



TRAIL RIDERS
FELLOWSHIP

Advertising Packages

Summer 2015

Who are we?

The Trail Riders Fellowship (TRF) is the only organisation dedicated to the conservation of Green Roads in the UK. We work hard to retain legal access for vehicles, in particular trail bikes, to the countryside.

Who do we represent?

Our members are individuals that care passionately about their right to access green roads. From twenty five year olds getting a bike for the first time, through to long time members in their sixties and seventies. We are brought together by our love of adventure, the challenge of riding trails and the unique heritage of the Great British countryside.

What are the advertising opportunities?

In the last 12 months the TRF has undertaken a brand refresh that has transformed its public face.

Our reputation has grown from that of a niche riding club to a powerful trail riding and land access organisation with mass appeal, whose membership is increasing and has significant influence in the motorcycle and adventure sectors. There is a buzz of energy about the club and we are looking to increase our impact through collaboration with like minded partners.

This document outlines our key communication channels and demonstrates how you can reach new customers and become part of the TRF story.

For more information or to talk about how you can get involved please email greg@trf.org.uk

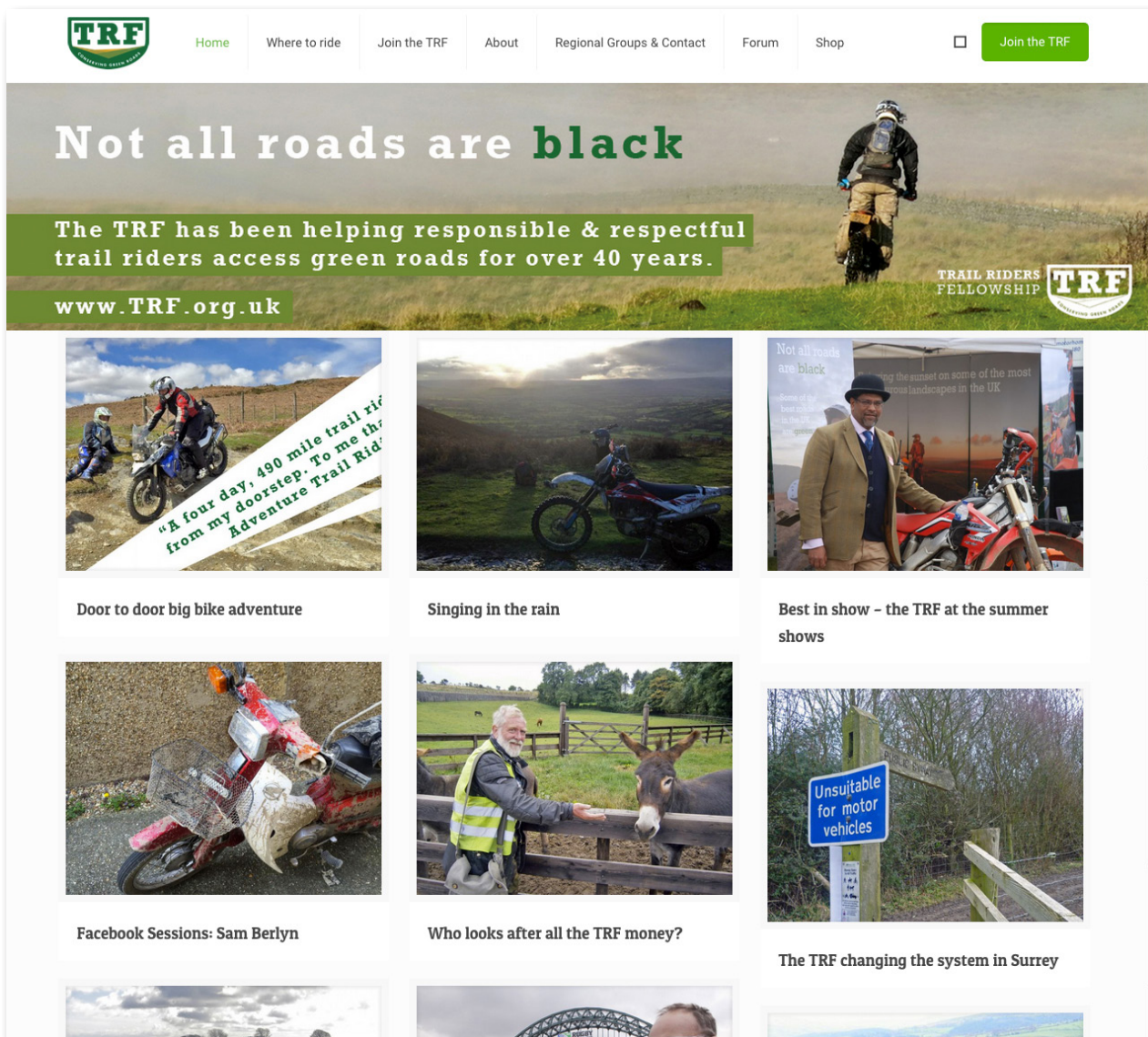
The TRF Website

The TRF website is our online publishing platform that celebrates all aspects of trail riding in the UK. From ride reports, to Rights of Way stories to articles that promote attitudes and behaviour. For most of our audience it is their first point of contact and acts as the 'shop window' to the TRF.

New stories are published every week and the articles are distributed directly to TRF members and the wider public through Facebook.

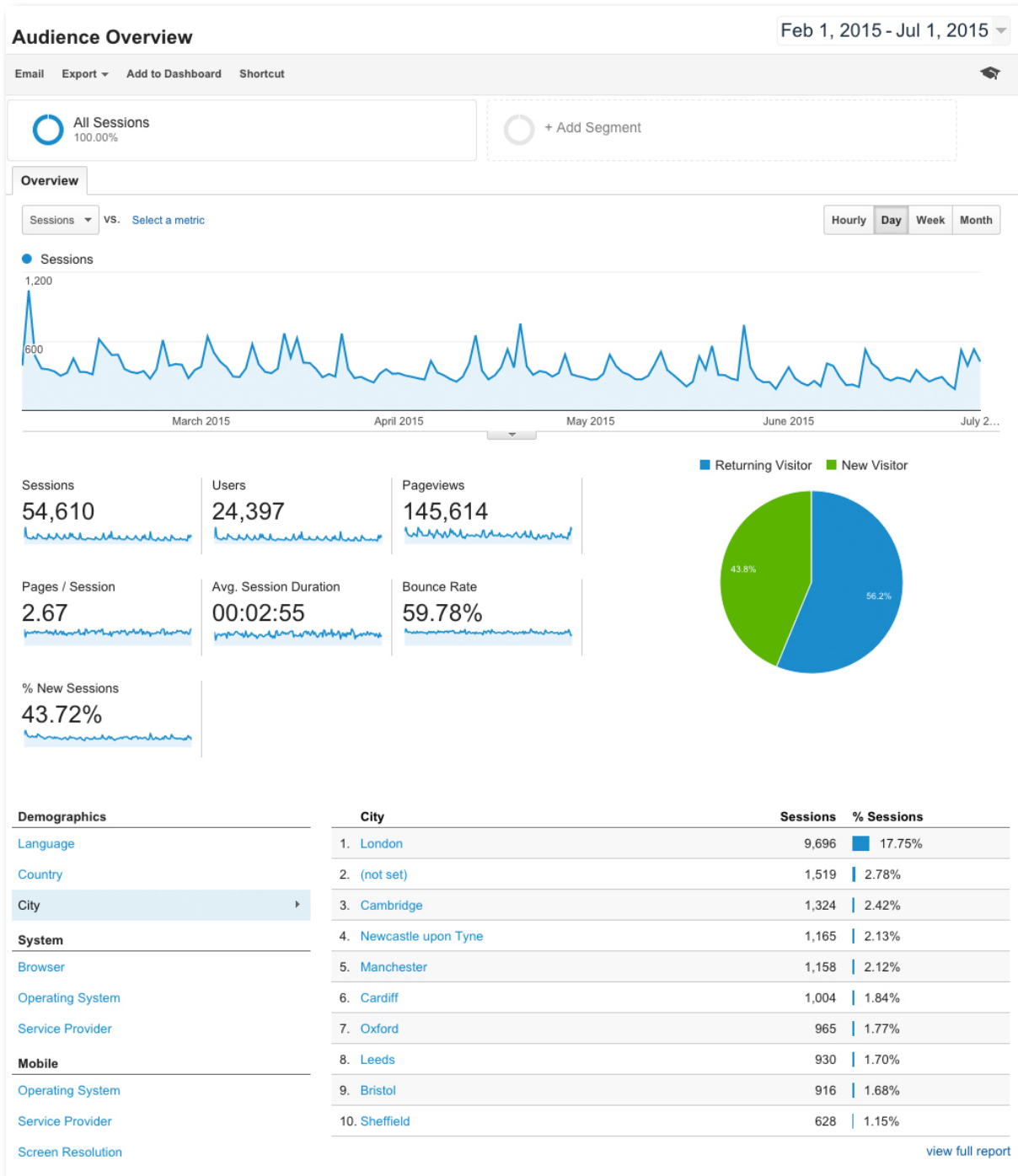
Since it's launch in January 2015 it's popularity has grown and it has now become the leading source of digital information on trail riding in the UK.

