



Media Kit  
**2023/24**

The Latz Report  
**YearBook**

Micromobility Report  
**YearBook**



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# Reach Your Target Market Now!

If you're in the cycling or micromobility markets then we're here to help you better connect with your current and potential new customers.

We can help you because we're tightly focused upon these markets and have decades of relevant experience and connections.

## Meet Our Team



Phil Latz  
Publisher



Scott Green  
Editor



Marli Older  
Graphic Artist



Gary Wells  
Administrator



Ed Price  
Media Sales Manager

Our founding publisher, **Phil Latz**, has 34 years of experience in the bicycling industry, beginning with founding *Bicycling Australia Magazine* in 1989. (Now published by Yaffa Media).

Other activities include founding *Mountain Biking Australia* magazine, the *Bicycling Yearbook*, the *Bicycling Australia Show*, *Where to Ride* cycling guidebooks, the *Micromobility Conference* and more.

Phil has also served on the board of *Bicycle Industries Australia* (BIA) was a co-founder of the *Cycling Promotion Fund* (now *We Ride Australia*), founder of *World Bicycle Relief Australia* and founder of two major annual charity rides.

Phil has given presentations at conferences within Australia and overseas on topics ranging from cycling tourism, to the bicycle industry and bike advocacy. He also undertakes business coaching and consultancies, mainly within the bicycle industry.

Our Editor, **Scott Green**, is a former professional triathlete, being the outright winner of Ironman South Korea and an inductee into the South Australian Triathlon Hall of Fame.

He's also a highly credentialed journalist with experience across daily newspapers and other media, plus senior media roles for local governments.

Our Graphic Artist, **Marli Older**, brings extensive qualifications and work experience to the role, along with a fantastic ethos of giving you as our customer, the best possible service.

Finally, our Administrator, **Gary Wells** is both a qualified book-keeper and an experienced business owner, giving him a deep understanding of our customers' challenges and needs.

Our team combines this experience with a core ethic of customer service. We're here to help you!

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## Laser-focused on Your Core Markets

Our media platforms are highly targeted, so you're not wasting any time and money marketing to people who are not in your

core market.

We exclusively publish two monthly newsletters, *The Latz Report* and *Micromobility Report*, each linked to its respective website which also includes a comprehensive Yearbook sourcing guide.



## The Latz Report

*The Latz Report* is 100% business to business (B2B) media 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. We receive new subscription applications every week. Potential subscribers must name the bike related business that they own or work for and we check this before adding them to the subscription list. As at 19th June 2023 there were 2,120 active subscribers. This is almost double the total number of businesses, including retail and wholesale, in our target market, because in many cases, more than one person from each business has a subscription.

*The Latz Report* has had a total of 382,178 views as at 19th June 2023. It has steadily grown to the current range of 10,000 to 15,000 page views per month.

Our very first 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%.

At the top of every article, you can see a number to the right of an iris symbol. This is a live count of the number of opens (reads) that each article has had, so you can see exactly how your product feature or any other article is going, 24/7.

Every week we also schedule posts of our newsletter articles on our growing social media platforms: Facebook, LinkedIn and Twitter. Please contact us if you'd like to discuss using our social media for your marketing

*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 Report* serves all stakeholders within the micromobility landscape - business, government and consumers, via its website and monthly e-newsletter.

*Micromobility Report* is subscribed to by manufacturers, wholesalers and retailers of micromobility products, including bicycles, ebikes and e-scooters, service providers like bike and scooter share, urban designers and data gatherers, plus key decision makers within local, state and federal governments along with tourism boards and transport authorities, and major institutions including universities, to name just a few!

As of 19th June 2023 the *Micromobility Report* had 1,505 active subscribers. It had received a total of 139,813 page views since commencing in late 2020, gradually building to the current range of between 5,000 to 10,000 views per month.

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.



## 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 Features 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. We limit the number of sponsored features we publish in any month to avoid oversaturating our readers and achieving maximum marketing impact.

