

# List Profile for: BikeExchange.com.au

## List Type: Consumer

<b>What's This List About?</b>	BikeExchange.com.au is Australia's number 1 bike website.	
	It's where bicycle enthusiasts, professional and amateur cyclists meet to buy and sell bicycles, plus opt-in to receive news about bicycling, and cycling events.	
	The site has over 45,000 registered members, and the BikeExchange audience is 79% males aged 25-65 with half aged 36-65.	
	Most have a high disposable income. 68% earn over \$50K and 20% over \$100K per annum.	
<b>Pricing &amp; Selections</b> <i>ex GST</i>	BikeExchange.com.au allows limited, targeted emails to be sent to their database. This is a solus email, and not buried in a newsletter!	
	Great for targeting, not only cyclists, but people who are into health and fitness.	
	Average clickthrough rate for emails based on previous campaigns: <b>5.08%</b> .	
	For banners <b>0.73%</b>	
<b>Anything Else I Need To Know?</b>	<b># of records</b>	70K+ opt-in members – all are active bike riders. Over 420,000 monthly visits
	<b>Pricing Packages</b>	<b>Package: Email &amp; Banners</b> <ul style="list-style-type: none"> <li>• <b>Platinum</b> 2 x 65,000 emails &amp; 1,000,000 Banners \$24,750.00</li> <li>• <b>Gold</b> 1 x 65,000 emails &amp; 600,000 Banners \$18,750.00</li> <li>• <b>Silver</b> 1 x 65,000 emails &amp; 200,000 Banners \$11,500.00</li> <li>• <b>Bronze</b> 1x 65,000 emails only \$9,750.00</li> </ul> <p><b>Please ask about any other options such as State based campaigns.</b> <b>Min order is 15,000 emails</b></p>
	<b>Selections</b>	State
	<b>Deliverability</b>	100%
<b>Delivery Format &amp; Turnaround</b>	<b>Terms &amp; Restrictions</b>	Limited campaigns List owner sends email All campaigns must offer something related to cycling or fitness All campaigns subject to approval by list owner Charity discount available
	<b>Format</b>	Your supplied HTML email
	<b>Turnaround</b>	Allow 1-2 weeks but check for availability
	<b>Payment</b>	Pre payment (unless otherwise negotiated).