www.trf.org.uk



TRF Website Data

Over 24,000 new and returning users in six months



TRF Facebook

All of the articles published on the TRF website are distributed through the TRF Facebook Page. This allows us to reach our 4,500 followers directly, but more importantly, once on Facebook the articles have the opportunity to be shared to a much, much larger audience.

The screenshot shows the TRF Facebook page interface. At the top, there's a navigation bar with 'Page', 'Messages', 'Notifications', 'Insights', and 'Publishing Tools'. The main header features a large image with the text 'Not all roads are black' and 'The Trail Riders Fellowship has been helping responsible & respectful trail riders access green roads for over 40 years'. Below this, there's a 'Shop Now Open' banner and the TRF logo with the tagline 'CONSERVING GREEN ROADS'. The page is categorized as a 'Non-Profit Organization'.

The main content area displays a post from Greg Villalobos, published on June 28 at 6:56pm. The post text reads: 'Big bikes are built for circumnavigating the globe, aren't they? They're definitely no good for our tight twisty little green roads... Gloucestershire TRF member James Osborne must have missed that email as he recently put together a 4 day adventure through rugged Wales on a posse of big BMW's. Would men, women and machines make it? <http://www.trf.org.uk/door-to-door-big-bike-adventure/>'. The post includes a photo of two people on motorcycles on a dirt road, with a quote overlay: 'A four day, 490 mile trail ride, from my doorstep. To me that is Adventure Trail Riding.' The post has 7,640 people reached, 20 shares, and several comments, including one from Kelvyn Skee and another from Jon Boulton.

On the left sidebar, there are various engagement tools: 'Respond faster to turn on the icon', '4,263 likes +24 this week', '9,284 post reach this week', 'Find New Customers', 'ABOUT' section with a description of the organization, and 'APPS' section with a 'Keep in touch with news from...' button.