# Annual Guides for 2023/24

## The Latz Report

Month	Newsletter Date	Annual Guide
Jul-23	14th July	House Brands & all other P&A
Aug-23	4th August	Kids Bikes, Scooters & Skateboards
Sep-23	1st Sept	Mountain Bikes
Oct-23	6th Oct	Clothing, Helmets, Eyewear, Bags & Protective Gear
Nov-23	3rd Nov	Adult Bikes
Dec-23	1st Dec	Wheels & Tyres
Jan-24	19th Jan	Bottles, Hydration & Nutrition
Feb-24	2nd Feb	None - due to Christmas / January holidays
Mar-24	1st Mar	E-bikes and Cargo Bikes
Apr-24	5th Apr	Indoor Trainers, Electronics, Lighting & Cameras
May-24	3rd May	Business Products & Services
Jun-24	7th June	Shoes & Pedals

## Micromobility Report

Month	Newsletter Date	Annual Guide
Jul-23	28th July	End of Trip Facilities
Aug-23	18th August	E-scooters, E-skateboards, Mono wheels etc
Sep-23	15th Sept	Cargo Bikes & Mobility as a Service
Oct-23	20th Oct	Signage, Mapping, Wayfinding, AI etc
Nov-23	17th Nov	Light Electric Vehicles / Personal Mobility Vehicles
Dec-23	15th Dec	Integration & Data
Jan-24	25th Jan	Bike Share & Scooter Share
Feb-24	16th Feb	None - due to Christmas / January holidays
Mar-24	15th Mar	E-bikes
Apr-24	19th Apr	Bike Infrastructure Planning, Design & Construction
May-24	17th May	Mobility - including mobility scooters
Jun-24	21st June	Recreational Trail Planning, Design & Construction

# Yearbooks

## The Latz Report Yearbook

Our best known and most beloved publication is our annual *Latz Report Yearbook*.

This is a four way cross referenced sourcing guide that puts supplier information at the bicycle trade's fingertips, currently in its 26th 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 *Latz Report Yearbook*, in a 'flipbook' or 'e-zine' format, including a smartphone app version. This is now consistently our second most visited web page, second only to our home page.

The print edition, sent free-of-charge to all dealers across Australia, remains as popular as ever, with the next edition to be



published in April 2024. Both versions, print and online, are identical and only updated once per year, so don't miss out!

## Here's what some leading bicycle shop owners have to say about The Latz Report Yearbook:



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

**Jack Dally**

*My Ride Collingwood, Victoria*

“ Thank-you. The Latz Report- always a good read! KUTGW! (keep up the good work) ”

**Dave**

*Pedal Power Plus QLD*

“ This Yearbook is a value to have, and is packed with useful information that is required for retail. ”

*Giant Canning Vale WA*

Here are more comments from bike shop owners about *The Latz Report Yearbook*:

“ Thanks, it’s a great resource, we regularly refer to it. Very much appreciated. ”

*True Wheel Cycles NSW*

“ Awesome to see this back, still using the last one all the time! ”

**David Cook**

*Cookies Cycles ACT*

“ Thanks Phil & crew for the hard work you do! We use this everyday! ”

**Gabe Sullens**

*Urban Pedaler VIC*

“ 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. ”

*Giant Wollongong, NSW*

## Announcing the Micromobility Report Yearbook!

Following the huge, ongoing success of *The Latz Report Yearbook*, we’re now launching the first *Micromobility Report Yearbook* on Friday 20th October 2023. It will have the same style, size and format as *The Latz Report Yearbook* but be divided into these three sections: Products General, Products Mobility Assist, Infrastructure.

The *Micromobility Report Yearbook* will be seen as a flip book on a newly created Yearbook page on the *Micromobility Report* website, just like the *Latz Report*. But for year one, as we build our postal address mailing list, we’ll only be doing a limited edition print run for selected clients. In recognition of this, all year one advertisers will receive a massive 60% discount of the regular advertising rates. Plus a further 20% discount as a thank-you for your support in year two when we go to full print and online distribution.

If you book ads in both *The Latz Report* and *Micromobility Report Yearbooks* at the same time, you’ll receive a 7% discount on both.

Find the name and contact details for every supplier and service that you need!

# Micromobility Report YearBook

Price \$25.00 (inc. GST) (NZ \$30.00 inc. GST)  
Print Post No. 100028923

**MRB** Micromobility Report  
VOLUME ONE 2024

**Products General**  
Your guide to all suppliers, brands and categories of e-bikes, e-scooters and more! p. 9

**Products Mobility Assist**  
Your guide to all suppliers, brands and categories of mobility scooters, electric wheelchairs, adaptive tricycles and more! p. 51

**Infrastructure**  
Your guide to all suppliers and services related to infrastructure, data, share schemes and more! p. 89

**Be In It!**

It's time for a new, second annual Yearbook to complement the Latz Report Yearbook that has served Australia's Bicycle Trade since 1996. As its name suggests, the Micromobility Report Yearbook will focus on all things micromobility related.

