

Bicycle Travellers

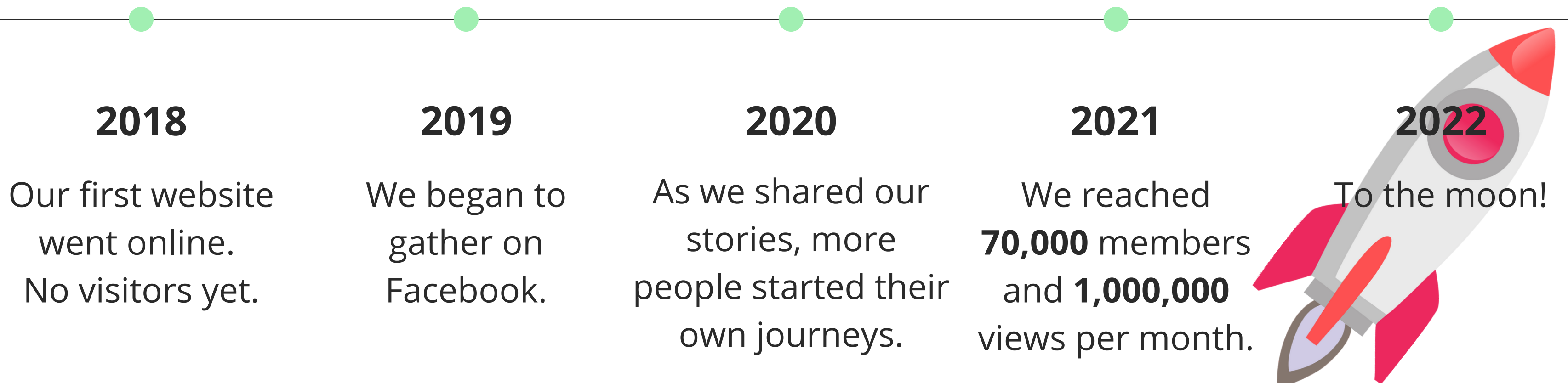
the largest
community
about
long-distance
bicycle touring
and
bikepacking



We are interested in your products

Bicycle touring or bikepacking doesn't matter. We need proper equipment for our journeys. We travel, we camp, we live outside.

Your products could make things easier for us.

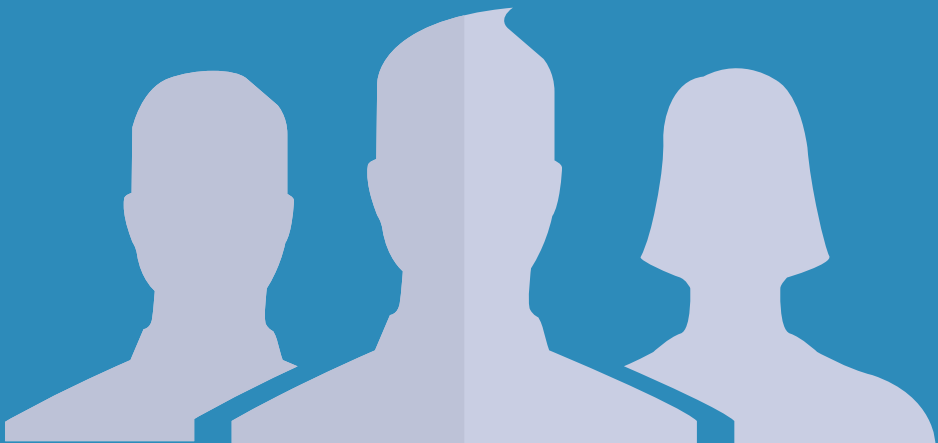


We post our journeys on a Facebook group called Bicycle Travellers. We have more than **70,000** members, with 10,000 people joining every month.

We get **800,000** views on an average month.

