



## The Cycling Market

Active Marketing Group helps you go to the extreme with cyclists.

This document has been designed to provide you with:

- Background information on the industry
- An understanding of why these consumers are important
- Programs & Promotions that can help you reach them

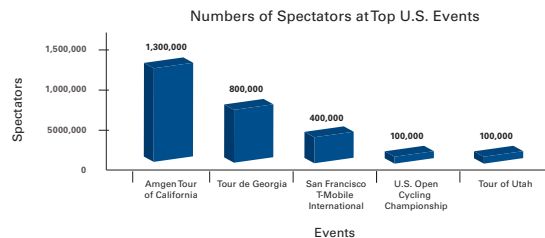
This year more than 43 million Americans will participate in the sport of bicycle riding, and 5.6 million of these enthusiasts will ride more than 110 days. The seventh most popular sporting activity in the nation, cycling attracts a dedicated group of recreational and competitive participants that make it a \$6.5 billion industry.

More Americans participate in cycling than skiing, golf, and tennis combined, and this enthusiasm is spread through all levels of recreation and competition. Revived by the accomplishments of Lance Armstrong, the current momentum of the sport has led to an increase in sponsorship dollars for professional teams, racer development programs, and many new and revived multi-day stage races throughout the country. While cycling is a sport that is accessible to people of all age groups and abilities, there are two distinct groups within the sport: competitive cyclists and avid or recreational participants. The competitors are extremely hard working, motivated and goal oriented, and they dedicate their time, energy, and athleticism to the sport. While recreational cyclists may also dedicate significant time to the sport, they participate more often as a leisure activity, for exercise, or to get around town.

Advertisers look to cycling as an effective way to reach active, conscientious consumers, specifically within the 35 to 54 age range. Cyclists are leaders in their local communities and influencers among their peers. Participants work together, sharing advice and providing encouragement, and the strong sense of camaraderie gives brands a valuable opportunity to reach people who will share their message directly with fellow consumers. By partnering with Active, companies can gain unparalleled access to cycling participants and activate marketing programs that demonstrate measurable, effective results.

 **A record 60,000 USA Cycling racing licenses were sold to participants in 2006: A 40% increase since 2001.**

Enthusiasm for the sport of cycling continues to grow in the U.S., which is reflected in recent spectator attendance at major races across the country.



## Cycling Facts and Figures

### Why Action Sports Enthusiasts are Attractive to Marketers

Cyclists are educated, motivated, success-oriented individuals who typically work harder and longer than athletes in most other sports. Whether for fun, fitness, or training for an event, the most avid cyclists can ride 150-200 days per year for up to 3-4 hours a day.

This attitude and spirit is carried into their work and home lives. 70% of adult recreational cyclists and 81% of competitive cyclists have earned a college degree. 27% of competitive cyclists also hold a post-graduate degree. Nearly 60% of competitive cyclists work in a managerial capacity, and the median income for these enthusiasts is \$75K.

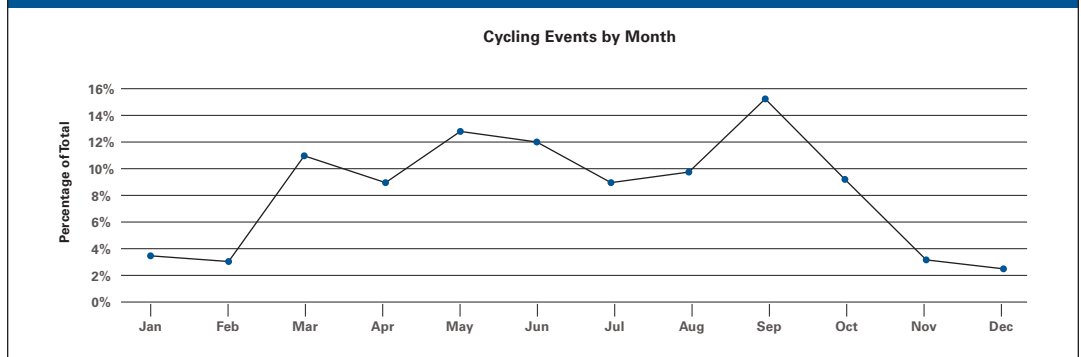
Cycling, especially at the competitive level, is a cost prohibitive sport. Top-of-the-line bicycles alone can cost between \$2K-\$5K. These athletes spend nearly \$5 billion annually on bicycles and accessories, \$43 million on cycling footwear, and \$689 million on cycling apparel. These sales account for 6.7% of total U.S. spending on sporting goods, footwear, and apparel.

