



RENCHLIST

**MEDIA PACK &
ADVERTISING/CONTENT RATE CARD
2023**

ABOUT RENCHLIST

Renchlist is a moto-culture website for new-wave custom, neo-retro, vintage and classic motorcycle enthusiasts.

Motorcycles are covered (naturally), along with retro-inspired apparel, riding gear, accessories, moto-related products/services and moto-events.

Against a backdrop of increasingly homogeneous design, there's been a positive shift in perception towards the value and desirability of unique handcrafted goods. Simultaneously, a rediscovery of purer forms of making, coupled with a resurgence of pure motorcycling culture.

Undoubtedly, the influence of new wave custom bike building is at the forefront of this motorcycling renaissance - Renchlist exists to document and celebrate this movement.



**Renchlist
celebrates
customs, retro
motorcycles and
moto-culture.**

EDITORIAL COVERAGE



- Featuring the **most beautifully crafted custom and retro motorcycles**, bike builders and workshops that create the motorcycles. Bikes featured on [Renchlist](#) tend to be more refined or **executed with artistic passion**, rather than the outlandish, more extreme customs you may see elsewhere.
- Vintage-inspired motorcycle gear & clothing - **handcrafted and well-made**, unique items created **by specialist artisans** or niche passionate collectives/companies.
- Content specifically geared towards the growing number of female custom/neo-retro riders.
- Custom Components & Technology Custom Motorcycle Events / Festivals
- Gear & Bike Reviews
- Occasional Special Features

WE ARE RENCHLIST

...a small band of passionate
motorcycle enthusiasts and
content creators based
around the globe.

EDITOR



Nate, UK

CONTRIBUTORS



Tony, UK

We're from varied
backgrounds... united
in our love for
motorcycle culture &
creating content that
informs and inspires.



Justin, USA



Jenna, PH



Malcolm, GR

AUDIENCE

- **12,000+ sessions per month***
- **16,000 page views per month***

*Avg. Based on Google Analytics Data - Q1 2022

- **NEW WAVE CUSTOM**
- **NEO-RETRO**
- **CLASSIC**
- **VINTAGE**

Motorcycle

Enthusiasts & Aficionados

- Primarily ABC1 Males between the ages of 25 and 54
- Renchlist has a global audience primarily from UK, USA, CAN, FR, NL GER, ES, ITA, AUS & NZ
- English-speakers in North America, Europe and Oceania



RENCHLIST WELCOMES ALL

Regardless of ethnicity, age, creed, gender, we welcome all people that share values of openness and civility towards one another and equally, **motorcycles are tremendously awesome machines!**



... whether they're an individual ensconced in motorcycles from an early age. Or a newbie taking his/her/their first steps towards bikes and customs all are welcome!

AUDIENCE EXTENSION THROUGH SOCIAL CHANNELS

Renchlist is rapidly and importantly, organically growing its social media presence across prominent social channels, meaning you have further opportunities to reach engaged custom and neo-retro bike enthusiasts.

A combined following of 100,000+ across all social media channels
Reaching 650k+ social media users monthly

95k+ FOLLOWERS

16k+ FANS

1K+ FOLLOWERS



PINTEREST

FACEBOOK

INSTAGRAM



ADVERTISING OPTIONS TO SUIT ALL BUDGETS



RENCHLIST

**Whether you're a new
brand, testing the waters
for new products/services
OR you're an established
brand looking to run a
targeted campaign on
proven products/services,
there's an advertising
option for you on
RENCHLIST**