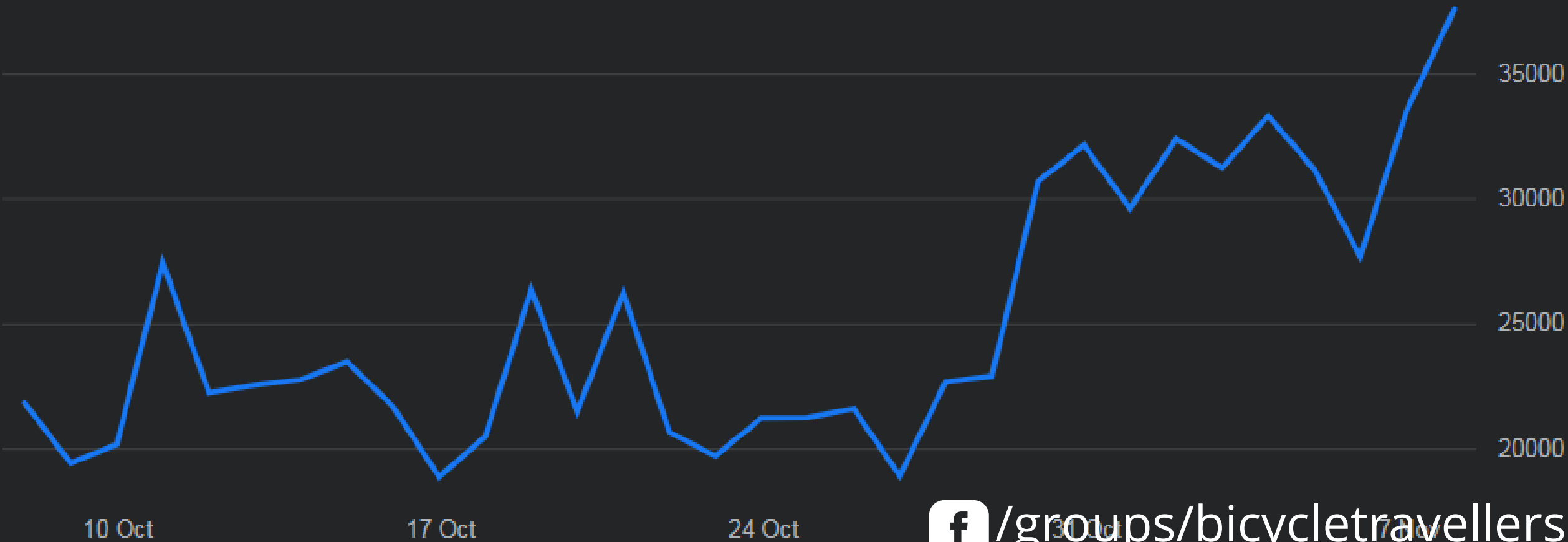
70,000 members

800,000 views/mo



facebook GROUPS

802,508 viewed *i*





facebook
PAGES

We post photos and videos about long-distance bicycle touring and bikepacking and share information or news about products related to bicycle touring and bikepacking on our Facebook page.

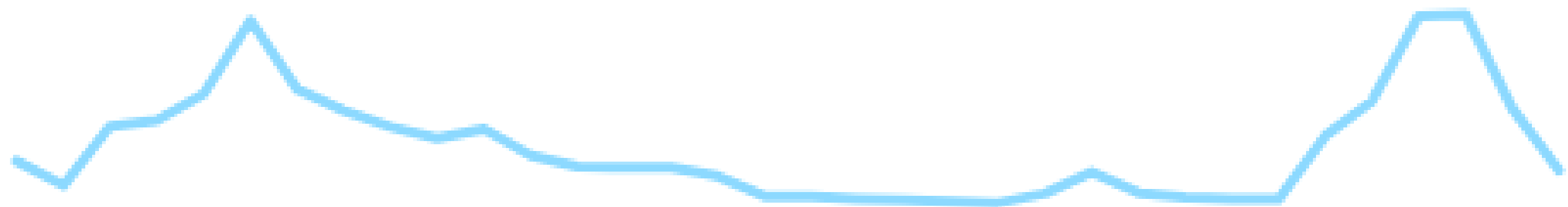
The reach of the page is not limited to our group members and we receive over **190,000** views per month.

190,000 reach/mo
and all viewers are interested in travelling by bicycle.

Facebook Page reach ⓘ

 [/bicycletravellers](https://www.facebook.com/bicycletravellers)

190,877 ↑



Our website is full of articles about long-distance bicycle touring and there are many opportunities to promote relevant products.

We reach quite a large number of readers, considering that the World Wide Web today consists mainly of social media.

20,000 users

50,000 pageviews/mo

outside the realm of social media

Users

19,535



Pageviews

48,444



Bounce Rate

37.32%



Website



bicycletravellers.com

1

ANNOUNCE YOUR PRODUCT

There are a lot of people who haven't heard about your product. Reach them by announcing it on our Facebook page.



