

An aerial photograph of a mountain valley. The landscape is dominated by rolling green hills and a winding asphalt road that curves through the center. In the middle of the valley, there is a small cluster of buildings, possibly a farm or a small village, surrounded by a dirt area. The sky is filled with soft, white clouds, and the overall lighting is natural and bright. The text 'GRUPPO MEDIA LTD' is overlaid in the center of the image.

# GRUPPO MEDIA<sub>LTD</sub>

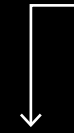
2024 MEDIA PACK

# OUR SERVICES

Fully focused and immersed in the world of cycling, Gruppo Media Ltd is a creative company with a London hub and offices around the world.

We are motivated by creating the highest quality content, editorial and commercial, in cycling to help your business and brand deliver change and results.

**GRUPPO  
MEDIA** LTD



## **Rouleur**

Cycling culture to read, watch, listen, experience and buy

Editorial

Experiences

E-commerce

Travel

## **CONDUCTOR**

Integrated creative & marketing agency dedicated to cycling

Brand

Campaign

Digital

Marketing

Content

# CONDUCTOR

A member of  
**GRUPPO  
MEDIA** LTD

Conductor offer a comprehensive range of brand, design, content and marketing services across the full customer journey. Conductor collaboratively creates strategies and executes campaigns that launch new products and markets, challenge perceptions and deliver unique experiences.

Our work enables our clients to better connect with their audience, drive awareness and build sales.

## Awareness

- Brand strategy
- Brand identity
- Awareness campaigns
- PR
- Media planning & buying
- Event activations
- Partnerships & sponsorship activations

## Consideration

- Brand & product copywriting
- Brand & product film / photography
- Website design & build
- Digital re-targeting (email & advertising)
- SEO & PPC

## Purchase

- Automated email marketing strategies
- POS & in-store experience
- Packaging & unboxing

## Retention

- Brand and product email marketing
- Social media content
- Influencer & ambassador strategy & management
- Automated email marketing strategies
- Loyalty scheme strategy

## Advocacy

- Customer events and exclusives
- Social community management
- Advocacy programme development





A member of  
**GRUPPO  
MEDIA LTD**



**CYCLING'S BIGGEST QUALITY AUDIENCE**

# A HOLISTIC CYCLING CULTURE ECOSYSTEM



## CONTENT

A trusted voice at the leading edge of cycling culture

*Magazine*

*App*

*Email*

*Web*

*Podcast*

*Social*



## ECOMMERCE

Direct sales and product recommendations

*Own brand*

*Artist collabs*

*Third party*

*Drop-ship*



## EXPERIENCES

Bringing together cycling's most passionate audience

*Rouleur Live*

*Partner events*

*Issue launches*



## RIDES

Real-world and online rides with our community

*Rouleur Travel*

*Rouleur Travel Bespoke*

*Strava Club*

# WHY ROULEUR?



## TRUST

Since it was founded in 2006, Rouleur has the most valuable brand in cycling media, trusted to deliver great content as part of the culture of cycling.



## COLLABORATION

We work with our partners to produce advertising, content and activations that work for everyone - audience, brand and publisher.



## BREADTH

Rouleur is not just a magazine, we work across all channels in four languages.



## SERVICES

Our sister agency Conductor enable brands to supercharge their marketing.

# OUR AUDIENCES

Rouleur has created influential and affluent cycling communities through print, digital and live events. We publish in four languages to a truly global audience.



MAGAZINE  
MEMBERS

*26k*



DIGITAL  
MEMBERS

*115k*



EVENT  
ATTENDEES

*8k*



SOCIAL  
AUDIENCE

*300k*



WEBSITE  
AUDIENCE

*700k* p/m



LANGUAGES  
PUBLISHED

*4*

# QUALITY & QUANTITY

Cycling is a big part of the identity of Rouleur's high-spending, opinion-leading audience

*ABC1*

Demographic segment

*35-50*

Majority age range

*16%*

Female audience

*80+*

Kilometres cycled per week

*£100K+*

Average income

*73%*

Own more than three bikes

# GLOBAL & LOCAL

Connecting with a global audience of cyclists in their own language



ENGLISH



ITALIANO



ESPAÑOL



中文



A top-down view of various creative and editorial tools on a dark blue surface. In the top left, a silver laptop displays a news article about the Tour de France with a sunflower image. To its right, a tablet shows a Munsell color checker chart. In the bottom left, a smartphone displays a landscape photo. In the bottom center, a cyclist's jersey with 'VINYL' and 'QUICK-STEP' logos is visible. On the right, a portion of a poster with the text 'CAN YOU' is seen.

# EDITORIAL: PRINT, DIGITAL & AUDIO

# ROULEUR PRINT

Every copy of Rouleur, VOLATA and Rouleur Italia is distributed globally into the hands of a passionate and discerning community of members.