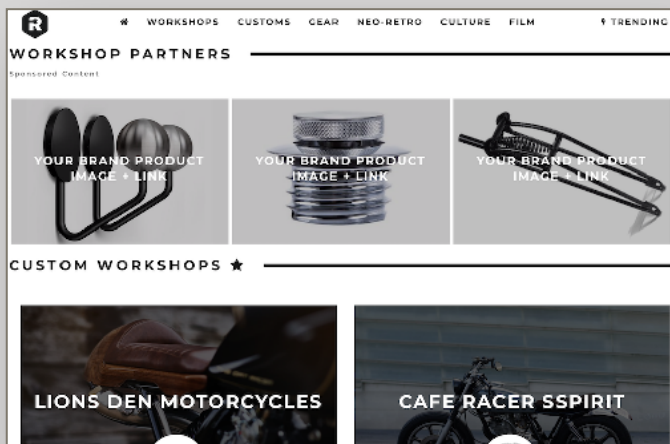
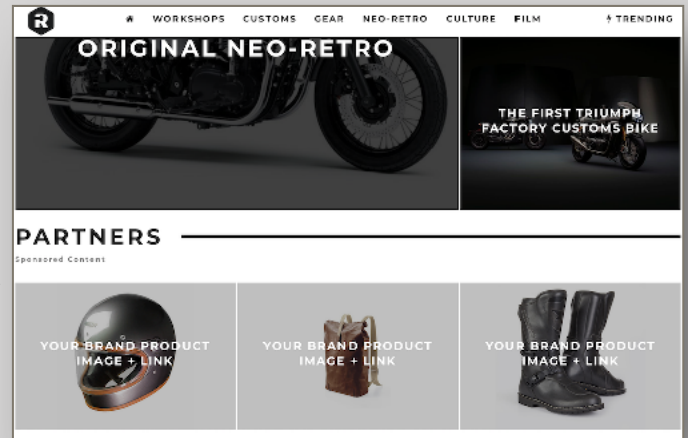
Approximately 200,000 ad impressions are available each month.

NATIVE/INTEGRATED ADVERTISING



Styled like a featured article image, [to promote interaction] yet clearly labelled [as PARTNERS, Sponsored Content] When the image is clicked users are directed straight to a specific page on your website.

HOMEPAGE



WORKSHOP REPOSITORY

NATIVE AD | SPECIFICATIONS

- **360x360 Image** 72dpi, High-resolution studio photography
- **Title:** Brand & Product
- **URL Link** Deeplink to a landing page of your choice, on your website

BUTTONS

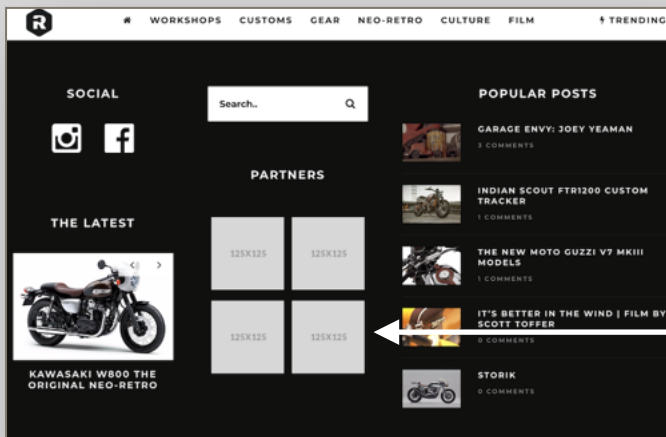
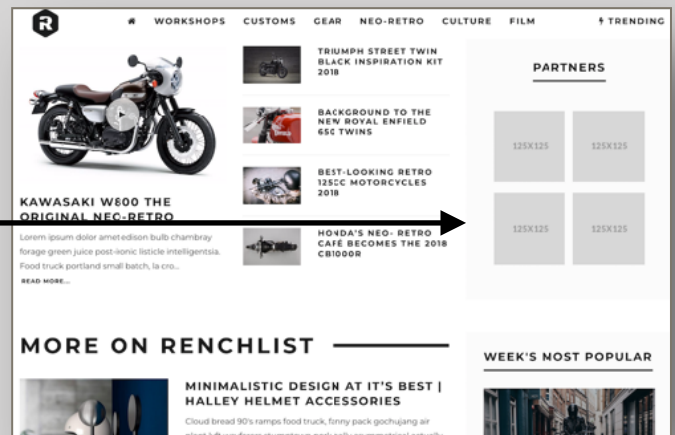


Buttons on RENCHLIST offer an easy and cost-effective way to get your brand in front of passionate custom bike and neo-retro aficionados.

CHOOSE FROM...

