



RACE WEEKEND MEDIA RECAP APRIL 3 - 22

CHAMPIONSHIP AT ROAD ATLANTA 2018

CHAMPIONSHIP OF ATLANTA SUMMARY

TOTAL IMPRESSIONS

35.5M +

Total Race Views: 592K +

Total Social Media Impressions & Engagement: 6.4M+

Total Media Impressions: 29.1M +

Total Brand Impressions: 75.42M+

APRIL 3 - 22



FACEBOOK RACE WEEKEND

April 3- 22


TOP POSTS

#1 MotoAmerica
Published by Hootsuite [?] · April 12 · 🌐



Welcome Tony Hawk to Suzuki Championship Reach: 181.3K+

#2 MotoAmerica...
What's up #Atlanta? Tony Hawk will be joining us next week for the Suzuki Championship at Road Atlanta. He'll perform an epic live show with his #skateboarding crew on Saturday, April 14th - you don't want to miss it. Grab your tickets here...




Get More Likes, Comments and Shares
Boost this post for \$20 to reach up to 13,000 people.

Your video is popular with men between the ages 25-34 [Boost Post](#)

30 Comments 23 Shares

Tony Hawk Joins Suzuki Championship in Atlanta
Reach: 84.2K+

#3 MotoAmerica...
We're live with Josh Herrin who is giving new meaning to the words last-minute privateer this weekend at Road Atlanta.



Get More Likes, Comments and Shares
Boost this post for \$20 to reach up to 13,000 people.

Your video is popular with men between the ages 25-34 [Boost Post](#)

30 Comments 23 Shares

Live with Josh Herrin
Reach: 24.4K+

100
POSTS

111.2K+
TOTAL VIDEO VIEWS
27 videos

286K+
TOTAL ENGAGEMENT
clicks, likes, shares, comments

4.5M+
TOTAL IMPRESSIONS
of times activity related to your page was seen

1.05M+ TOTAL REACH
of people who had any content from our page enter their screen

56.9M+
TOTAL BRAND IMPRESSIONS
of times activity related to MotoAmerica was seen



INSTAGRAM RACE WEEKEND



#1

Roger Hayden
Leading

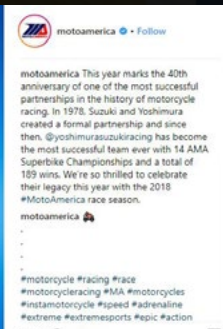
Reach: 32,265
Likes: 3,781



#2

Crash Race 2

Reach: 30,586
Likes: 2,309



#3

40th
Anniversary

Reach: 21,826
Likes: 2,168

71

POSTS

919.4K+

TOTAL REACH

of people who had any content
from our page enter their screen

73.6M+

TOTAL ENGAGEMENT

clicks, likes, shares, comments

1.1M+

TOTAL IMPRESSIONS

of times activity related
to your page was seen

9.02M+

TOTAL BRAND IMPRESSIONS


of times activity related
to MotoAmerica was seen

TWITTER RACE WEEKEND

TOP POSTS

MotoAmerica @MotoAmerica1 · Apr 6

What's up #Atlanta? @tonyhawk will be joining us next week for the @muskycyler Championship at @RoadAtlanta. He'll perform an epic live show with his #skateboarding crew on Saturday, April 14th – you don't want to miss it. Grab your tickets here: motoamerica.com/atlanta/



19.6K views


#1

Tony Hawk Joins at Road Atlanta

Impressions: 139K+

MotoAmerica @MotoAmerica1 · Apr 15

Legendary Pain Skateboarding legend @tonyhawk met three-time 500cc World Champion and #MotoAmerica President @WayneRainey60 yesterday at @RoadAtlanta.



Tony Hawk and Wayne Rainey


#2

Tony Hawk Meets Wayne Rainey

Impressions: 55.6K+

MotoAmerica @MotoAmerica1 · Apr 19

Two series, two stars: @AndreaDovizioso chats with @KyleWyman at the @CycleGear bike nite in Austin. Tomorrow they ride at @COTA.



