



Trail

The Members' Magazine of the Trail Riders Fellowship



Previous issues can be viewed at:

<https://issuu.com/trftrail/docs>

Trail and Adventure bikes have consistently led the growth area of MCIA sales figures, with an increase of around 20% last year. In addition, the TRF has doubled in size over the past few years and now around 60% of regular trail riders are TRF members. The TRF is also now the largest ACU club.

Trail riders are big buyers of equipment, tools and accessories and are positively greedy when it comes to consumables. Surveys reveal that the membership has high levels of disposable income to spend on its favourite pastime – trail riding.

Trail riders have proved to be early adopters of electric trail bikes, such as the Bultaco Brinco, KTM Freeride and Zero, leading you into your future markets.

The TRF reaches out to an audience of around 5,500 in print, a further 22,000 by email and up to 250k through social media. Our trail riding events reach out to over 150k people and attract up to 500 riders. We will be offering easy trade access to enable dealers to get involved in these events and 'Go to Market' plans focused on trail riders.

Dealers can join 'Friends of the TRF' by offering a discount to members, so qualifying them for a free entry in **Trail** magazine and on the website (see above).

Membership profile and spending habits

MALE 97.1%
FEMALE 2.9%

AGE BRACKET
26-35 6.7%
36-50 31.1%
51-65 53.6%
66-75 6.3%

WHAT CC IS YOUR PRIMARY TRAIL RIDING BIKE?
125-250cc 26.5%
250-450cc 56.6%
450-650cc 10.6%
Over 650cc 5.2%

WHAT IS YOUR TOP BIKE BRAND?
KTM 30.1%
Honda 21.2%
Yamaha 12%
Beta 10.0%
Husqvarna 5.8%
Suzuki 5.0%

TYRES
Almost 50% buy one set a year!
Who is your preferred tyre manufacturer?
Michelin 28.1%
Maxxis 22.9%
Mitas 12.5%
Metzeler 8.9%
Pirelli 7.2%

HOW OFTEN DO YOU BUY A NEW HELMET?

Once a year 7.8%
Once every two years 28.2%
Once every three years 40.3%
Other 23.3%

CRASH HELMET BRANDS OF CHOICE?

Any/no preference 22%
Arai 18%
Shoei 14%
Airoh 9%
Bell 7%
AGV 4%
Schuberth 2%
HJC 2%
Shark 2%
Nolan 2%
Klim 2%

DO YOU OWN A ROAD BIKE?

Yes 74.8%
No 25.0%

WHAT IS THE BRAND OF ROAD BIKE?

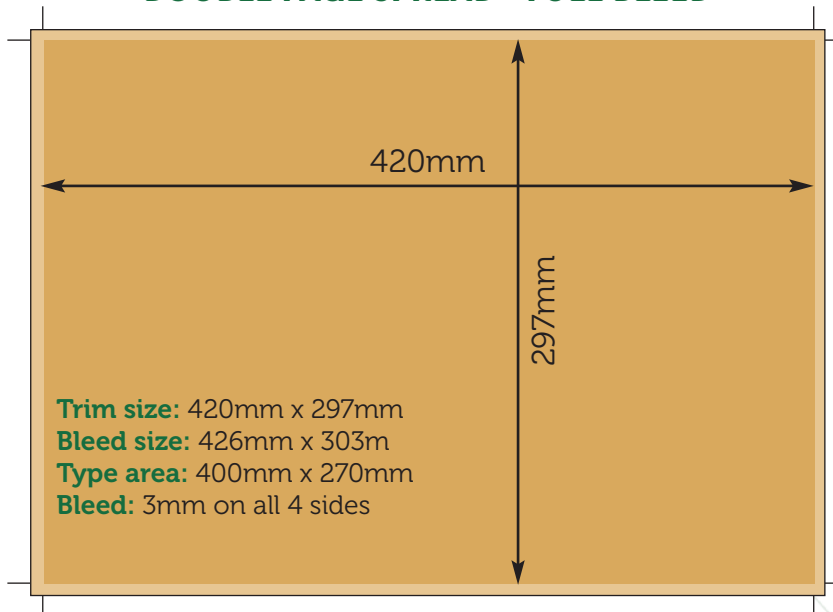
BMW 17%
Honda 14%
Triumph 11%
Yamaha 8%
Suzuki 6%
KTM 6%
Ducati 4%
Kawasaki 4%

For the full spending survey results go to <https://issuu.com/trftrail> and see **Trail Summer 2018**

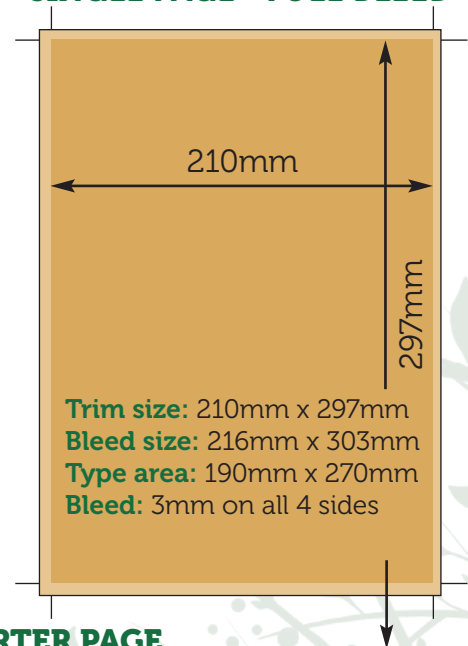
Advertising Rates

	Single insertion	Yearly Rate
1/4 Page Ad	£85	£300
1/2 Page Ad	£150	£540
Full Page Ad	£285	£1025
Double page spread	£483	£1730

DOUBLE PAGE SPREAD - FULL BLEED



SINGLE PAGE - FULL BLEED



HALF PAGE



Trim size half vertical:

93mm x 270mm

Trim size half horizontal:

190mm x 133mm

QUARTER PAGE



Trim size quarter vertical:

93mm x 133mm

Trim size quarter horizontal:

190mm x 65mm

The TRF Team

TRF Chair &

Marketing Director:

Mario Costa-Sa

Conservation Director:

Dave Carling

Financial Director:

Michel Sabatier

Police Liaison & TRF Governance

Director:

Stuart Bosworth

Heritage Director:

Steve Neville

Membership Director:

Carla McKenzie

Safety & Northern

Area Director:

Doug Cartwright

Technical Director:

John Vannuffel

Training Director:

Chris Barrable

Group Communications & Support

Andrew Byatt

IT:

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TRF Learning Platform:

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Advertising:

Charlie Harris

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Schedules for 2020

SPRING – MARCH 2020

Final text and pics - **21 February**

Final Ad a/w - **28 February**

Mailing - **23 March**

SUMMER – JUNE 2020

Final text and pics - **22 May**

Final Ad a/w - **29 May**

Mailing - **22 June**

AUTUMN – SEPTEMBER 2020

Final text and pics - **21 August**

Final Ad a/w - **28 August**

Mailing - **21 September**

WINTER – DECEMBER 2020

Final text and pics - **20 November**

Final Ad a/w - **27 November**

Mailing - **21 December**

TESTIMONIAL

"The Ad has been a great success, and thank you immensely for a great and very interesting magazine. We have run ads elsewhere, but have had much more response, enquiries, and bookings through TRF and Trail magazine.

Therefore we would really like to carry on the campaign – may update the ad – and continue advertising with yourselves."

Gary Norman – Dirt Bike Holidays

CONTACT DETAILS

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