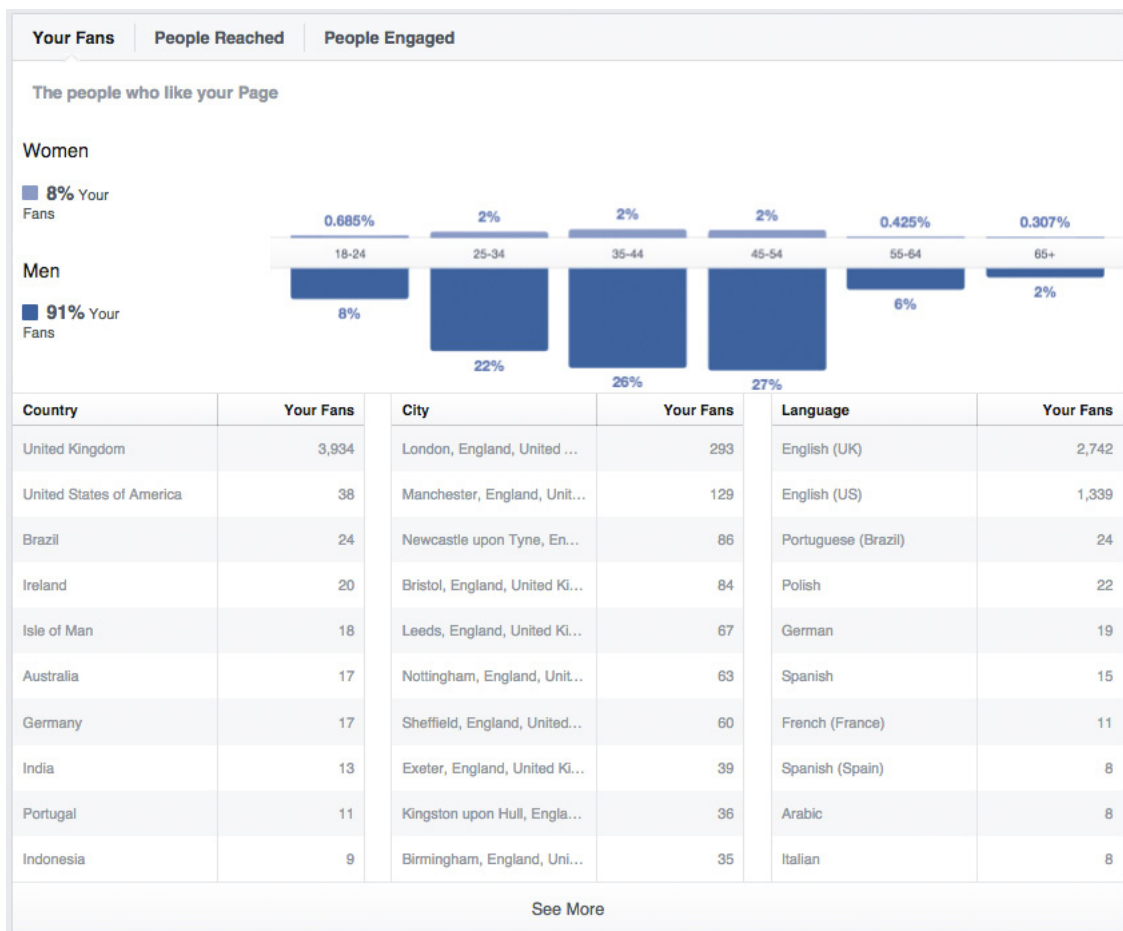


TRF Facebook Data

4,263 Followers of the TRF Facebook Page (July 2015)

91% Male

53% Aged 35 to 54



TRF Facebook Data

On average our Facebook posts reach between 3,000 and 6,000 people.

BUT, we also use Facebook Boost - a paid for service that allows us to promote content to targeted audiences.

Our last Facebook Boost reached **37,679** people

Boost Post

Your boost has exhausted its budget. Increase your budget to reach more people.

Desktop News Feed | Mobile News Feed

TRF Sponsored · Like Page

What would happen if you tried to ride a 15 year old trials motorbike from one side of the country to the other? No seat. 30mph max speed. Tiny fuel tank. Would man and machine make it?

That's just what Greg Villalobos (Northumbria TRF) and Noel Thom set out to find out. Read all about it here: <http://www.trf.org.uk/the-coast-to-coast-trial/>

<https://vimeo.com/124192518>

The Coast to Coast Trial
VIMEO.COM

Like · Comment · Share · 226 · 65 · 82

Thank you for your feedback!
We are continuously working to make Facebook better and your input is invaluable in our mission to make the world more open and connected.

37,679 Paid Reach (?) | **877** Actions (?) | **£40.00** Budget Spent

Actions | **People** | Countries

0% Women

Age Group	13-17	18-24	25-34	35-44	45-54	55-64	65+
0% Women	0	0	0	0	0	0	0
100% Men	0	20	303	232	269	53	0

Audience and Payment

Add Budget: **£10**

Adding this budget will increase your reach to an estimated 33,000 - 32,000 people.

We paid to reach people interested in adventure, England, countryside, motorcycles, travel & off road

The TRF Trail Magazine

TRAIL Magazine has been an important part of the TRF communications package for over 25 years. It is an invaluable source of Rights of Way news, members' run reports, group news, members letters, classified adverts and disseminates information from the Directors of the TRF.

Once printed and posted, it is now a flip book which is published online each month. Over 14,000 people receive a link to the latest edition via monthly email newsletter. Back issues are available through the website.

www.trf.org.uk/trailmagazine

Trail

WANTED:

- RUN REPORTS
- RIGHTS OF WAY - NOTICES
- BIKE & RIDING GEAR REVIEWS
- COVER PHOTOS
- YOUR VIEWS ON TRAIL RIDING RELATED TOPICS

or anything you feel would be interesting

COPY DEADLINE:
1st Tuesday of the Month

PUBLISHED:
3rd Monday of the Month

All contributions to THE EDITOR
Fred Ellison, Sheepcote Farm,
Moor Lane, Wiswell, Clitheroe
BB7 9DG editor@trf.org.uk

BMF Discount Code 2015: TRF15A674

ARTS & MINDS
TRAIL BIKE RIDING

links with
community &
the TRF
through County Shows

JUNE 2015 NO. 442

MAILBOX

Web Edition created by Ellison Printing t. 01254 883208 www.ellisonprinting.co.uk

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Are your customers
interested in bikes,
trail riding, adventure,
& travel?