- A sidebar position - maximum visibility across the site
- OR
- Footer position - Prominently nested within RENCHLIST's useful

SIDEBAR



FOOTER

BUTTON | SPECIFICATIONS

- **80x80 Logo** at 72 dpi supplied .png with transparent background
- **125x125 Image** for the button background [72dpi .jpg or .png]
- **URL** Used to link to a landing page of your choice.

SPONSORED ARTICLE ⚡

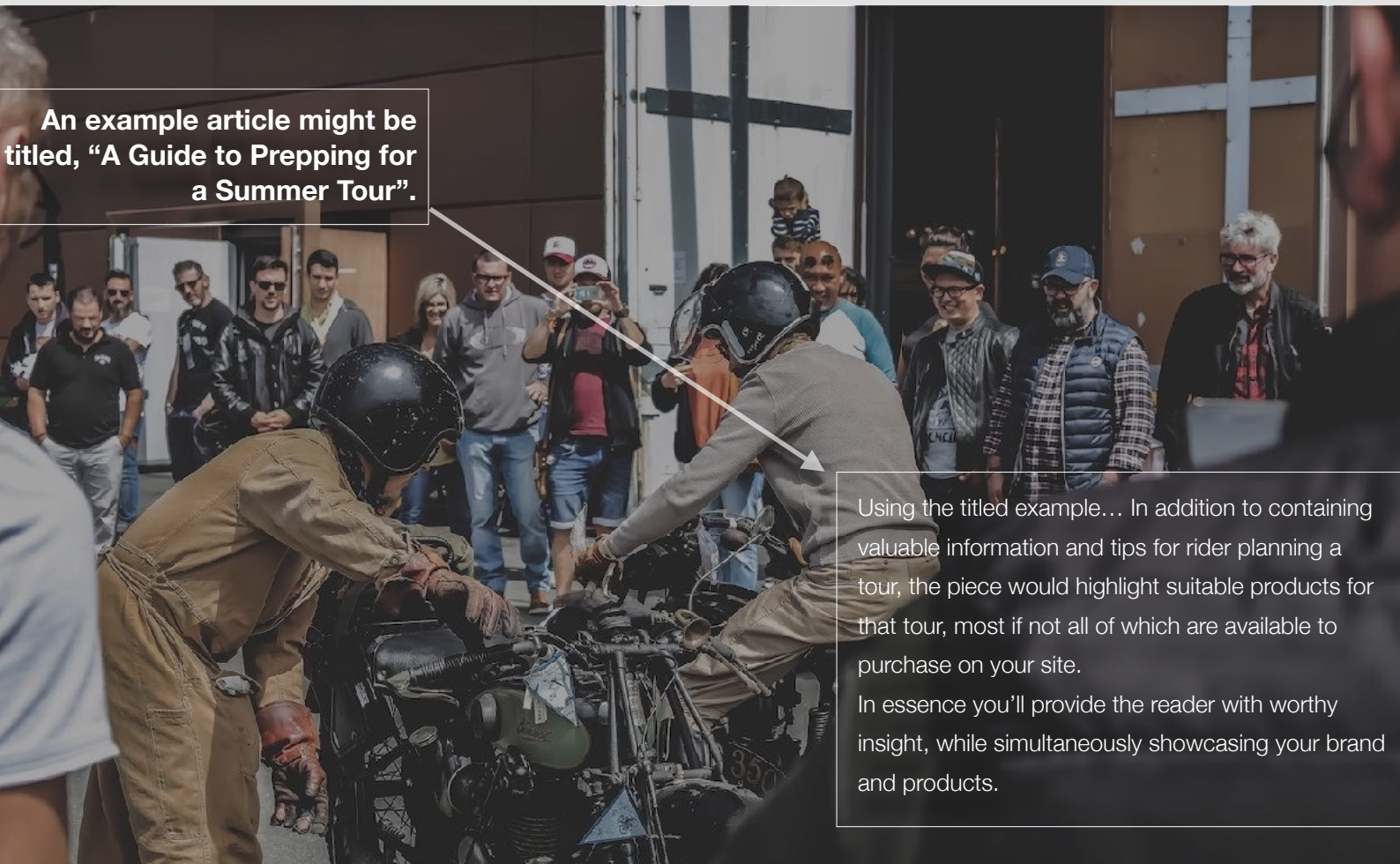
WHAT?