The Micromobility Report Yearbook will be three yearbooks in one:

- Book one covering forms of e-bikes, e-scooters and other light electric vehicles.
- Book two covering all forms of mobility assistance and adaptive bikes for people with a disability.
- Book three covering everything infrastructure related from urban paths through to rail trails and MTB parks along with design, data, share schemes and more.

Our target publication date for the 2024 Micromobility Report Yearbook is Tuesday 24th October 2023. If you would like to list your products or services in the first annual Micromobility Report Yearbook or for more information, please contact us now!

Call Phil Latz on 0414 637 886 or email [phil@micromobilityreport.com.au](mailto:phil@micromobilityreport.com.au)

[www.micromobilityreport.com.au/yearbook](http://www.micromobilityreport.com.au/yearbook)



## 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.

### Your Five Star Guarantee



Across both *The Latz Report* and *Micromobility Report*, 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.

# Advertising Sizes & Rates

## Yearbooks

Description	Width (in millimetres)	Height	The Latz Report Yearbook	Micromobility Report Yearbook
<b>(These rates include both print &amp; online flipbook versions)</b>				
Front Cover	210	190	\$3,295	\$950
Front Cover 'Skyline'	210	10	\$1,050	\$420
Back Cover	210	297	\$2,955	\$1,185
Inside Front Cover Spread	420	297	\$3,745	\$1,495
Double Page or 2xFull Page	420	297	\$3,295	\$1,320
Full Page	210	297	\$2,160	\$865
Half Page	180	120	\$1,365	\$545
Business Pack	na	na	\$1,080	\$425
Bold + Logo Pack	na	na	\$625	\$250

Full page or larger display ads come with a Business Pack at no extra cost.  
Half page display ads come with a Bold + Logo Pack at no extra cost.

## Sponsored Content (Custom Content)

**(Includes writing & editing where required)**

Product Feature	\$690
Company Feature	\$1,385
<b>Exclusive eDM's (Electronic direct mailouts to our newsletter lists**)</b>	
eDM Self-Serve (we send out your eDM)	\$1,880
eDM We-Serve (We produce and send)	\$2,500

## Classified Ads (Positions Vacant and Businesses for Sale)

Self-service	\$185
Staff Assisted	\$375

## Website Banners

Description	Width	Height	1 month	3 months	6 months	12 months
	<i>(in pixels)</i>					
Background Skin*	1920	1200	\$2,725	\$2,455	\$2,055	\$1,635
Billboard	960	250	\$1,820	\$1,635	\$1,365	\$1,090
<b>Exclusive Positions</b>						
Top Leaderboard	728	90	\$1,025	\$920	\$770	\$615
Medium Rectangle	300	250	\$910	\$820	\$685	\$545
Small Rectangle	300	100	\$515	\$440	\$360	\$285
<b>Rotated Positions (Shared in rotation with up to two other advertisers)</b>						
Shared Top Leaderboard	728	90	\$740	\$665	\$555	\$445
Middle Leaderboard	728	90	\$685	\$615	\$515	\$410
Medium Rectangle	300	250	\$625	\$565	\$475	\$375
Small Rectangle	300	100	\$320	\$285	\$240	\$195

## Newsletter Banners

Description	Width	Height	1 month	3 months	6 months	12 months
	<i>(in pixels)</i>					
<b>All exclusive positions</b>						
Top Leaderboard	728	90	\$795	\$715	\$595	\$480
Middle Leaderboard	728	90	\$685	\$615	\$515	\$410
Medium Rectangle	300	250	\$625	\$565	\$475	\$375
Small Rectangle	300	100	\$320	\$285	\$240	\$195

All of the above rates are shown exclusive of GST.

\* Background Skin and Billboard do not fully display on mobile devices.

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

## 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.

## 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)

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.

A 4% Prompt Payment discount is available if you opt to pay for the entire schedule within 7 day account terms.

## Terms and Conditions of Advertising

All prices quoted exclude GST.

Newsletters will be emailed monthly for each title, according to the schedule shown in the Annual Guides table.

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.

## Contact Us

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