The world's leading cycling magazines, showcasing the culture of the sport - a high integrity, creative platform across three languages that maximises impact and efficiency for our partners.

---

*200k*



Magazines shipped each year, in 3 different languages



# 2024 PRINT ISSUE SCHEDULE

**Rouleur**

Cycling Culture

**V O L A T A**

Ciclismo · Cultura · Periodismo

**Rouleur**

ITALIA

N° 125

Onsale: *Feb 13*  
Ad copy: *Jan 04*

N° 129

Onsale: *Aug 07*  
Ad copy: *Jun 20*

N° 126

Onsale: *Mar 27*  
Ad copy: *Feb 15*

N° 130

Onsale: *Sept 18*  
Ad copy: *Aug 09*

N° 127

Onsale: *April 30*  
Ad copy: *Mar 21*

N° 131

Onsale: *Nov 05*  
Ad copy: *Sept 26*

N° 128

Onsale: *June 11*  
Ad copy: *May 02*

NO 132

Onsale: *Dec 03*  
Ad copy: *Oct 24*

N° 43

Onsale: *Feb 24*  
Ad copy: *Feb 12*

N° 44

Onsale: *Mar 29*  
Ad copy: *May 03*

N° 45

Onsale: *May 18*  
Ad copy: *Jun 28*

N° 46

Onsale: *Jul 23*  
Ad copy: *Aug 23*

N° 47

Onsale: *Sep 27*  
Ad copy: *Nov 01*

N° 48

Onsale: *Nov 18*  
Ad copy: *Dec 13*

N° 19

Onsale: *Feb 22*  
Ad copy: *Jan 27*

N° 20

Onsale: *Apr 26*  
Ad copy: *Apr 05*

N° 21

Onsale: *Jun 21*  
Ad copy: *May 31*

N° 22

Onsale: *Aug 2*  
Ad copy: *Jul 26*

N° 23

Onsale: *Oct 18*  
Ad copy: *Sep 27*

N° 24

Onsale: *Dec 6*  
Ad copy: *Nov 18*



# PRINT DISPLAY

## DPS & FULL PAGE

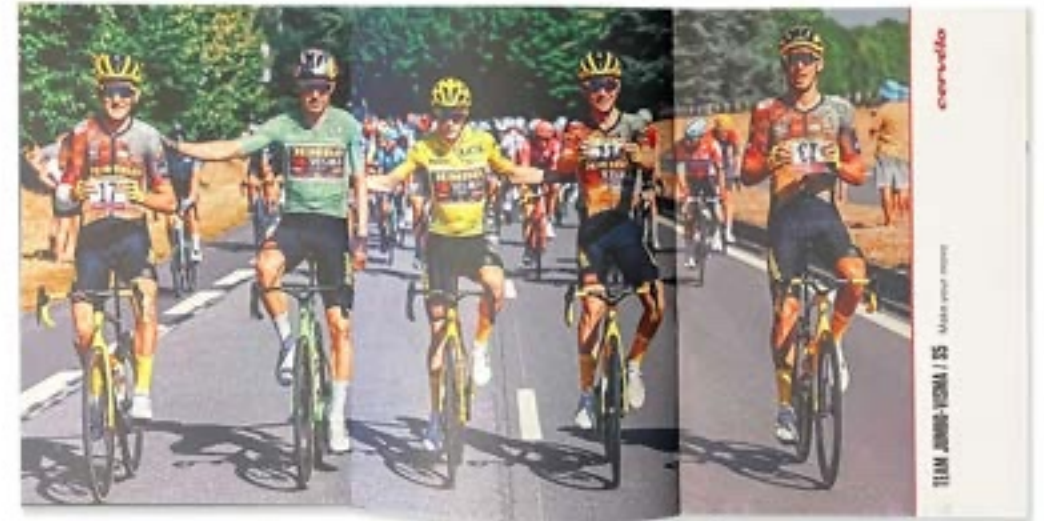
Standard display placements in premium positions - get in touch for details



# PRINT DISPLAY

## BESPOKE ACTIVATIONS

Impactful inserts, pullouts and more (Tour edition double gatefold pictured)

