

CONTENT CREATOR

TANJA@MOTO-CAT.COM


AUSTRIA, VIENNA


MEDIA KIT

11/2023



MEDIA STATISTICS

 INSTA
GRAM **153K**

 TIK
TOK **33K**

MOST POPULAR PARTNERS

DUCATI AUSTRIA

DUCATI GERMANY

PIRELLI

BETA MOTOR

INSTA360

GALFER BRAKES

WSB RACEEVENTS

MONSTERFAIRINGS

ROBOROCK

SENA

SOLETRIC (DJI)

WHO AM I

My name is Tanja and I am a passionate motorcyclist based in Vienna, Austria. My ride of choice is a red Panigale 899 and my fascination with these fiery Italian motorcycles is recognised via partnerships with Ducati in both Austria and Germany.

From motorbikes to jet skis, snowmobiles to snow bikes, I'm the ultimate adrenaline junkie and will give anything a go, taking my followers along for the ride!



ABOUT THE BLOG

My followers journey with me as I embark on my thrilling bike life, inviting them into my world of racing, touring, off-road and motorcycle-related content - all delivered with an entertaining, tongue-in-cheek flair. Taking full advantage of the popularity of reels, I document highly personal and engaging moments of my daily life on video, interspersed with action laden shots and innovative transitions.

My stories, posts and reels also feature relevant product placements and brand sponsorships, always in alignment with the interests of my audiences and presented seamlessly alongside my content.

MY MISSION

My current mission is to give my followers a behind-the-scenes look into the world of racetrack processes, to accompany me as I enter the off-road scene and to share the highs and lows of touring.

As a distinctly feminine figure in the masculine arena of racing, I aim to inspire and motivate more women to take an interest and get involved in the motorsports world!

A pointed focus of my content is to demonstrate that women can ride as hard and fast as men, busting traditional gender myths that motorsports isn't fitting for the female physicality. To do so, I regularly ride powerful machines like Panigale's and bulky, heavy models like Multistrada's, whilst also showing that women don't have to be afraid of Enduro/Motocross. I candidly document the challenges I face and how I overcome them, taking great pleasure in having my followers as witnesses to my ongoing development.



HISTORY

It all started in July 2018 when Ducati Austria became aware of my small but passionate online presence. With only 2500 followers, I was invited to World Ducati Week 2018, my first ever professional event. At the time I rode a Ducati Monster 696, which I featured on my channel. Soon after, Ducati gave me access to their entire fleet of press bikes.

With the entire Ducati product range now at my disposal, I was able to provide a wider variety of content on Instagram. Combined with my distinct social media voice, I was able to inspire many new fans and my following grew as a result.

Currently my main brand partners are Ducati Austria & Germany, WSB-Raceevents, Pirelli, Beta Motor, Galfer and DJI. And I'd be happy to count you among them soon!

PLANS 2024

Next season I plan to improve my race track skills in the Ladies Cup at WSB Sport-Raceevents. I've also recently discovered Enduro & Motocross and would like to hone my skills further in this area.

Looking good in photos is easy but I also want to incrementally develop as a rider. Doing so keeps me in good standing with my fans and I am perceived differently from some of the show riders that permeate social media. Having authenticity builds trust and engagement with my audiences, most crucially at points when I present sponsored products. Being a big Multistrada fan, I also want to share my passion for touring and adventuring through beautiful landscapes and picturesque terrain. For me, the joy of riding is not only in the total sensation of freedom, but also in the experiencing and sharing of stunning scenery.



SPONSORED CONTENT

Depending on the product and partner, my general process for integrating sponsored products is as follows:

I usually show the receipt prior to unboxing in order to prepare my followers for the new product. I then follow with the installation or assembly and an explanation of how the product works. Finally, I offer my thoughts on how practical and helpful the product is, how I can integrate it into my life and what added value it offers, etc.

How often it will then reappear in ensuing posts/reels/stories is determined individually.

