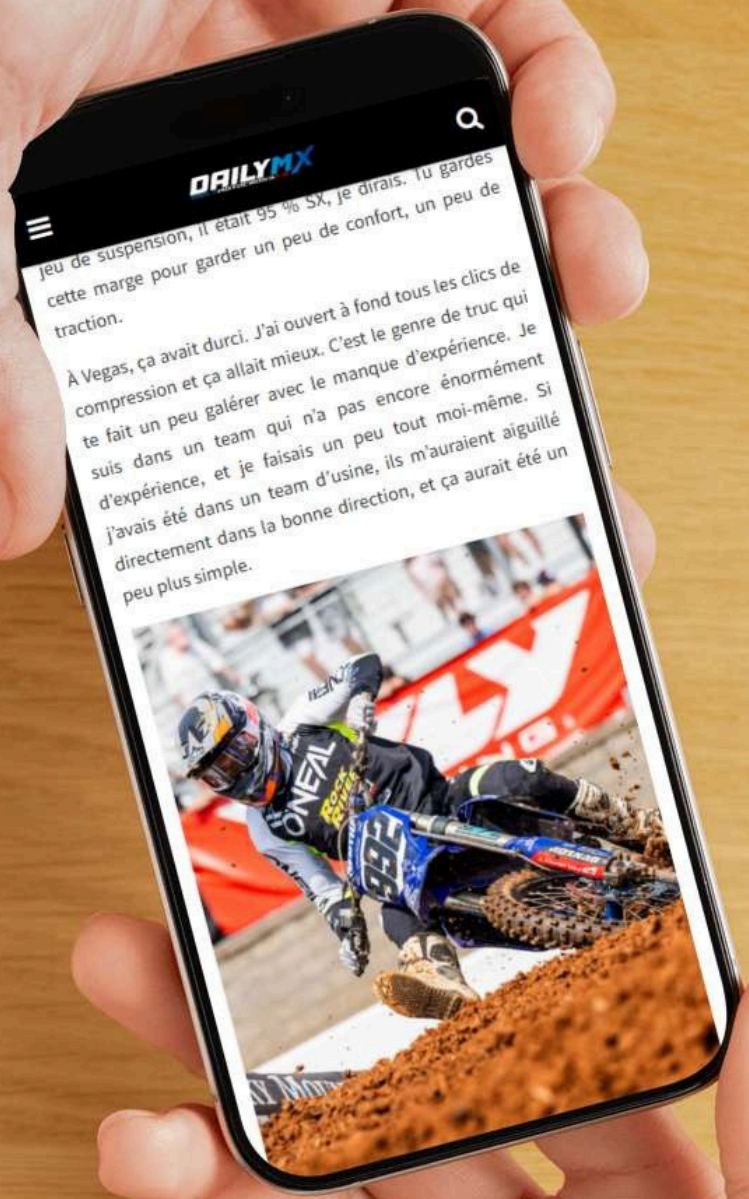

2026
MEDIA KIT
DAILYMX
DAILY MOTOCROSS FR



DAILYMOTOCROSS IS A DEDICATED MOTOCROSS MEDIA PLATFORM, PROVIDING COMPREHENSIVE REPORTING OF THE SPORT, INCLUDING RACE COVERAGE, RIDER INTERVIEWS, INDUSTRY INSIGHTS, PRODUCT TESTING, AND THE MOST COMPELLING STORIES. BEYOND OUR WEBSITE, WE ENGAGE OUR AUDIENCE THROUGH SOCIAL MEDIA AND STRIVE TO BUILD A VIBRANT COMMUNITY OF MOTOCROSS FANS AND ENTHUSIASTS WITH A PASSIONATE FOLLOWING OF CORE MOTOCROSS FANS, DAILYMOTOCROSS OFFERS BRANDS A DIRECT CONNECTION TO AN ACTIVE AND INFLUENTIAL AUDIENCE