Bicycle Travellers



The CrankTank4 is a 4-litre water bottle designed for long-distance bicycle travellers. It has many advantages over standard...

Most people are not even aware of their equipment choices until they see it on social media or hear about it from a friend.

You can reach new customers by announcing your products on our Facebook page.

There is a good chance of it going viral, just like the CrankTank4 and the PedalCell (reached **30,000** and **100,000** people respectively in **one week**).

After all, all our followers are long-distance cyclists and genuinely interested in your products.



2

MAKE IT FEATURED

Pinning your products on top of our Facebook group will make **70,000+** people remember you.

Featured



We can create a post about your product, service or business and mark it as "**featured**" so it stays pinned at the top of our Facebook group.

This improves **brand awareness**, increases the visibility of your product, and gather people around it as long as it stays there.

This is also the place where people ask questions about your product, get answers and recommendations from your past customers. This is where you build trust.

3

MAKE IT VISUAL

Old-fashion banner ads are not dead yet.

Get extra **50,000+** views per month on BicycleTravellers.com



We can place a graphic or text ad on our website that showcases your product, service or business.

We publish it as a native image or text so it can not be blocked by ad blockers.

That's the power of direct advertisement because **%47** of internet users block ads.

4

SELL IMMEDIATELY

People come looking for a specific product and they see you are selling it.

If your product is related to one of our previous articles, we can include a snippet about the product in the article.

This type of advertising is very effective because it fits into the flow of the article and the visitor is already interested in the product.

This also is not blocked by any ad-blocking software.



Water Treatment

You can't possibly know that you'll always find clean, drinkable water along the way, so water treatment equipment is a must. There are different types of water treatment, and you may need more than one treatment option.

Filtering the Water

Filtering works by trapping organisms in the small, porous surface of the filter. Some filters have a lifetime of 300 gallons of water, and some of them have thousands of gallons. Even the shortest lifetime filter is enough for a **round-the-world bike tour**, because you will not use the filter all the time.

This is a snippet advertisement of a water filter. We use this water filter on our journeys and we really like it. You can order one from www.waterfilter.com

Pre-Filters

Pre-filters are used for filtering the debris, moss, weed, and mud from the water. Without a pre-filter, you may damage the actual filter. Some filters come with a pre-filter included, but most filters don't have

5

BE ONE OF THE FEW

Have a page just about you on BicycleTravellers.com and be known among long-distance bicycle travellers.