AUDIENCE

Audience analytics

Quality audience ⓘ
119.4K 78%

Top country
Germany 16%

Top gender
Male 76%

Top age
25-34 45%

Location

Countries Cities



Germany 16.1%

Austria 14.2%

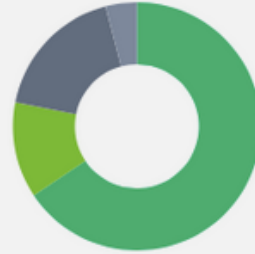
United States of America 9.1%

Italy 8.4%

India 4.2%

Other 48.0%

Type ⓘ



Real people 100.3K 65.6%

Influencers ⓘ 19.1K 12.5%

Mass followers ⓘ 27.2K 17.8%

Suspicious accounts ⓘ 6.3K 4.1%

Location

Countries Cities



Vienna 6.1%

Berlin 1.8%

Stuttgart 1.2%

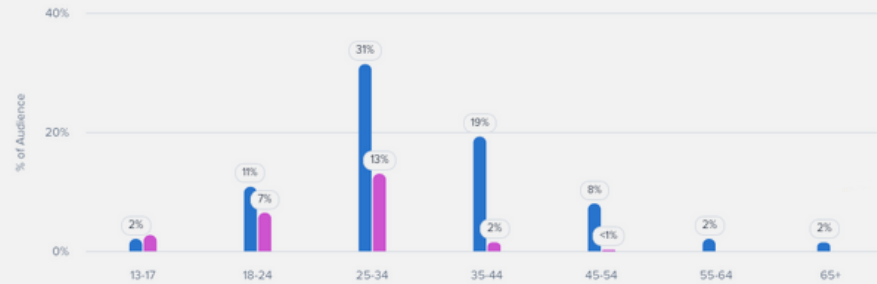
Munich 1.1%

London 1.0%

Other 88.8%

Demographics

Age & Gender Languages



Male, 75.7% Female, 24.3% Adults - 90%

STATISTICS BY HYPEAUDITOR.COM, 27.NOV 2023



Reach

Last 30 Days ▾

Oct 16 - Nov 14

305,544
Accounts reached

30.1K
Followers



275K
Non-followers

Impressions 942,272
+0.3%

Content type

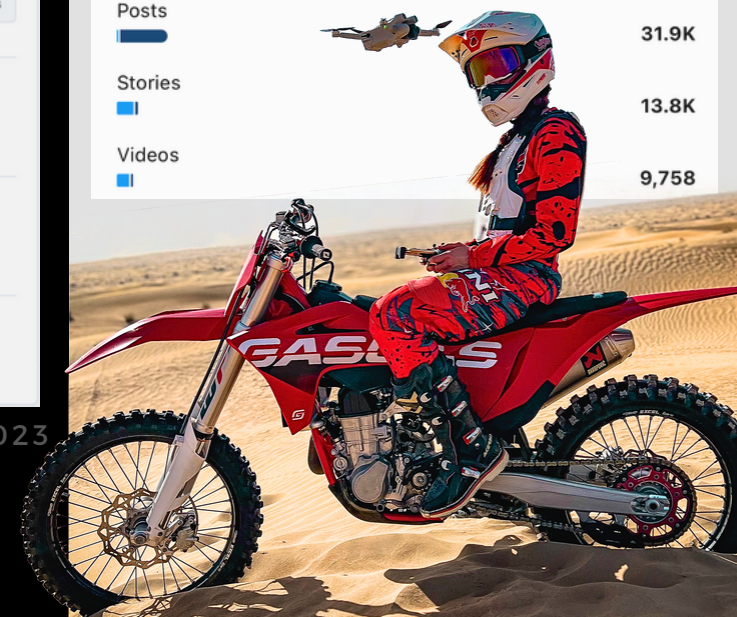
All Followers Non-followers

Reels 277K

Posts 31.9K

Stories 13.8K

Videos 9,758



BRANDING POSSIBILITIES

Sponsor stickers on my Ducati Panigale are not only seen at the racing events, but also continuously perceived in my Instagram Reels.



My van is included at every race track event and off-road training where you can find exactly the target group.

It also parks on the streets in Vienna all year round and thus offers a permanent advertising space.

WHAT I CAN OFFER

Instagram Stories, Posts, and Reels:

Engaging, dynamic clips that seamlessly integrate products into my thrilling motorcycle experiences in an authentic manner.

> Co-Author posts to leverage my reach.

Product Reviews:

Detailed and honest evaluations of motorcycle products to provide my followers with first-hand recommendations.

Giveaways:

Promotion of brands through the organization of contests to enhance interaction and expand reach.

Event Participations:

Attendance and coverage of motorcycle events, trade shows, or product launches.

Brandings:

Strategic placements of logos on my transporter, race motorcycle, and T-shirts during award ceremonies for effective brand visibility.

Stories:

Announcement of new products, highlighting promotions and discounts.

> Creation of a Story Highlight on my Insta channel to showcase important content and make it available long-term.