- An informative article written either by Renchlist or your in-house content creator, in a tone that matches your brand voice.
- Focus on a topic/issue close to your heart or that you're an authority on.
- The piece will be clearly labelled as sponsored content.

WHY?

- Build a closer relationship with Renchlist's audience
- Generate/Cement Your Brand's Authority on specific subjects
- Associate your brand with valuable and reliable content
- Increase the efficiency of your marketing spend

Content marketing gets three times more leads than paid search advertising. (Content Marketing Institute, 2017)



An example article might be titled, "A Guide to Prepping for a Summer Tour".

Using the titled example... In addition to containing valuable information and tips for rider planning a tour, the piece would highlight suitable products for that tour, most if not all of which are available to purchase on your site. In essence you'll provide the reader with worthy insight, while simultaneously showcasing your brand and products.

SPONSORED ARTICLE | SPECIFICATIONS

SHORT-FORM

- **Up-to 650 words**
- 5 - 7 High-resolution Images
- Embedded Video [optional]
- Brand Logo x2
- Links to your site and product pages.
- Promotion on social channels to 100k+ social media followers & fans

LONG-FORM

- **800 to 1200 words**
- 8 -14 High-resolution Images
- Embedded Video [optional]
- Brand Logo x2
- Links to your site and product pages.
- Promotion on Social channels to 100k+ social media followers & fans

STANDARD BANNERS



'Run-of-site' banner campaigns are available for the following IAB standard sizes.

AD UNIT SIZE

POSITION

- **Billboard** ←————→ Placed at the top of the site
- **Super Sky** ←————→ Featured within the site wide sidebar
- **MPU & Smartphone banner** ←————→ Sidebar OR Inline positioned after the lede
- **Leaderboard** ←————→ In-feed [mid-page position]
- **970x90 Super Leaderboard** ←————→ In-feed [mid-page position]

STANDARD BANNERS | SPECIFICATIONS

AD UNIT	Dimensions [WxH]	Max. Initial File Load Size	Animation
Billboard	970x250	200 KB	Non-looped, max 15 sec.
Super Sky	300x600	200 KB	Non-looped, max 15 sec.
MPU & Smartphone banner	300x250 & 320x50	200 KB	Non-looped, max 15 sec.
Leaderboard	728x90	200 KB	Non-looped, max 15 sec.
Super Leaderboard	970x90	200 KB	Non-looped, max 15 sec.

Campaigns are trafficked through Google Ad Manager so we are able to accommodate a range of creative specifications including rich media, in addition to targeting variables. Creative should be received at least 24 hours before live date.

RATECARD

NATIVE/INTEGRATED ADVERTISING

HOMEPAGE RECTANGLE

COST

£92 p/m

WORKSHOP REPOSITORY RECTANGLE

£92 p/m

BUTTONS

COST

SIDEBAR BUTTON

£64 p/m

FOOTER BUTTON

£45 p/m

SPONSORED ARTICLES

CREATED BY YOU

CREATED BY
RENCHLIST

SHORT-FORM

£475

£641

LONG-FORM

£622

£808

STANDARD BANNERS

970x250 Billboard

£220 p/m

£650 p/m

300x600 Super Sky

£180 p/m

£450 p/m

300x250 MPU & 320x50 Smartphone banner

£120 p/m

£355 p/m

728x90 Leaderboard

£105 p/m

£355 p/m

970x90 Super Leaderboard

£165 p/m

£488 p/m

- *SOV = Share of Voice.
- No more than 6 direct campaigns will run simultaneously.
- All direct advertising will receive an equal share of traffic each month.
- A minimum booking of 2 calendar months is required for non-takeover campaigns.
- Campaigns go live at the beginning of each calendar month.
- **Takeover = 90% of all available impressions

CONTACT

TALK TO US ABOUT EXPOSURE & ADVERTISING ON RENCHLIST

Nate Kwarteng

Editor



+44 (0)7921 596 842



advertising@renchlist.com



hello@renchlist.com



renchlist.com



[INSTAGRAM](#)

[PINTEREST](#)

[FACEBOOK](#)



RENCHLIST