# IN 2025 DAILYMOTOCROSS' WEBSITE REACHED AN AVERAGE OF 320,000 PAGE VIEWS PER MONTH




DAILYMX
DAILY MOTOCROSS FR

DATA: GOOGLE ANALYTICS 2025

# RECORDING OVER 677,000 UNIQUE SESSIONS WITH A 4 MINUTE AVERAGE SESSION TIME




DAILYMX
DAILY MOTOCROSS FR

DATA: GOOGLE ANALYTICS 2025

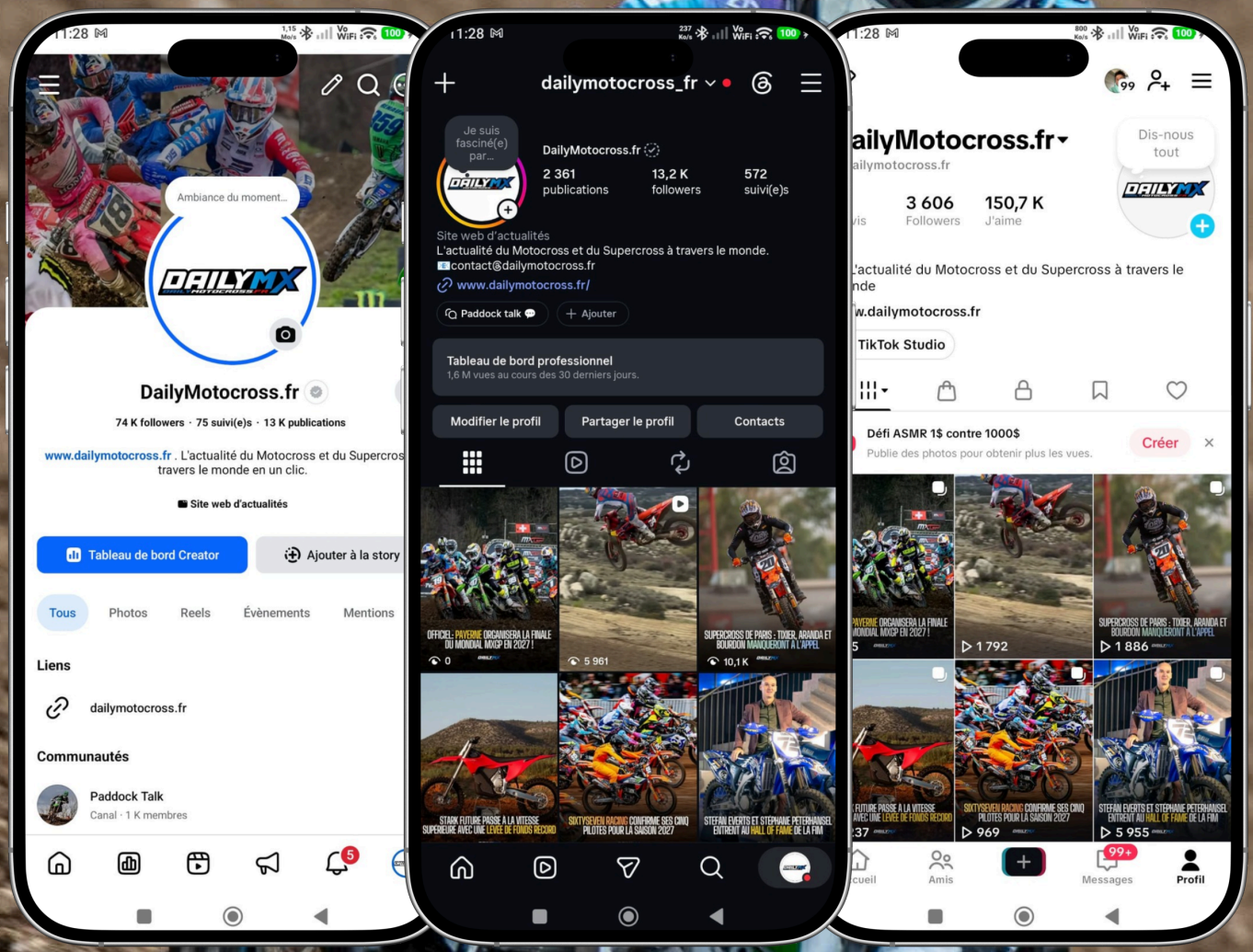


# WHILE SERVING OVER 21 MILLION AD IMPRESSIONS, ACHIEVING AN AVERAGE CTR OF 0.57%

DAILYMX
DAILY MOTOCROSS FR

DATA: GOOGLE ADSENSE / ADMANAGER 2025

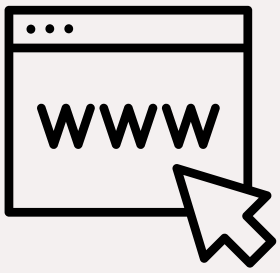
# DAILYMOTOCROSS' SOCIAL PLATFORMS REACHED AN AVERAGE OF 7.1 MILLION VIEWS PER MONTH IN 2025, WITH AN AVERAGE ENGAGEMENT RATE OF 8%