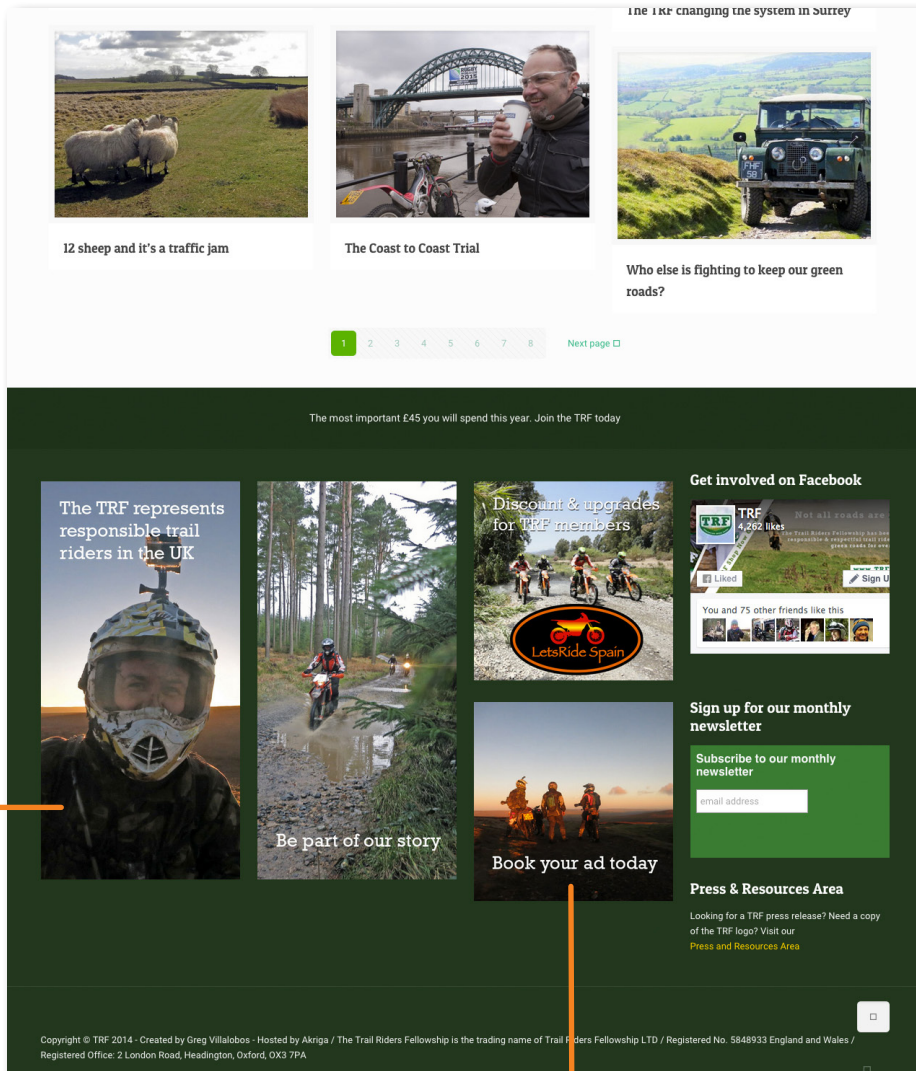
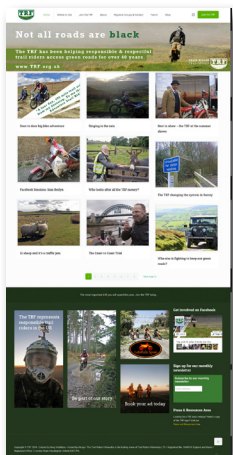
The TRF can help you
reach them...

1: Place an ad on the TRF website

2: Commission an article about your company on the TRF website & Trail Magazine

3: Place an ad in Trail Magazine

1: Place an Ad on the TRF Website



Large Ad

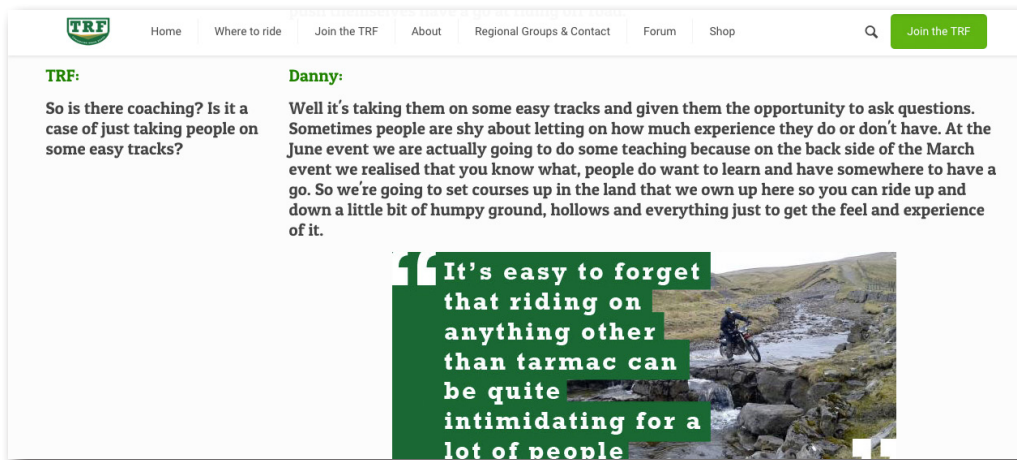
Limited to 2 companies/ads at any one time

