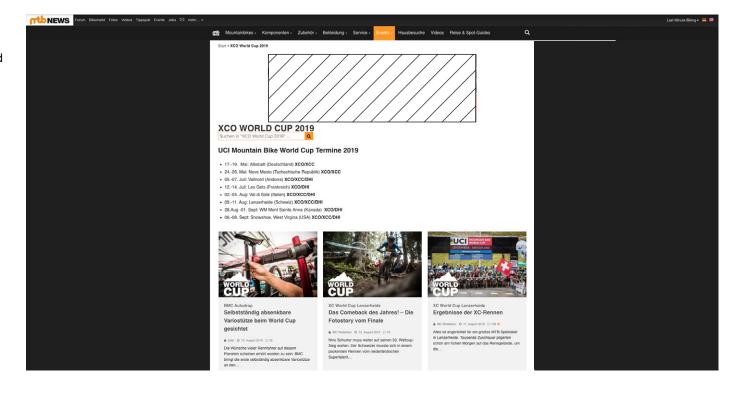
UCI MOUNTAINBIKE WORLD CUP XCO

UCI MOUNTAINBIKE WORLD CUP DH

**ENDURO WORLD SERIES** 

**TOUR DE FRANCE** 

CRANKWORX



### EXCLUSIVE PRESENTING: THE WORLD CUP PIT LANE "BOXENGASSE"

### EXCLUSIVE AND HIGH-COVERAGE BRAND PRESENTING

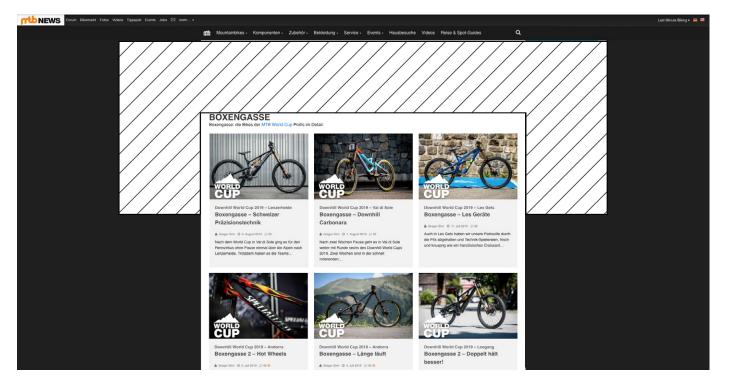
MTB-News.de reports about the UCI Crosscountry and Downhill World Cups throughout the year.

The diverse reporting consisting of photos, videos and text allows exciting insights behind the scenes. Apart from learning about the pros and their bikes, we deliver extensive race reports, of course. The complete report can be found in the section "Boxengasse" on MTB-News.de.

As a presenting partner your advertising material gets an exclusive fixed placing. This way, your brand is set in popular surroundings, being visible to our users for the whole racing season.

#### Advertising materials:

U-shaped banner & mobile banner 2:1 fixed placing Guaranteed coverage: 500,000 ad impressions Period: March-September

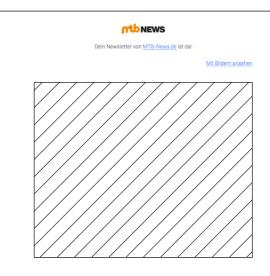


# NEWSLETTER

### YOUR MESSAGE GOES DIRECTLY INTO THE INBOX OF OUR NEWSLETTER SUBSCRIBERS

Place your ad message in our high-coverage newsletters! Our bi-weekly newsletters reaches roughly 90,000 subscribers (as of July 2019). Our users look forward to the abundance of up-to-date information and novelties. The opening rate approximates 40% – attention is guaranteed.

We offer different placings in our newsletters. Please contact Sandy to explore all possibilities.



#### Hallo rik,

So kurz vor der Eurobike geht es rund, was neue Bikes angeht: Wir konnten schon jetzt spannende Neuheiten von Specialized, Sott und Kona testen. Außerdem haben wir ein längeres Interview mit der deutschen Downhill-Senkrechtstarterin Nina Hoffmann geführt, beschäftigen uns in unserer Technik-Kolumne mit etwas spezielleren Federgabeln und haben Cosmic Sports einen Hausbesuch abgestattet, wo es viele spannende Produkte aus den letzten Jahren und Jahrzehnten zu sehen gab ...

Dies und mehr gibt's im Newsletter, viel Spaß beim Lesen!

Hannes und Thomas

8 Alleskönner im Vergleichstest: Das beste Trailbike des Jahres



#### **mb**NEWS

Dein Newsletter von MTB-News.de ist da!