* DATA: META (FACEBOOK, INSTAGRAM) 2025

# ALWAYS ON, EVERYWHERE

Engaging ridersacrosseveryscreen,anytime, anywhere










**MOBILE**

-

**82%**

**OF**

**VISITS**

**DESKTOP**

-

**14%**

**OF**

**VISITS**

**TABLET**

-

**4%**

**OF**

**VISITS**

# GLOBAL REACH

DailyMotocross draws visitors from more than 100 countries every month

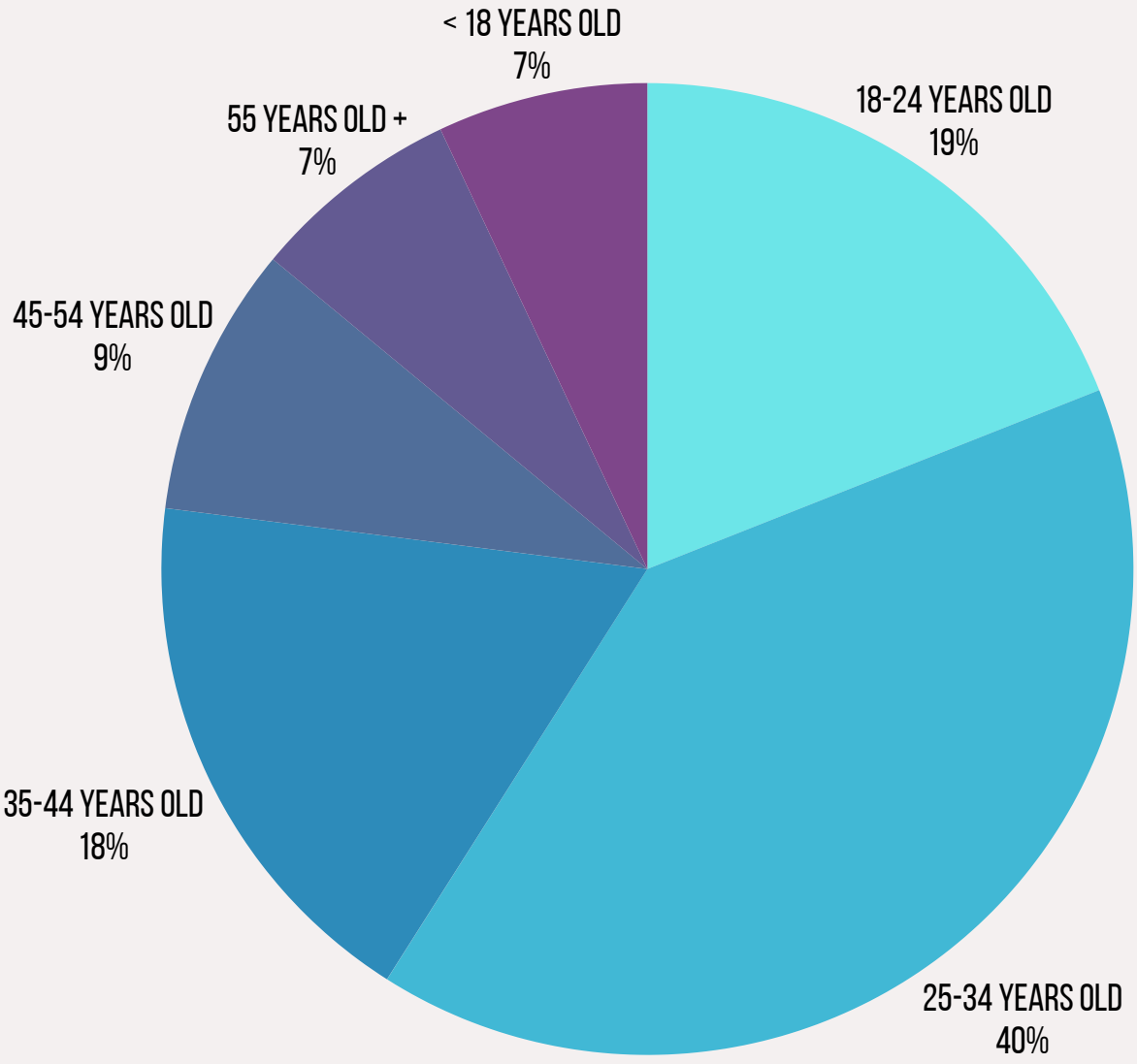


## TOP 10 COUNTRIES:

1. FRANCE
2. BELGIUM
3. SWITZERLAND
4. UNITED STATES
5. SPAIN
6. UNITED KINGDOM
7. ITALY
8. NETHERLANDS
9. LUXEMBOURG
10. AUSTRALIA

* DATA: GOOGLE ANALYTICS 2025

# AUDIENCE PROFILE




* DATA: META (FACEBOOK, INSTAGRAM) 2025

# ADVERTISING PARTNERS

Brands leveraging DailyMotocross to engage directly with motocross fans