Cyclists are also strong influencers within their families and local communities. They are actively involved with community issues and organizations, and nearly 65% have children at home. Additionally, 52% of cyclists rate their brand loyalty as high, which makes their influential power even more attractive to marketers.

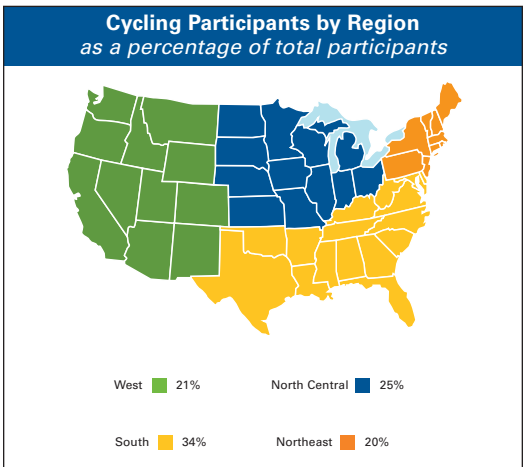
**Compared to the U.S. population cyclists are 61% more likely to have served on a committee for a local organization.**

**Cyclists are 38% more likely than the general U.S. population to have attended a public meeting on town or school affairs.**

**Cycling participation is year-round, but the majority of events take place between March and October. The season peaks in September before dropping off during the winter months.**



State	Number of Participants
California	4,008,300
Florida	3,706,600
New York	3,146,300
Illinois	2,327,400
Texas	2,241,200
Pennsylvania	1,939,500
Ohio	1,680,900
Michigan	1,637,800
Louisiana	1,594,700
Indiana	1,422,300

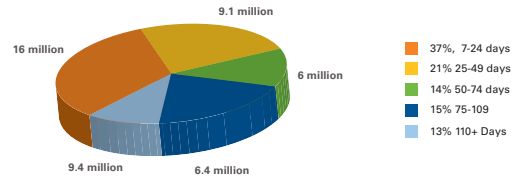


## Cycling Facts and Figures

**Cycling is the #1 fitness and health activity among doctors and lawyers over the age of 40.**

There are 43.1 million cycling participants in the U.S., of which 5.6 million are frequent participants who ride more than 110 days per year.

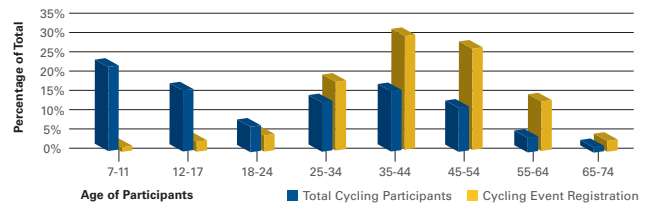
Cycling Participation in the U.S. by number of Participation Days Per Year



**There are an additional 9.2 million mountain bike participants.**

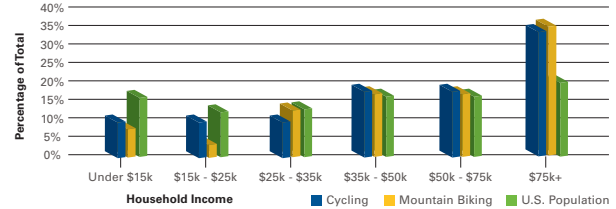
While the highest percentage of total cycling participants falls between the ages of 7-11, the average cycling event registrant is between 35-54.

Age Distribution of Total Cycling Participants vs. Cycling Event Registrants



35% of total cycling participants have a household income above \$75K.

