MEDIA DATA

# 3RIDES

## EUROPE'S MOST VERSATILE CYCLING EVENT

10/05 – 12/05/2024

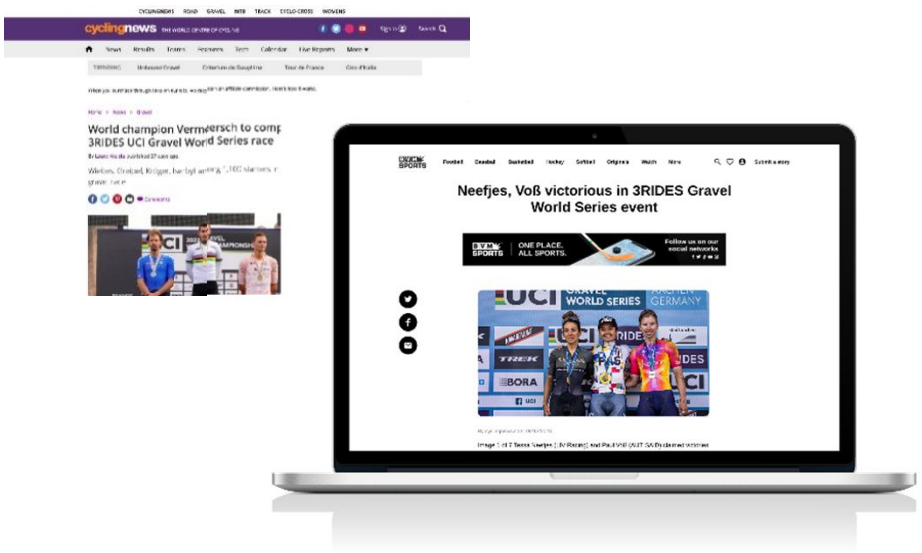
TREK
UCI GRAVEL WORLD SERIES AACHEN GERMANY

UCI GRAN FONDO WORLD SERIES
AACHEN | GERMANY

# REVIEW 2023
# CLIPPING

## PRESS WORK

- since December 2022, approx. 100 clippings in national and international media




## REACH

Top media international:
- Yahoo News (87,100,000)
- Cyclingnews (6,300,000)
- BVM Sports (819,000)
- Fiets (302,500)

Top media national:
- Aachener Zeitung (3,000,000)
- Radsport-News (1,600,000)
- Rennrad-News (1,000,000)
- Hitradio 100,5 (429,000)
- Rad.net (176,300)

Audiovisual:
- Hitradio 100,5: 6 contributions (reach approx. 429,000)
- WDR-Lokalzeit: 3 contributions

# REVIEW 2023
# SOCIAL MEDIA

## INSTAGRAM

- Account growth (followers): from December up to the event: 1,610 new followers (right now: 2,500)
- Reach: 385,149
- Percentage of target group from abroad: 30%
- Of which paid: 295,000

**STRONGEST POST**
WITH PAUL VOSS
(25,000 INSTAGRAM ACCOUNTS) AND
**MOST LIKES (844)**




## FACEBOOK

- Follower in total: 1,500
- Reach: 78,000
- Percentage of target group from abroad: 25%


TOGETHER WE
HAVE THE
STRENGTH OF
1,400,000
FOLLOWERS!
PHOTO CREDITS: INSTAGRAM.COM | STATUS AUGUST 2023

# TESTIMONIALS & EMBASSADORS



Mike Kluge
3,540 followers



Carolin Schiff
12,500 followers



Paul Voß
21,600 followers



Elodie Kuijpers
114,000 followers



SCYENCE.CC
2,628 followers



Tanja Erath
22,500 followers



Sebastian Breuer
7,336 followers



Leon van Bon
36,700 followers



Puck Moonen
742,000 followers



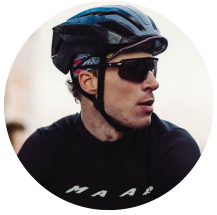
Marta Swiatlon
103,000 followers



Marcel Meisen
4,627 followers



Peter Schermann
5,151 followers



Ivar Slik
18,600 followers



Mieke Kröger
4,943 followers



Robert Wagner
3,234 followers



Marcel Kittel
296,000 followers

*STATUS AUGUST 2023*

# OUT OF HOME CAMPAIGN IN GER, BE & NL

A targeted 'out of home‘ campaign in the months April and May in the most important places and cities of the border triangle.

**Germany:**
Aachen | Städteregion Aachen | Düren | Cologne | Düsseldorf

**Belgium:**
Eupen | Malmedy | Bütgenbach | St. Vith

**The Netherlands:**
Vaals | Valkenburg | Maastricht | Roermond










**Media**
- City Light Poster
- Mega Lights
- 18/1 large surface areas
- Roadside Screens
- Digital CLP
- Digital City Flags
- Underground and urban railway frame A1
- Board notices A1 + AO
- Scene posters
- Posters in shops

**REACH: 3,035,700 INHABITANTS**

# BVA BIKEMEDIA VERLAG

Our partner publisher BVA BikeMedia ensures that throughout the whole year, we have reach within their specialised magazines.

- RennRad
- radfahren.de
- ElektroRad
- radsport-rennrad.de
- Radfahren
- radclub.de

Reach: 907,100 UU













**TOTAL REACH: 3,307,236 UU**

# VIRTUAL HERO E-CYCLING

3RIDES is part of a new, international e-cycling series.

The community meets at virtual rides and races and will crown the winner of the E-Cycling Cup at the 3RIDES.

**3RIDES E-Cycling Cup :**
- Starting late autumn 2023
- Rides & races between October - May
- E-Cycling Cup in Aachen






# 3RIDES ON TOUR

All year round tailor-made social rides and short trips.

**Social rides:**
- Gravel and road bike rides – free of charge
- Workshop on technical skills
- UCI World Series pre-training rides

**Short trips:**
- Gravel and road bike 3-day trips
- Technical skills training weekends
- Top 'cycling for all' events






# TIMELINE MARKETING