# ADVERTISING OPPORTUNITIES

DailyMotocross provides a range of customizable options to help you achieve your marketing goals

## 1. BANNER DISPLAY

Advanced frequency & geographic targeting powered by Ad Manager technology

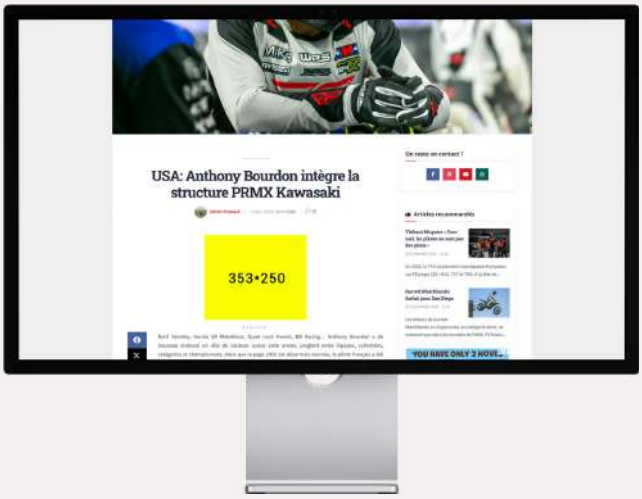
A fully customizable advertising campaign tailored to reach the right audience

Multiple display formats to fit your needs and maximize your visibility (JPEG, GIF, HTML5)

**728*90**



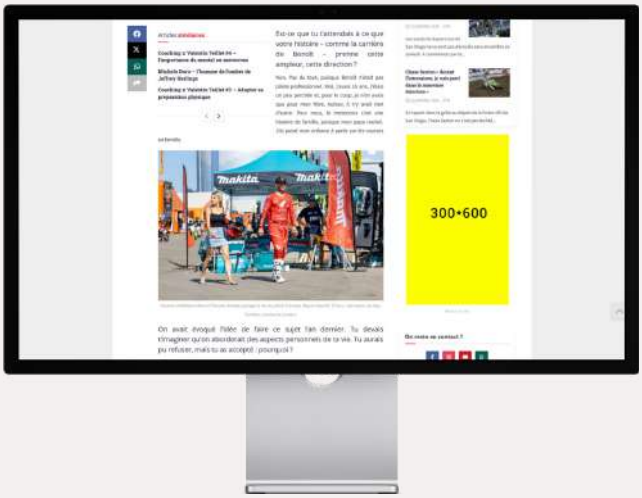

**353*250**




**320*100**




**300*600**



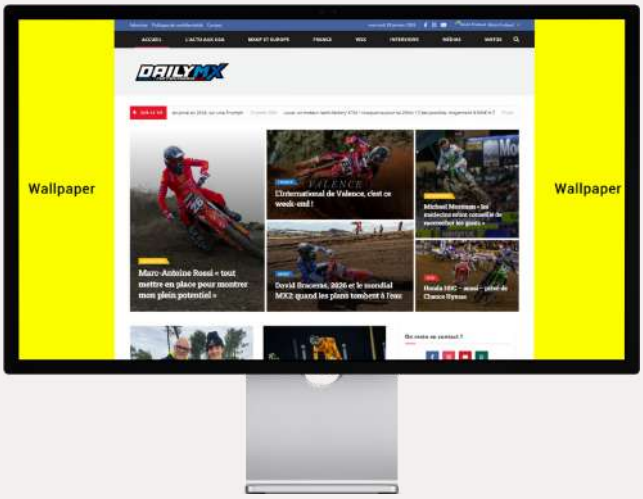

**300*250**



## 2. WEBSITE WALLPAPER

The website wallpaper format offers strong brand visibility with continuous exposure, perfect for boosting awareness and reinforcing brand presence throughout the user journey

