

Swim / Ride / Run



Media Information

Advertising Opportunities

TRIfinder.co.uk is a leading UK triathlon website specialising in triathlon, duathlon and aquathlon.

With over 1000 multisport events in our database we offer athletes a place to find their events, plan their race season, find race results, and catch-up on the latest triathlon news, product reviews and training advice from top UK triathlon coaches.

The site is aimed at the beginner and intermediate level of triathlete focusing on people who are looking to find new events, gain training advice, keep up-to-date on triathlon news who are also looking to invest in a range of equipment and services to support their hobby.

The website not only provides the most dynamic triathlon event search of over 1000 events but also offers:

- Up to the minute UK triathlon news
- Training articles and advice provided by qualified triathlon coaches
- Results uploaded every weekend as soon as they become available
- Product reviews on the latest triathlon products
- Focused attention is spent on social media to ensure we are market leading
- Elite athlete interviews
- Competitions for our readers
- A specific section covering Duathlon
- A specialist beginners section
- A specialist women section
- Event news and course previews
- Event race reports
- Nutrition advice and recipes provided by qualified nutritionists
- A variety of calculators for pacing, average speed calculation and unit conversion.
- A directory of UK Triathlon Clubs
- Live updates from the largest UK events
- Regular newsletters sent to our readers

TRIfinder is fast becoming the online destination triathletes visit to get everything they need for their hobby whether it be news, reviews, event information, event results or to buy products from our advertisers.

As of December 2010 we have 3500 friends on facebook and 500 followers on twitter enabling us to be in constant contact with your target audience which ultimately ensures a continuous flow of new traffic to the website and to your advert.

We invest very heavily in SEO (Search Engine Optimisation) from one of the UK's leading SEO expert agencies ensuring we rank highly in all search engines.

www.trifinder.co.uk



Current Google Keyword Ranking:

Triathlons – 4th Triathlon Events – 2nd
Duathlons – 1st Duathlon Events – 2nd
Aquathlons – 2nd

TRIfinder Visitor Information:

- 750,000 page impressions per year (60,000+ per month)
- 25,000 visitors per month
- 20,000 unique visitors per month
- 91% of our visitors are from the UK
- 63% new visitors ensuring your advert is being seen by new visitors on a daily basis

For Further Information;

So if you're looking to run a highly targeted, cost effective and engaging marketing campaign then get in touch with **Rob Horner** on **07811 152426** or e-mail **rob@trifinder.co.uk** today.

Current Advertising Opportunities & Rates*:

Leaderboard (728x90):	£5 per 1000 impressions
Skyscraper 1 (120x600):	£5 per 1000 impressions
Skyscraper 2 (120x600):	£4 per 1000 impressions
Button (120x120):	£3 per 1000 impressions
Page Sponsorship:	£100 per month

*All Prices Exclude VAT.

All adverts have the run of the site so your advert will be displayed in every section of the website. If adverts are not supplied then bespoke design work will be charged on an individual basis.

Accepted File Formats

Please provide adverts in either a .swf .gif or .jpeg file.

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