



The **Latz**
Report



Micromobility
Report

Media Kit
2021/22



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Reach Your Target Market!

We offer a range of targeted media platforms that enable you to communicate with your current and potential new customers.

The Latz Report

The Latz Report is 100% business to business and solely focused on the

Australian and New Zealand bicycle trade. We do not run any content for consumers and do not allow consumers to subscribe to our newsletter.

Since launching in September 2019, *The Latz Report* immediately gained industry wide acceptance and active readership.

Our very first monthly newsletter achieved



a 41.6% open rate which has been typical ever since. These open rates are 'off the charts' compared to the average for trade newsletters of just over 20%.

Even higher is our newsletter clickthrough rate (where readers don't just open the newsletter but click through to the full stories on our website), which typically sits at between 20% and 25%. That's about 800% higher than the industry average for trade newsletters of 2.62%

Whilst *The Latz Report* is relatively new, it is built on over 35 years of experience and graft by publisher Phil Latz. Phil founded *Bicycling Australia* magazine in 1989 which, over the next 25 years, became the largest specialist cycling media company in Australia. After selling this business, Phil helped establish *We Ride Australia* as the

peak cycling advocacy group in Australia, both in the roles of a founding benefactor and as the Business Development Manager for two years. Over the decades Phil has also held many other roles in the bicycle community, some on a voluntary basis, including being a director of *Bicycle Industries Australia (BIA)*, founding *World Bicycle Relief Australia* on behalf of the global charity *World Bicycle Relief*, founding and running two annual charity bike rides, being a cycling advisor for the City of Wollongong and working as either a consultant or business coach for various cycling related events and businesses.

Therefore, *The Latz Report* not only gives you unique access to the bicycle trade, it gives you a credible and trusted platform from which to share your story.



Micromobility Report

'Micromobility' is a new word to describe an innovative and rapidly evolving field.

We know that it won't be of interest to everyone in the bike industry. That's why we're keeping *The Latz Report* unchanged to continue serving the traditional bike industry and have created a separate *Micromobility Report* website and newsletter.

Our readership includes some bike trade overlap with *The Latz Report* plus members of many other industries including bike and scooter share, engineering, urban design and more. It's also read by key purchasers and decision makers within local, state and federal governments along with tourism boards and transport authorities, and major institutions including universities. The *Micromobility Report Newsletter* is also open to the general public to subscribe.

Under the Products menu, *Micromobility Report* covers everything from ebikes to e-scooters, e-skateboards and other light electric vehicles of every description.

Within the Infrastructure menu you'll find bike and scooter share, end of trip facilities, planning, design and education, and policy and funding.

Under Recreation you'll see stories about rail trails, mountain bike parks, other recreation and cycle tourism.

How Will Micromobility Report Help You?

Through producing the *Micromobility Report* website, newsletters and related social media, we aim to help you by:

1. Providing an effective conduit for you as a micromobility product or service provider to connect with your potential customers.
2. Informing and educating both service providers and customers about a wide range of topics including: best practices, latest trends, upcoming opportunities, new technologies, new policies, regulations and funding.
3. Providing 'ammunition' for advocates within all levels of government, business and other organisations to convince decision makers and funders about the benefits of micromobility.
4. Providing networking opportunities and discussion forums for peers who might not otherwise meet or connect.
5. Through all of the above, we hope that *Micromobility Report* will help accelerate the implementation and adoption of micromobility solutions Australia-wide.

Great Marketing Opportunities Await!

We are the only specialist media in Australia for both the bicycle trade and micromobility sectors. Below you'll see multiple ways for you to best reach our subscribers, website visitors, social media readers and video viewers.

Sponsored Content and Annual Guides

With so many products and brands on the market, we know that many retailers struggle to decide which ones to stock and recommend for their customers. Therefore, we publish Product and Company Features that enable you to highlight the benefits of your business to your customers. These remain permanently on our website and, combined with our investment in high-level SEO, mean they are easily found through search engine searches of related terms and continue to accrue exposure in the months and years ahead. You will be shown a draft in advance and have the option of editorial input at your discretion. They can be published as 'stand-alone' features or as part of our Annual Guides, which focus on a different aspect or niche within the trade industry.

To maximise the impact of your Product or Company Feature we only allow a maximum of six Product Features and three Company Features in any month.

