

Why advertise with ACV?

Adventure Cycling Victoria is the premier online destination for information on bikepacking and cycle touring in Victoria, Australia. It has a growing library of high-quality content, and currently gets over 2000 unique visitors and 5500 pageviews per month. A number of local business are already advertising on ACV, and yours could be one of them. Here's how ACV ranks for the following google searches:

Bikepacking victoria: 1

Cycle touring victoria: 1

Bikepacking australia: 5

Cycle touring australia: 5

Touring bikes australia: 3

ACV also ranks highly for a number of well-known rides:

Great ocean road cycling: 3

Grand ridge road cycling: 1

Great alpine road cycling: 1

Dargo high plains cycling: 1

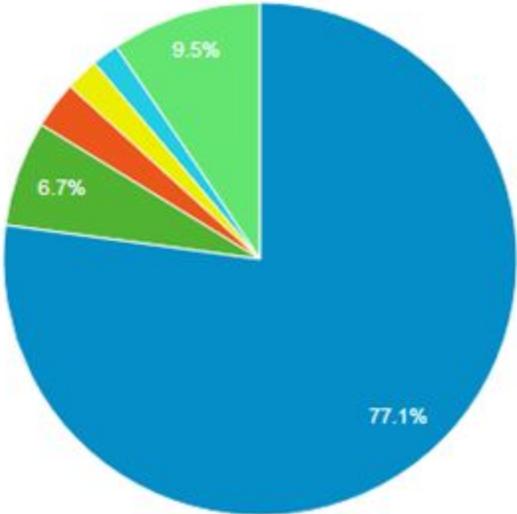
Goldfields track cycling: 4 (first result after official goldfields track page)

Who visits ACV?

Traffic to ACV is not huge compared to some other websites, but that's because it exists in a very specific niche. The upside of being in a specific niche is that ACV has a highly targeted audience: people who are into adventure bike riding, and either live in, or a planning to visit Victoria. This means that your business can reach a particular person with high accuracy. Here is some basic info about that audience:

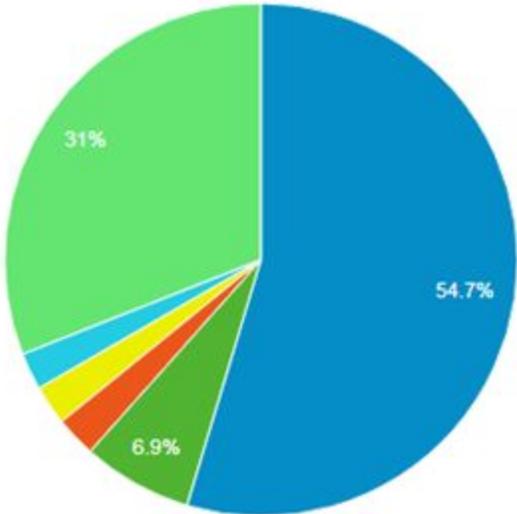
Pageviews by Country

Australia United States Canada New Zealand United Kingdom Other

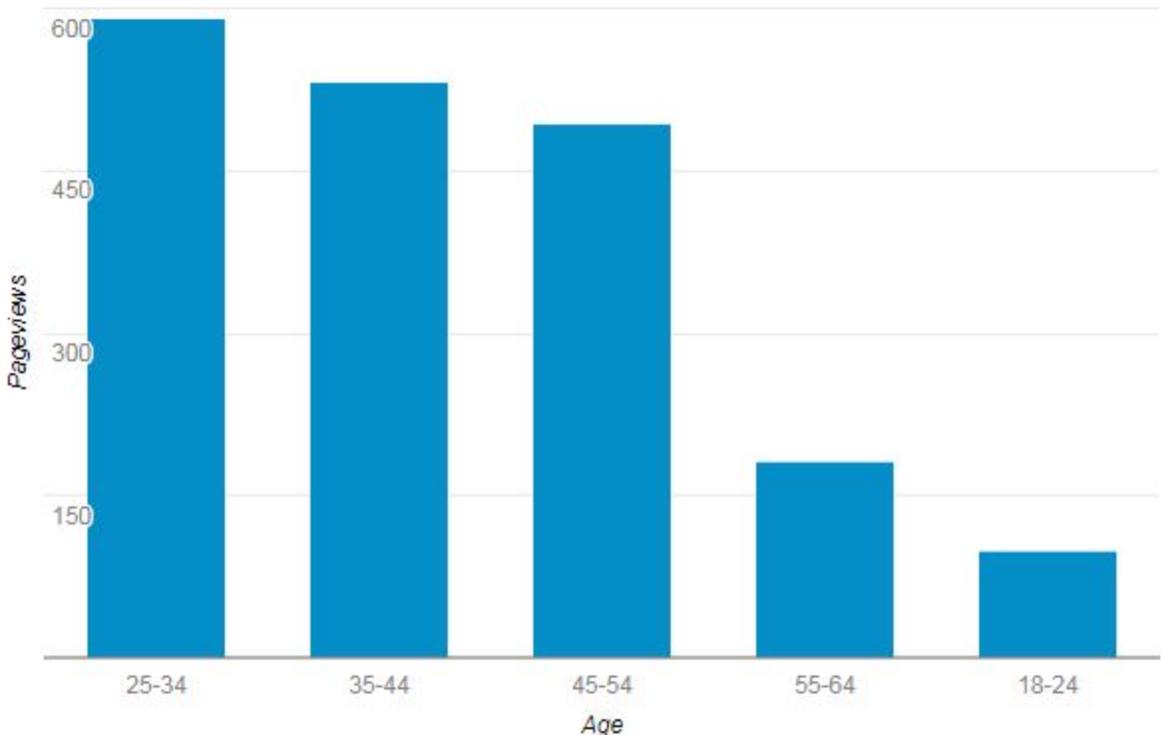


City

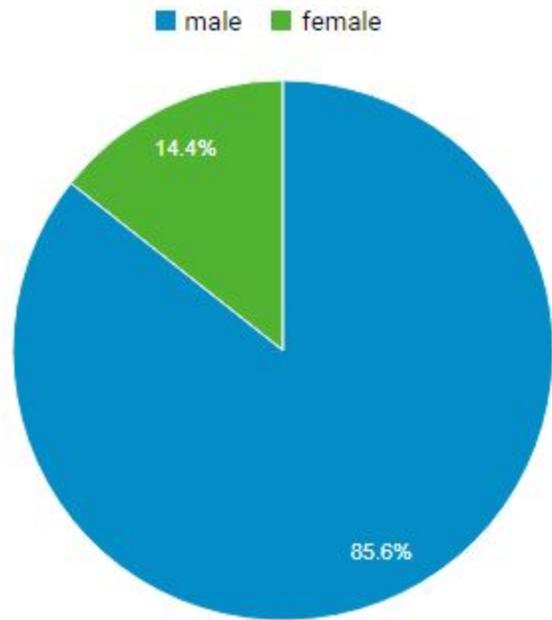
Melbourne Sydney Adelaide Perth Geelong Other



Pageviews by Age



Pageviews by Gender



So what's on offer?

Square box, middle of sidebar—\$50/month

Appears sitewide on ACV. Gets around 2000 unique viewers and 5500 pageviews/month.

Map data ©2018 Google Terms 5 km

Map data ©2018 Google Terms 30 km

Last Name

Subscribe

wildearth
OUTDOOR GEAR STORE
What's your adventure?
SHOP NOW

RIDE CATEGORIES

- easy (1)
- gravel (9)
- hard (4)
- moderate (4)
- moderate-hard (5)
- mountain bike (3)
- road (5)

RIDE TAGS

Featured

Off-cambar
gravel, road, moderate-hard

Skip to Skipton
gravel, moderate - rail trail, rural, history

Eildon Escape
hard, gravel - rail trail, rainforest, wilderness, brewery

Square box, bottom of sidebar—\$40/month

Appears sitewide on ACV. Gets around 2000 unique viewers and 5500 pageviews/month.

Search

BLOG CATEGORIES

- Bicycle touring tips (3)
- Buying guide (1)
- Comparisons (1)
- Review (3)
- environment & society (4)
- rides (2)

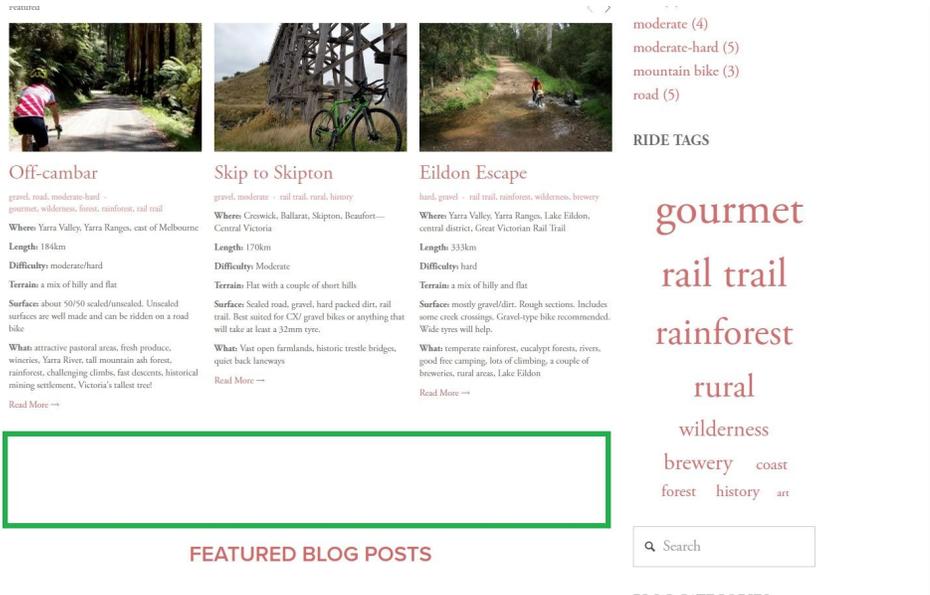
THE RIDE

This ride takes you through the lush Yarra Valley, the heavily-forested Yarra Ranges, and rural areas of the central district. There's plenty of climbing, and plenty of gravel, with very little traffic for the great majority of it.