• Eye-catching • Perfect for new product launches and campaigns • Continuous exposure

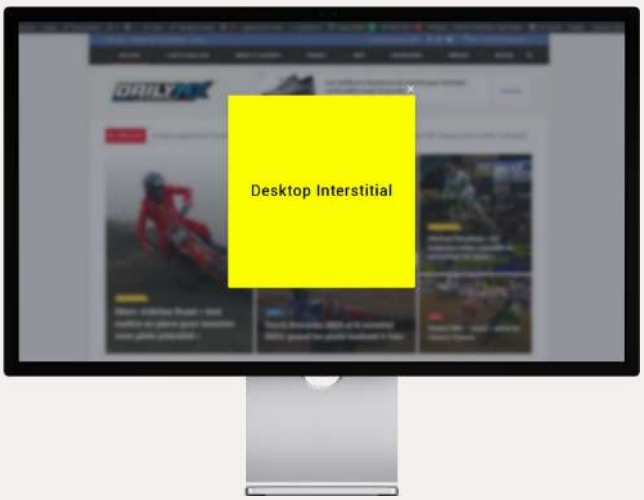



## 3. INTERSTITIAL

The interstitial format delivers maximum visibility with full-screen impact, high engagement rates, and strong click-through performance — ideal for premium brand campaigns and product launches.

• Full Screen • High Impact • Conversion boost

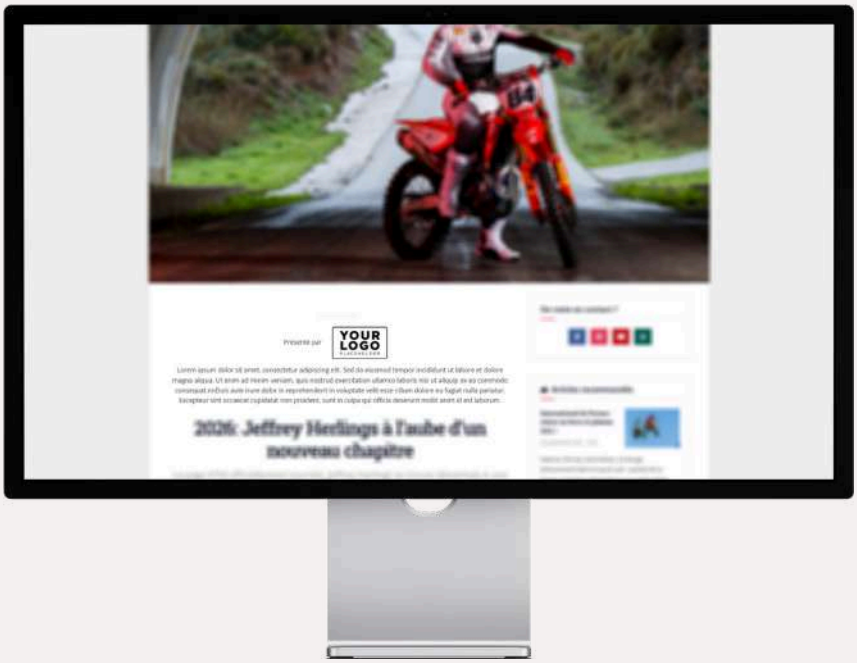


## 4. SPONSORED ARTICLES

Your brand, front and center where readers pay attention. Maximize your brand visibility with a prominent sponsored post.

• High visibility • Immediate attention • Interactive reach







## 5. CUSTOM PROMOTIONS AND PARTNER SERVICES

**Product Testing & Review** – in-depth testing and honest feedback shared with our audience
**Product Promotion** – featured posts, and social media shout-outs
**Sponsored Content** – integrated articles, videos, or interviews highlighting your brand
**Giveaways & Contests** – engage readers and create buzz around your products
**Event Coverage** – live reporting and promotion at industry events

For rates, audience data, and detailed performance reports, or to discuss custom opportunities, contact us at contact@dailymotocross.fr