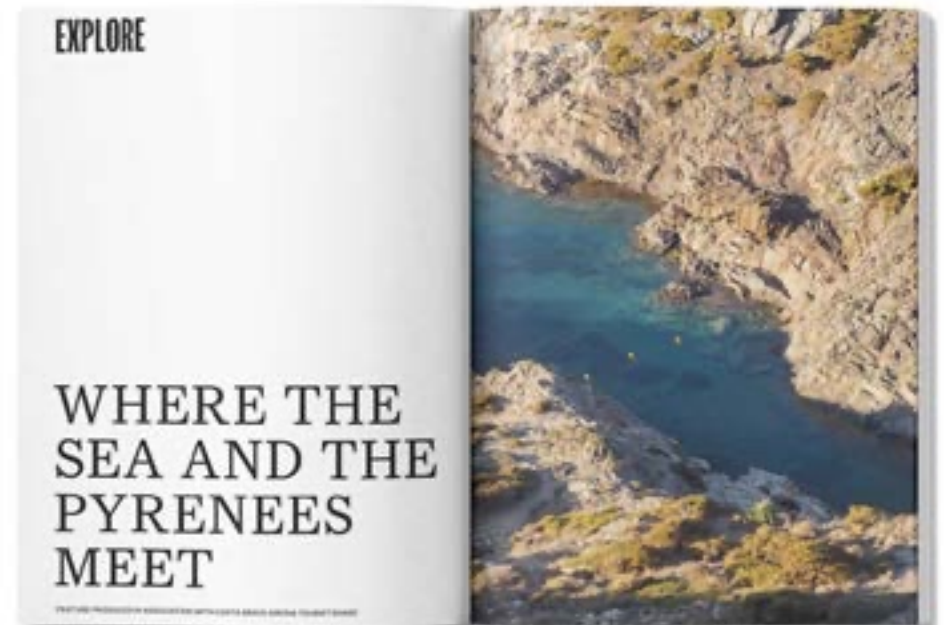




# COLLABORATIVE CONTENT

## EXPLORE

Premium travel features each issue - use your ambassadors and brand stories outside your channels



# COLLABORATIVE CONTENT

## DESIRE

Photo-led, unique showcases of your top products, also published online



# CLASSIC CONTENT IN PRINT & DIGITAL

Efficiently expand the reach of your content across Spanish and Italian speaking audiences with opinion-leading and timeless journalism and photography.



**Rouleur**  
Cycling Culture



**V O L A T A**  
Ciclismo · Cultura · Periodismo



**Rouleur**  
I T A L I A



# ROULEUR DIGITAL

A premium digital ecosystem, offering quantity as well as quality across a range of channels in three languages.

A pure focus on cycling, with genuine audience engagement at its heart.

---

SOCIAL

EMAIL

WEBSITE

APP



# DIGITAL AUDIENCES

## EMAIL

*115K*

Digital members

*17M*

Emails sent in  
2023

*10M*

Emails opened

## WEB

*700K*

Users p/m

*21%*

Female audience



32%



28%



8%



6%



5%

*2M*

Page views p/m

*49%*

Under 44

## APP

*50K*

Downloads





# DIGITAL OPPORTUNITIES

## DISPLAY

Banner ad locations in a clean and high quality setting on website and newsletter

## SPONSORSHIP/TENANCY

Extended association with a particular content-stream

## CONTENT

Premium content produced in collaboration with our editorial team

## COMPETITIONS

Gather high quality data through competitions and surveys to the Rouleur audience



# ROULEUR CHINA

## A NEW AUDIENCE

Rouleur can help brands talk to Chinese consumers on the social networks that they use.

## WHAT WE OFFER

Reach a new audience in China with natively written content and editorial that reflects the global brand, but are created with the Chinese consumer in mind.



---

*1M*

Views in 2023

*60K*

Average views for  
each video

PASSONI



I LIVE TO RIDE. I RIDE PASSONI.

# ROULEUR CHINA

## A GROWING AUDIENCE

Cyclists in China are affluent, younger than in Europe and very likely to interact with companies on social media. The top-end of the market is growing and sales of bikes for recreational purposes are high.

*\$32.2B*

Predicted market size in 2024

*65%*

Purchased a bike for sport/entertainment

*300k*

Annual sales of £2k+ bikes

*20%*

Annual growth in mid/high end bikes

Data from Industry report 3741, Bicycle Manufacturing in China and Statista Global Consumer Survey Target Group Report



# HOW IT WORKS

YOU GIVE US  
CONTENT



WE LOCALISE  
AND CONNECT

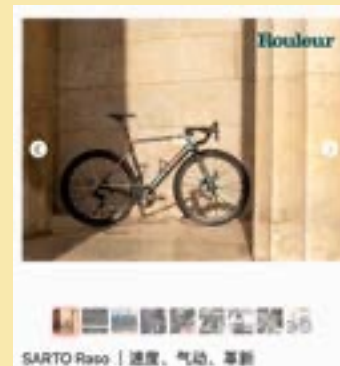


A virtuous cycle that leads to  
insight, audience and network  
growth

WE PUBLISH



WE REPORT



# ROULEUR PODCAST

Editorial podcasts carrying our premium storytelling across all major providers.