Starting out on the Lilydale-Warburton Rail Trail, take a left onto Don Road at 28km, which will intersect with the O'shannassy Aqueduct Trail at around 33km. The O'Shannassy Aqueduct Trail is a stunning shared-use trail that is perfectly flat for much of the time, and winds through temperate rainforest with views over the Yarra Valley. You will come to Woods Point Road at 55km, near a redwood plantation which is a really cool place to have a walk around, and would make a good spot to bush camp. If you wish, you can skip the O'shannassy Aqueduct Trail altogether by staying on the Lilydale-Warburton Rail Trail all the way to Warburton, and continuing on through to Woods Point

Full-width banner, homepage—\$30/month

Gets around 500 unique viewers and 1000 pageviews/month



The screenshot shows a website layout with three article cards: "Off-cambar", "Skip to Skipton", and "Eildon Escape". Each card includes a photo, a title, a difficulty level, location, length, and terrain. To the right is a "RIDE TAGS" section with a list of tags like "gourmet", "rail trail", and "rainforest". Below the articles is a "FEATURED BLOG POSTS" section with a search bar.

Off-cambar
gravel, road, moderate-hard · gourmet, wilderness, forest, rainforest, rail trail
Where: Yarra Valley, Yarra Ranges, east of Melbourne
Length: 184km
Difficulty: moderate/hard
Terrain: a mix of hilly and flat
Surface: about 50/50 sealed/unsealed. Unsealed surfaces are well made and can be ridden on a road bike
What: attractive pastoral areas, fresh produce, wineries, Yarra River, tall mountain ash forest, rainforest, challenging climbs, fast descents, historical mining settlement, Victoria's tallest tree
Read More →

Skip to Skipton
gravel, moderate · rail trail, rural, history
Where: Creswick, Ballarat, Skipton, Beaufort—Central Victoria
Length: 170km
Difficulty: Moderate
Terrain: Flat with a couple of short hills
Surface: Sealed road, gravel, hard packed dirt, rail trail. Best suited for CX/gravel bikes or anything that will take at least a 32mm tyre.
What: Vast open farmlands, historic roadside bridges, quiet back lanes
Read More →

Eildon Escape
hard, gravel · rail trail, rainforest, wilderness, brewery
Where: Yarra Valley, Yarra Ranges, Lake Eildon, central district, Great Victorian Rail Trail
Length: 333km
Difficulty: hard
Terrain: a mix of hilly and flat
Surface: mostly gravel/dirt. Rough sections. Includes some creek crossings. Gravel-type bike recommended. Wide tyres will help.
What: temperate rainforest, eucalypt forests, rivers, good free camping, lots of climbing, a couple of breweries, rural areas, Lake Eildon
Read More →

RIDE TAGS
moderate (4)
moderate-hard (5)
mountain bike (3)
road (5)

gourmet
rail trail
rainforest
rural
wilderness
brewery coast
forest history art

FEATURED BLOG POSTS
Search

Full-width banner, footer—\$60/month

Appears sitewide on ACV. Gets around 2000 unique viewers and 5500 pageviews/month.



ACV acknowledges the traditional custodians of the land on which we work and play. We acknowledge that sovereignty was never ceded, and we pay our respects to their elders, past and present.



Full-width banner, 'touring bikes' blog post—\$50/month

This blog post is the #1 result in the google search *best touring bikes australia*. It gets around 700 unique viewers and 800 pageviews/month.

though they work superbly and are generally quite reliable, can be a little problematic for multi-month/multi-year touring due to their mechanical complexity. If this is a concern for you, have a look at some of Vivente's other models which don't use this component. As far as downsides, though, that's all I can think of. Oh, and it only ever comes in black.

Pros: ridiculous value, fully (and I mean fully) equipped for the road, excellent load-carrying capacity

Cons: a bit heavy and slow

viventebikes.com



Full-width banner, across multiple pages—by negotiation

If you want to buy advertising space across a number of other pages, get in touch (contact details below) and we can sort something out.

Quarterly reporting

When you advertise on ACV you will receive a quarterly report stating:

- Click-through rate: how many times your ad was clicked on
- Impressions: how many times your ad was seen
- Unique visitors: the total size of the audience that saw your ad

Billing is also quarterly, but can be longer-term upon request.

Got any questions?

Please get in touch

Email: peter@adventurecyclingvictoria.com

Hope to hear from you soon

Peter Foot

Founder, Director

Adventure Cycling Victoria