Regular Ad

Limited to 2 companies/ads at any one time

All adverts designed in collaboration with TRF design team

2: Commission an article on the TRF Website & Trail Magazine



One of our TRF journalists will work with you to put a story together about your company, product or service. Normally this will be over the phone through an interview. You will be asked to supply supporting materials, such as photos or videos.

We will write up an article that conveys your message whilst remaining within the values of the TRF and ethos of the website. We will make you look great.

The article will be published on the TRF website and promoted for one week through a Facebook Boost campaign (you can help select the type of people that you would like to reach through Facebook). It will also be published in Trail Magazine.

The article will be promoted through our monthly email newsletter.

The article will remain on the TRF website and you can link to it and share it as much and for as long as you like.

Note: The article will be signalled as a paid for 'advertorial'
Content can be shared but not copied onto other websites
Photos and videos to be supplied, though we can arrange to make these as an extra cost

3: Place an ad in Trail Magazine

German engineering

A FLAWLESS RIDE ON ANY TERRAIN.

Whatever 'play time' means to you, choose the best tools to enjoy it.

Whenever and wherever you ride, you do it for maximum enjoyment knowing that the different terrains, conditions and weather place extreme demands on you, your bike and not least, your tyres.

But, by choosing Continental's sector defining TKC80, ContiTrail Attack or Escape tyres, you'll have total confidence they're more than a match for every condition and challenge, so you can simply savour every moment of your ride experience.

And you're not alone. They're tried, tested and trusted by the world's best adventure riders, so, Continental knows exactly what to put into the tyres to ensure you get everything you want out of them.

With Continental Adventure Tyres
the trail becomes your playground.

Continental
GET THE GRIP

CONTINENTAL. The UK's No.1 Adventure Tyres

www.conti-bike.co.uk

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www.letsridespain.com

Call us on 0845 467 0025 Email: info@letsridespain.com

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Family run Guest House & Self Catering Cottages, spectacular views, en-suite bedrooms comfortable lounge bar & excellent home cooked food with:

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- Drying room - On-site practice area -
- Map room with local lanes marked -
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- Knowledgeable owners -

A very popular venue for both individuals and groups of trail riders.

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Tel: 01550 750274
e-mail: info@cambrianway.com
Cynghordy, Llandovery,
Carmarthenshire, SA20 0NB

Full Page Ad
1/2 Page Ad
1/4 Page Ad
Banner Ad

See the TRF on Bikechannel Sky & Virgin & YouTube <http://youtu.be/8i79cTpslq8>

All adverts designed in collaboration with TRF design team

Advertising Rates

	1 Month	6 Months (10% discount)	12 Months (20% discount)
Website Ad - Regular	£150	£720	£1,440
Website Ad - Large	£250	£1,200	£2,440
Website & Trail Article	£800	N/A	N/A
Trail Magazine Banner Ad	£72	£345	£691
Trail Magazine 1/4 Page Ad	£72	£345	£691
Trail Magazine 1/2 Page Ad	£132	£633	£1267
Trail Magazine Full Page Ad	£248	£1,190	£2380

GOLD Package (50% discount)	Website Ad - Large x 12 months Website & Trail Article x 1 Trail Magazine Full Page Ad x 12 months
£2,790	

SILVER Package (40% discount)	Website Ad - Regular x 12 months Website & Trail Article x 1 Trail Magazine 1/2 Page Ad x 12 months
£2,104	

BRONZE Package (20% discount)	Website Ad - Regular x 12 months Trail Magazine 1/4 Page Ad x 12 months
£1,704	



**TRAIL RIDERS
FELLOWSHIP**

To advertise with the TRF,
or for more information,
email:

greg@trf.org.uk