The Latz Report

Month	Focus
Jan	Bottles, Hydration & Nutrition
Feb	None – due to Christmas break
Mar	Ebikes & Cargo Bikes
Apr	Electronics, Lighting & Cameras
May	Indoor Trainers, Software & Business Services
Jun	Shoes & Pedals
Jul	House Brands & all other P&A
Aug	Kids Bikes, Scooters & Skateboards
Sep	Mountain Bikes
Oct	Clothing, Helmets, Eyewear, Bags & Protective Gear
Nov	Adult Bikes
Dec	Wheels & Tyres

Micromobility Report

Month	Focus
Jan	Bike Share & Scooter Share
Feb	None – due to Christmas break
Mar	Ebikes
Apr	Bike Infrastructure Provision, Planning, Design & Education
May	Mobility
Jun	Recreational Trail Design & Construction
Jul	End of Trip Facilities
Aug	Scooters & Skateboards
Sep	Cargo Bikes & MaaS
Oct	Signage, Mapping & Wayfinding
Nov	LEV's (light electric vehicles / personal mobility vehicles)
Dec	Integration & Data

Classifieds Advertisements

You can advertise to fill a job vacancy or even to sell your business via our Classifieds.

We know from past experience that many industry members are frustrated when they advertise for staff via the 'category killer' *Seek*. Sure, they get dozens, even hundreds of applicants, but the vast majority don't have any relevant experience and only take up the business owner's valuable time to process. If you advertise through *The Latz Report* or *Micromobility Report* Classifieds, you'll almost certainly get a far lower number of applications than through *Seek* – that's a good thing! Because we only cater to our bike and micromobility industry members, this smaller number of respondents will be industry insiders with relevant experience, meaning less chaff that you have to sift through.

'Influencers' Series & Other YouTube Channel Opportunities

We are excited to launch our *Influencers Series* in mid-2021 on the new *Micromobility Report YouTube Channel*: a professionally produced video series, featuring in-depth interviews with individuals who make a significant contribution to the bike industry.

Through both our *The Latz Report* and *Micromobility Report YouTube Channels* we're also able to offer you sponsored webinars and other video services.

Your Five Star Guarantee



We guarantee to give you a month's free advertising if we:

- ★ Fail to put your advertisement online within five working days of receiving your booking and finished artwork file;
- ★ Make any mistake with the size, placement, or rotation of your ad or run the wrong advertisement, contrary to any written instructions you have provided to us;
- ★ For whatever technical reason or human error, do not post your advertisement for the full month for which it was booked;
- ★ Do not provide you with analytics data about your advertisement (number served and click through rates) within five working days of your request;
- ★ Fail to proactively alert you to any relevant feature stories, news events or other information that may either positively or adversely impact your campaign so that you can take informed action.

The Latz Report Yearbook

Our *Yearbook* is a four way cross referenced sourcing guide that puts supplier information at the bicycle trade's fingertips, currently in its 25th edition.

Since Phil Latz launched the first *Yearbook* in 1996, it has become a much loved institution throughout the bicycle trade.

In June 2020 we launched the first *Yearbook*, in a 'flipbook' or 'e-zine' format, including a smartphone app version.

The print addition, sent free-of-charge to all dealers across Australia, remains as popular as ever, with the next edition to be published in April 2022.

Announcing the Micromobility Yearbook

Subject to further market feedback, we're planning to launch the first *Micromobility Yearbook* in the second half of 2022. It will most likely have the same style, size and format as *The Latz Report Yearbook* but be divided into these four sections: Products, Mobility, Infrastructure, Recreation.

If you advertise in both *Yearbooks* you'll receive a special discount. We'll advise more details and publication dates in 2022.



“ It's my most essential resource. I literally couldn't do my job without it.

JACK DALLY

Manager, My Ride
Collingwood, Victoria



“ It's reliable, old school, black and white and it's in front of you... it even works under viral conditions!

Just the other day on a supplier's website there was no phone number and you could only fill out an enquiry form and wait who knows how long. I looked them up in the Yearbook, got their number got straight through and got my problem sorted.

DAVID HANSEN

Proprietor, Giant Wollongong, NSW

Advertising Sizes & Rates

Sponsored Content

Product Feature, approx 400 words plus up to four photographs	\$450
Company Feature, approx 1,000 words plus up to eight photographs	\$1,100
Exclusive eDM's (electronic direct mailouts) to our newsletter list**	\$1,494

Classified Ads

Self Service - \$153	Staff Assisted Booking - \$308
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Yearbook Ad Rates

Front Cover	\$2,987	Full Page	\$1,957
Back Cover	\$2,678	Half Page	\$1,236
Inside Front Cover spread	\$3,399	Business Pack	\$979
Double Page or 2x Full Page	\$2,987	Bold + Logo Pack	\$567

Website Rates

Description	Width	Height	1 month	3 months	6 months	12 months
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Premium Positions

Background Skin*	1920	1200	\$2,472	\$2,225	\$1,854	\$1,483
Billboard*	960	250	\$1,648	\$1,483	\$1,236	\$989