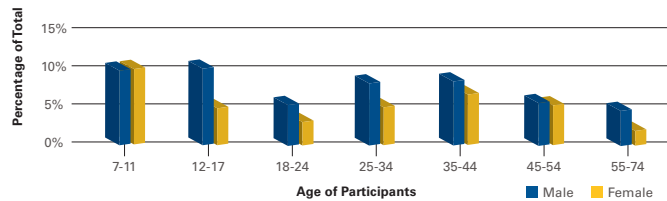
HHI of Cyclists vs. U.S. Pop



**The median age of USA Cycling licensed racers is 34.**

Cycling is popular with both genders, as 56% of participants are male and 44% are female.

Age and Gender Distribution of Cycling Participants



**May is National Bike Month.**

### Competitive Cyclists

- 89% Male, 11% Female
- Median age of 34
- 81% are college graduates, 27% have a post graduate degree
- 57% hold a professional or managerial position.
- Median HHI of \$75K+

### Adult Recreational Cyclists

- 45% male, 55% female
- 85% are between the ages of 25-54
- Median age is 32
- 70% are college graduates
- Median HHI of \$60K+

### Cycling Spectators

- 11 million Americans annually attend cycling events
- 81% adults, 19% youth
- 50% male, 50% female
- Median age is 37
- 60% are college graduates
- Median HHI is \$75K+



## Connecting with Cyclists

Active Marketing Group provides insight and access to active lifestyle consumers

Active Marketing Group is the only marketing and promotions agency that reaches and interacts with thousands of cyclists on a daily basis. We know how they train, where and when they compete; we can reach them before their event, at their event and after their event. As part of The Active Network, Active Marketing Group has direct access to over 2,700 cycling event directors and 900,000 participants that can be activated through online, offline, and peer-to-peer marketing programs. In addition, we have access to over 400,000 cyclists that can be reached through direct mail and over 134,000 cyclists that can be reached through custom emails. With national reach and years of experience developing programs that engage at the local level, we help put brands front and center with this committed community of athletes.

### Our Success Stories

Over the years we've activated marketing programs that reach participants on behalf of leading brands, including:



### Strategic Industry Partners



### The Active Network



### Active Cyclist Newsletter

The Active Cyclist newsletter is sent monthly and contains articles featuring the latest cycling training tips, gear and news:

75,000 Subscribers  
Opt-in Subscription Process

### Reaching Cyclists Online

The Active Network includes leading online destinations for recreational and competitive cyclists. Through advertising, custom sponsorships and destination mini-sites, brands can connect with consumers as they are researching new training plans or preparing for the big race.

#### Active Network Advertising Opportunities

- Standard IAB Units including Rich Media
- Newsletter Communications
- Promotional Emails
- Annual Cycling Editorial Features
  - Tour de California (February)
  - Summer Gear Guide (May)
  - Tour de France (July)
  - Holiday Gear Guide (December)

#### Active Network Sites That Reach Endurance Athletes

- 35 million monthly page views
- 2.8 million monthly unique visitors
- 7.1 million registered users
- 4 million opt-in email addresses
- 16.2 minutes average user session
- \$47.75 average online transaction

### Reaching Cyclists Offline

From turnkey event marketing to sampling that supports a new product launch, our relationships with thousands of events across the country make it possible to develop integrated programs that have a fresh, measurable impact.

#### Sampling & Promotions

- 2,700 Cycling Event Partners
- Capacity to Distribute over 500,000 Samples
- Geographic and Participation Targeting

#### Event & Sponsorship Activation

- Sponsorship Negotiation
- Staffing & Turnkey Event Management
- National Promotional/Activation Platforms

#### Grassroots & Peer-to-Peer Marketing

- Sponsored Ambassador Teams Sports
- Specialty/Retail Programs
- Seminars/Promotions

#### Research & Consulting Services

- Online Research Studies
- Focus Group Recruiting
- Product Testing



Active Marketing Group was named by Promo magazine as one of the leading promotions agencies from 2004 through 2007.