The Rouleur Podcast publishes weekly episodes featuring the Rouleur editorial team in discussion and interviewing prominent guests.

---

## DISPLAY

*1 x Title/Presenting partner*  
*3 x ad slots per episode*

## COLLABORATIVE CONTENT

*Solus episode*  
*Limited series*



**>80%**

Listen-through  
rate

**50k**

Listens per month

**50%**

UK listeners,  
50% international

**2m**

Total listens



# VOLATA RADIO

Our growing Spanish language podcast, published every two weeks, looking at cycling with a cultured eye.

---

## DISPLAY

*1 x Title/Presenting partner*  
*3 x ad slots per episode*

## COLLABORATIVE CONTENT

*Solus episode*  
*Limited series*



**3500**

Followers

**42%**

Growth YOY

**84%**

Spanish listeners,  
5% US

**52k**

Total listens



# EVENTS & EXPERIENCES

# ROULEUR LIVE

Bigger and better, Rouleur Live 2023 was our largest and best ever show by some distance. We sold out of tickets and stands, seeing over 6,000 attendees visit the show and over 70 brands exhibiting.

The magazine brought to life, Rouleur is a unique cultural event.

6000

Attendees

43%

More tickets sold than ever before

92%

Stayed for more than 3 hours

50%

Attended Rouleur Live for the first time



98%

Customer satisfaction

35%

Female stage guests

88%

May spend on previously unknown products

>70

Of the best brands





# ZURICH 2024

Building on the success of our events at Glasgow 2023, Rouleur will be in Zurich for the 2024 World Championships.

Partnering with the event organisers and Swiss Cycling Federation to create the go-to evening events across the weekend of the Elite Men's & Women's races.

Talks, drinks, music, displays, memorabilia – cycling culture.

---

## PARTNERSHIP OPPORTUNITIES

*Stand/brand activation*

*Ambassadors on stage*

*Co-hosted events*









# Rouleur Travel

Rouleur Travel aims to be the premier authority in the world of cycling travel, renowned for its unique approach to storytelling and unforgettable experiences. With a commitment to delving deeper into the culture, lifestyle, and heritage of the sport.

---

## PARTNERSHIPS

*Equipment suppliers*  
*Content production*

## BESPOKE TRIPS

*Unique trips for your brand*



GLOBAL TRAVEL EXPERIENCES

# 2024 CALENDAR

## RIDES

### **TOUR OF CALIFORNIA**

Malibu, United States

*April 16-20, 2024*

### **ULTIMATE FRENCH ALPS**

Grenoble, France

*May 23-26, 2024*

### **SWISS & ITALIAN ALPS**

Chiavenna, Italy

*August 22-25, 2024*

## EXPERIENCES

### **TOUR OF CALIFORNIA**

Los Angeles, United States

*April 13, 2024*

### **TOUR DE FRANCE**

Nice, France

*July 20-21, 2024*

### **WORLD CHAMPIONSHIPS**

Zurich, Switzerland

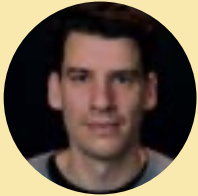
*September 28-29, 2024*

### **ROULEUR LIVE**

London, United Kingdom

*November 14-16, 2024*

# OUR PEOPLE



**BEN WARD**

Commercial  
Director



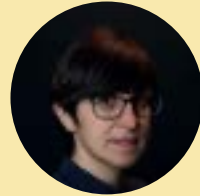
**KELLY BOOTH**

Commercial  
Accounts Director



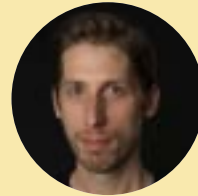
**EDWARD PICKERING**

Editor



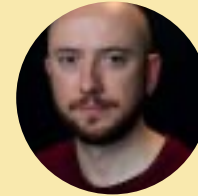
**OLGA ĀBALOS**

VOLATA Editor



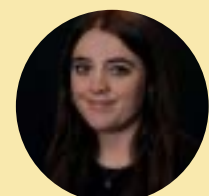
**RICHARD WINDSOR**

Digital Editor



**ENRIC ADELL**

Art Director



**RACHEL JARY**

Writer



**INDIA PAINE**

Editorial Assistant



**ALESSANDRA BUCCI**

Content Creator



**JADE CHEN**

Social Media  
Creator



**KEN PRITCHARD**

Event Director



**JAMES STARTT**

Photographer



**ORLA CHENNAOUI**

Columnist



**NED BOULTING**

Columnist



**LAURA MESEQUER**

Columnist



**JUAN ANTONIO FLECHA**

Content Creator



**SEAN HARDY**

Photographer

Our multi award-winning pool of creatives produce unique and exceptional work in the cycling industry and beyond