Exclusive Positions

Top Leaderboard	728	90	\$927	\$834	\$695	\$556
Medium Rectangle	300	250	\$824	\$742	\$618	\$494
Small Rectangle	300	100	\$464	\$397	\$324	\$258

Rotated Positions (shared in rotation with up to two other advertisers)

Shared Leaderboard	728	90	\$670	\$603	\$503	\$402
Middle Leaderboard	728	90	\$618	\$556	\$464	\$371
Middle Medium Rectangle	300	250	\$567	\$510	\$427	\$340
Small Rectangle	300	100	\$288	\$258	\$216	\$175

Newsletter Rates (All Exclusive Positions)

Top Leaderboard	728	90	\$721	\$649	\$541	\$433
Middle Leaderboard	728	90	\$618	\$556	\$464	\$371
Medium Rectangle	300	250	\$567	\$510	\$427	\$340
Small Rectangle	300	100	\$288	\$258	\$216	\$175

*Background Skin and Billboard do not display on mobile site

**Limited to five per year in total and no more than one in any calendar month



You Can Make Huge Savings With Schedule Discounts!

If you book a schedule, for a minimum of six months duration, across any of our products then you'll earn significant savings. These will be on a sliding scale

based upon the total value of your schedule, over a minimum threshold.

These savings are in addition to the multiple booking discounts that we've been offering since day one, which will continue.

Advertising Schedule Discounts

Total Value of Schedule Over \$4,000	10% Discount (off entire schedule)
Total Value of Schedule Over \$7,000	20% Discount (off entire schedule)
Total Value of Schedule Over \$10,000	30% Discount (off entire schedule)



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Terms and Conditions of Advertising

All prices quoted exclude GST.

Newsletters will be emailed on the last Friday of each month, plus the second Friday of each month once we increase to bi-monthly newsletters.

Newsletter advertising material deadline is seven days prior to each newsletter.

Web advertising deadline is seven days prior to the start of each month.

Advertisements will be posted and billed on a calendar month basis.

We reserve the right to refuse any advertisements including sponsored content for any reason, including, but not restricted to: obscene content, discriminatory content and content not meeting adequate quality or technical standards.

Regular account payment terms are 30 days from date of invoice.

Advertisements of customers who fall more than 15 days overdue without contacting us will be taken down until their account is back within payment terms.

Multiple Booking Discounts

You will see 1, 3, 6 and 12 month rates on the rates table with discounts. We offer these large discounts both to reward customer loyalty and to encourage the efficiencies and enhanced marketing impact that result from longer term bookings.

To qualify for these large multiple booking discounts you must book for a continuous run of months and keep your account within payment terms. If either of these conditions is not met the rate will revert to the one month rate.

You may mix ads of different sizes within a multi month booking and may change artwork at any time, up to a maximum of once per month.

Schedule Discounts

To qualify for a Schedule Discount, all advertisements in the schedule must be booked at one time.

The schedule does not need to be paid in advance. It is paid in monthly instalments.

If the schedule is not fulfilled for any reason that relates to the advertiser cancelling all or any part of the schedule, then the discount will stop for any remaining ads during the schedule.

If there are valid circumstances, such as a change in product distribution, production delays etc, then changes can be made to the schedule, provided the advertising can be rescheduled to make up the total value within a 12 month period.

Schedules will be billed in equal monthly instalments over the duration of the schedule.

If for whatever reason an advertiser cancels before the schedule is fully completed then the balance of any advertisements run to that date needs to be paid in full.

Media Schedule Package – Terms and Conditions

By agreeing to this Media Schedule Package (the 'schedule'), you are entering into a

contract with Bicycle Lane Pty Ltd to provide the services listed on your schedule for the total cost.

Changes may be made to your schedule publishing date where there are valid circumstances (such as a change in product distribution, production delays etc) you may defer this activity for up to a period of 12 months, if we have available inventory slots in the month that you are deferring to.

All available discounts have already been applied at the time of creating your schedule and your schedule discount is the benefit to you. No further discounts will be applied, even if future advertising offers are made publicly available.

Payment Options:

The total schedule price is your commitment at the time you enter the contract with Bicycle Lane.

We will extend equal monthly instalment payment terms to you up to a maximum of 12 months. All instalment agreements will be managed by direct debit on 30 day terms, unless you already have a clean account history with us.

A 5% Prompt Payment discount is available if you opt for 7 day account terms.

Cancellation

If the schedule is not fulfilled for any reason that relates to you cancelling an activity in your schedule, then your discount will stop for any remaining activities on the schedule. As above, you may defer your activity instead of cancelling without penalty.

If you cancel the rest of your package before the schedule is fully completed, then the total value of any activities that have been published, will become due and payable by you. No refund will be given for unpublished activities where you have cancelled the schedule.

Contact Us



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