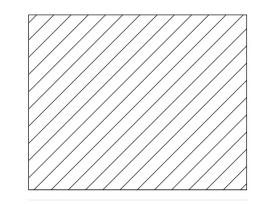
Mit Bildern ansehen

#### Hallo rik,

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Hannes und Thomas



#### 8 Alleskönner im Vergleichstest: Das beste Trailbike des Jahres



### USER REVIEWS WITH MULTI CHANNEL LINKING

### DIRECT FEEDBACK FOR PRODUCTS & EDITORIAL BACKING

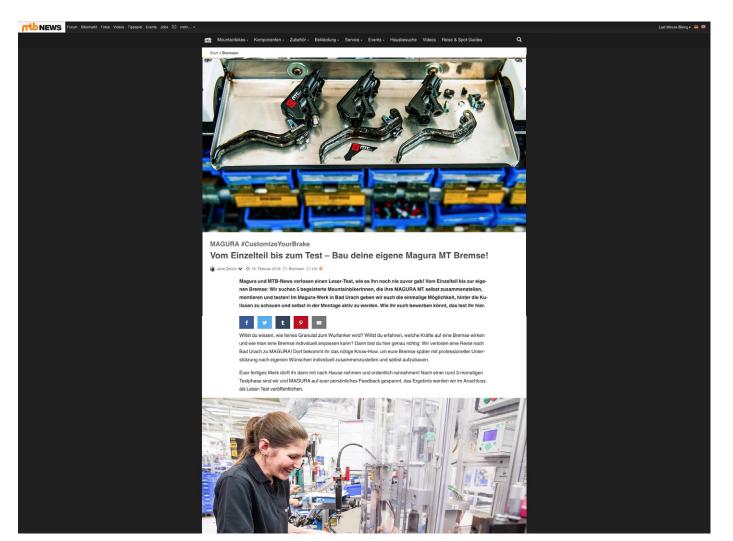
Our reader's action consists of several elements and provides a holistic approach.

You will have the chance to present both your brand and your products directly to our editors and a selected number of endconsumers. Closely coordinated with editors and marketing, an individual concept will be customized.

#### **MEDIA SERVICES:**

- > Editorial appearance
- > Follow-up report
- > Display-ad
- > Newsletter integration
- > Facebook and instagram post for ad purposes and follow-up report

**Example:** MAGURA reader's action #CustomizeYourBrake (2018)



### **BUNDLES & INDIVIDUAL REQUESTS**

#### **CUSTOMIZED SOLUTIONS**

We want to savour the huge advantage of our new distribution model. As of now we are directly available for you. That means we can react more flexible and much better to your indivial request.

#### YOU WILL REVEIVE INDIVIDUAL CARE

Be it high coverage, the combination of certain products or your very own adverstising idea-we are looking forward to everything. We are happy to work out an individual advertising campaign for you.



All you have to do is get in touch with Sandy.

SANDY SCHWALM Account-Manager sandy@mtb-news.de +49 176 998 111 63

### TEAM





**SEBASTIAN BEILMANN** Editor





**JAN GATHMANN** Chief editor RRN



**JOHANNES HERDEN** Chief editor MTBN







**RICO HAASE** Chief editor eMTBN



GABRIEL SINDLINGER Editor



**MORITZ ZIMMERMANN** Test manager & Editor



JUDITH KINITZ Final editor



**ARNE KOOP** Editor



THOMAS PAATZ Founder & owner



SANDY SCHWALM Account manager



**JENS STAUDT** Editor



**MARCUS JASCHEN** Development, SysOps



**TOBIAS SINDLINGER** 



**GREGOR SINN** Editor



**CHRISTOPH SPATH** Editor



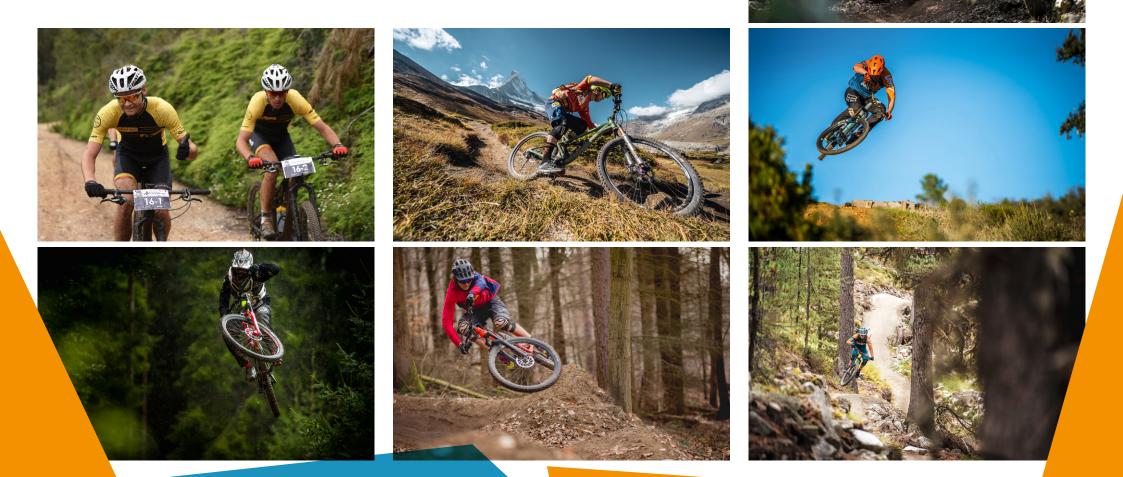
**STEFANUS STAHL** Editor



**TOBIAS STAHL** Editor



# THE TEAM IN ACTION





















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VAT ID: DE197952252

www.mtb-news.de www.emtb-news.de www.rennrad-news.de

Thomas Paatz <u>thomas@mtb-news.de</u> +49 151 22963502

Sandy Schwalm sandy@mtb-news.de +49 176 998 111 63

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Subject to change without notice