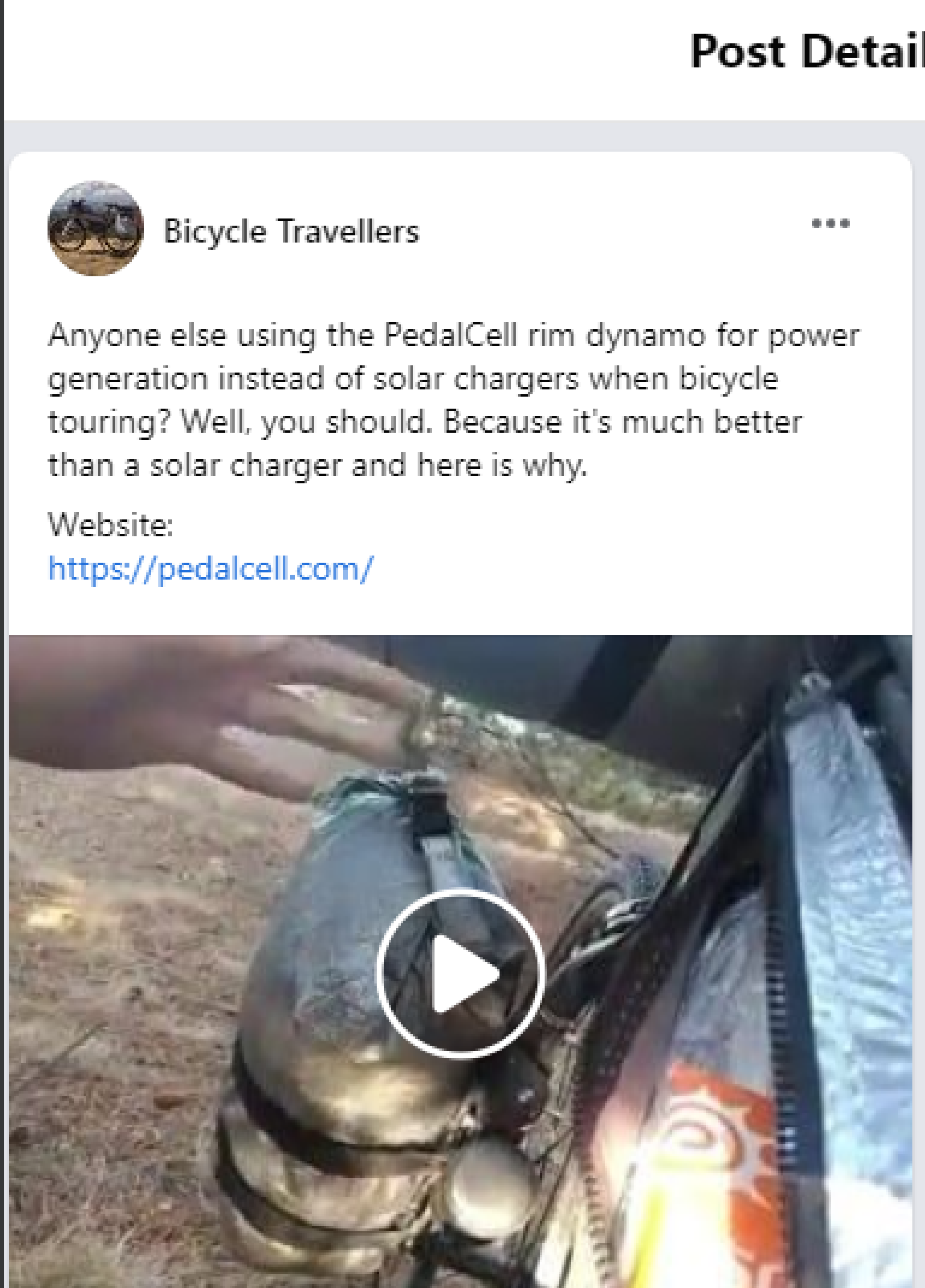


We can create a page about you. This is called a "Sponsored Article", "Paid Post" or "Paid Publication".

For example, you can **announce a new product** with a detailed description or **publish a review** of your product.

It's up to you to create the content, but we can not publish pages that look like spam. So make sure it does not look like a simple advertisement and strive to create a natural-looking article.

A video about the PedalCell rim dynamo, published on our Facebook page and pinned as featured in our Facebook group.



Post Details



Performance for your post

102111 People reached

558 Likes, comments and shares

6742 Post clicks

1418	744	4580
Clicks to Play	Link clicks	Other Clicks

NEGATIVE FEEDBACK

0 Hide all posts	0 Hide post
0 Report as spam	0 Unlike Page

558 Likes, comments and shares

BRANDED CONTENT DISTRIBUTION

[View Breakdown](#)

102111	102111	0
Total reach	Organic reach	Paid reach
109502	109502	0
Total impressions	Organic impressions	Paid impressions

A video about the CrankTank4 water container, published on our Facebook page and pinned as featured in our Facebook group.

Post Details

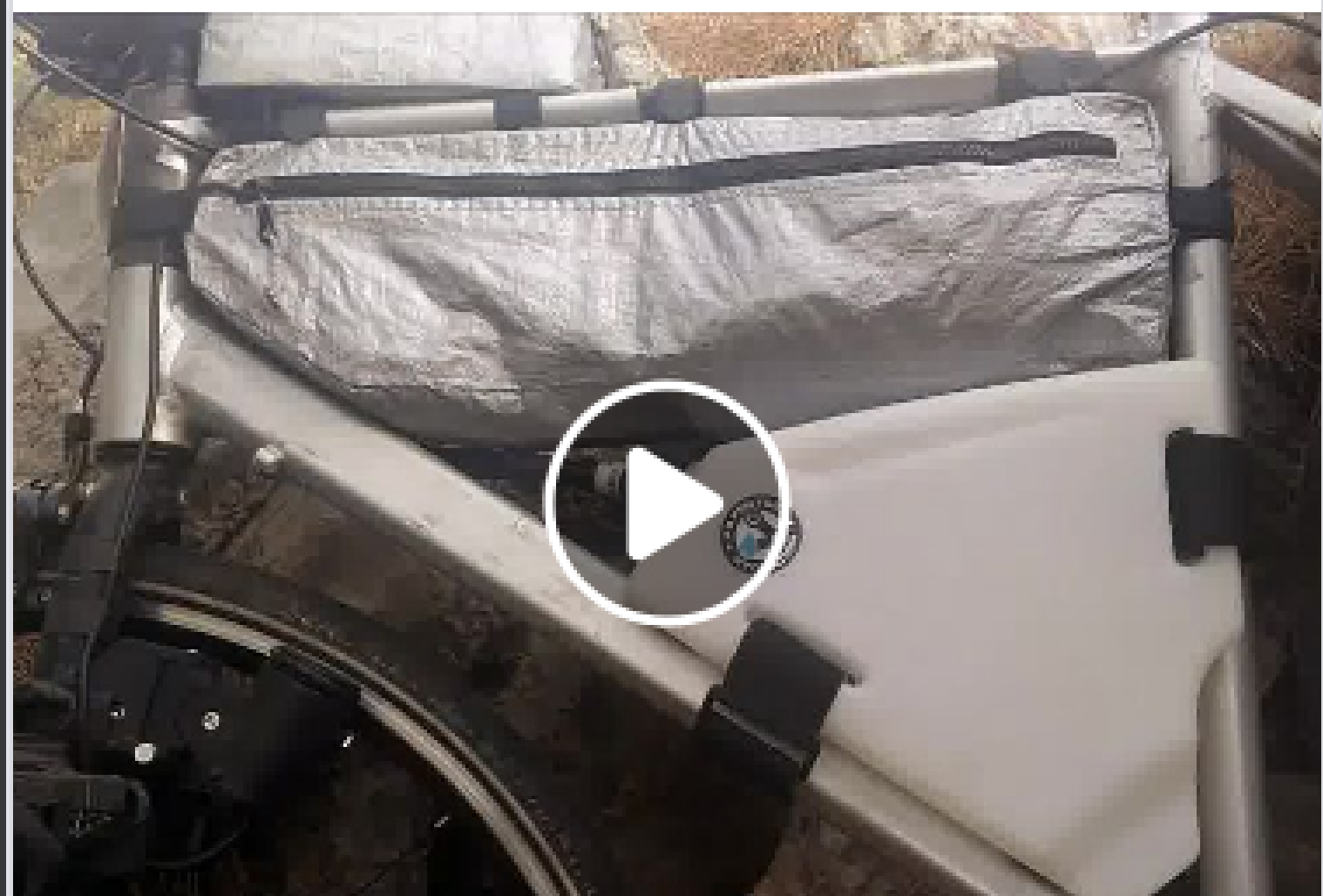


Bicycle Travellers



The CrankTank4 is a 4-litre water bottle designed for long-distance bicycle travellers. It has many advantages over standard bottles, but the most important features are; it leaves so much space for your frame bag, keeps the weight down low, and allows you to carry 4 litres of water just on your frame.

<https://adventurehydration.com/>



Performance for your post

31500 People reached

353 Likes, comments and shares

3165 Post clicks

1742	65	1358
Clicks to Play	Link clicks	Other Clicks

NEGATIVE FEEDBACK

0	Hide all posts	0	Hide post
0	Report as spam	0	Unlike Page

353 Likes, comments and shares

BRANDED CONTENT DISTRIBUTION

[View Breakdown](#)

31500	31500	0
Total reach	Organic reach	Paid reach

39780	39780	0
Total impressions	Organic impressions	Paid impressions



The power of social media.



A large group of people interested in your product.



And the potential to reach them all.

And at what price?

We are practically giving away advertising space until the end of 2021.

\$1 per day

The minimum purchase limit is \$30

\$1

Announcement post on our Facebook page

\$1

Featured post on top of our Facebook group

\$1

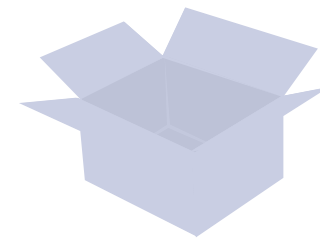
1 banner on all pages of our website

\$1

Snippet ad in a related post on our website

\$1

Sponsored article on our website



Choose a package

Decide which product you want to promote and choose a plan.



Decide on the design

Send us some text, photos or videos about your product.



Make the payment

Once the transfer is completed, we will publish your ads.

“

You can never go wrong by investing in communities and the human beings within them.

Pam Moore

Any questions?

✉ contact@bicycletravellers.com