#3

Two Series, Two Stars

Impressions: 23.8K+

91
POSTS

533K+
TOTAL IMPRESSIONS
of times activity related
to your page was seen

3.4K+
TOTAL INTERACTIONS
comments, likes, retweets

9.5M+
TOTAL BRAND
IMPRESSIONS
of times activity related
to MotoAmerica was seen



April 3- 22

WEBSITE ANALYTICS

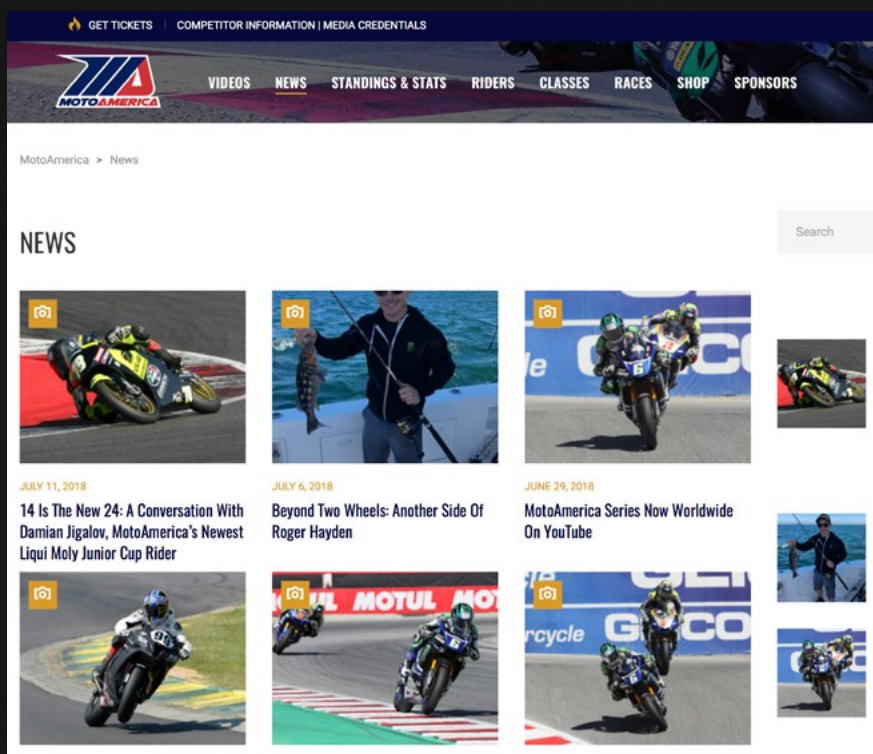
157,386
PAGE VIEWS

Bounce Rate: 69.38%
percentage of people who land on
one of your web pages and then
leave without clicking to anywhere
else on the site

1 MINUTE 15 SECONDS
AVG. TIME ON PAGE

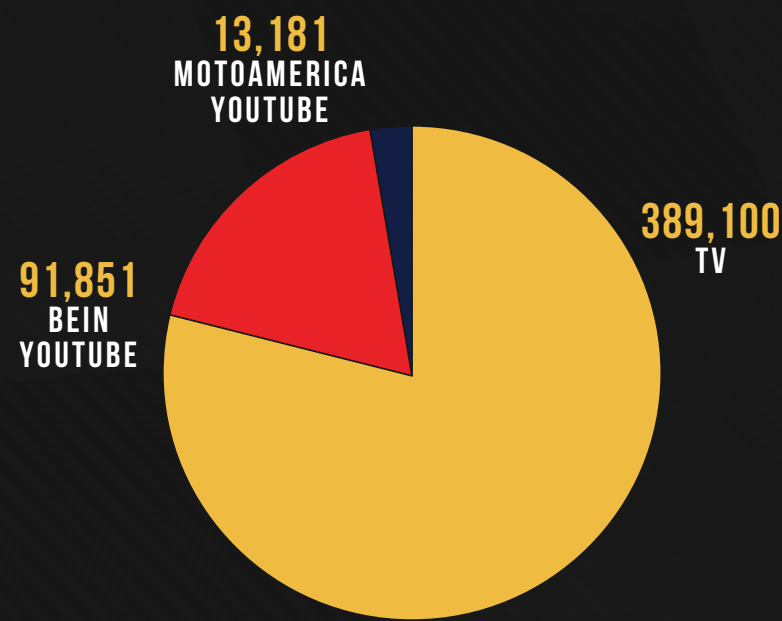
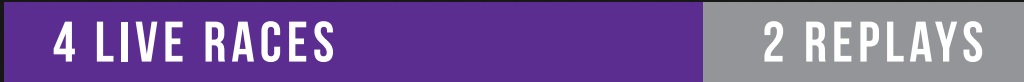
1.60
PAGES PER VISIT

115,276
TOTAL UNIQUE VISITORS
total # of people who visited the site



BROADCAST PERFORMANCE

6 RACE BROADCASTS



494,132
TOTAL VIEWERS
(AT LEAST 1 MIN)

98,575
WATCHED ENTIRE
PROGRAM




TOP SPOTS MEDIA COVERAGE

April 3- 22

REVZILLA

News

Search Common Tread



Elias reigns at Road Atlanta, rain or shine

Lance Oliver Apr 16, 2018

12 Comments

Imagine you're a racer trying to beat Toni Elias in MotoAmerica Motul Superbike. You're looking — hoping — for a weak spot. Maybe the rain? There was that disastrous wet weekend in New Jersey two years ago.

Elias stamped out that spark of a hope under the wet heel of his Alpinestars boots on Sunday. The defending champion and Yoshimura Suzuki Factory Racing rider rode a perfectly calculated race on a soaked Road Atlanta track, finishing it off with the fastest lap of the day on the final lap, to nail down a double win and take a solid lead in the chase for the

MONTHLY PAGE VIEWS
3,729,570

MOTORCYCLE.COM

MOTORCYCLE.COM
est. 1994

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Hall Of Famer Wes Cooley To Attend Suzuki Championship At Road Atlanta

Don't Miss Stories on Motorcycle.com 1.1k 259K 31.3K followers



bluehost Launch Your Dream Site Today! Get Started



MONTHLY PAGE VIEWS
734,370

YAMAHA

FIND A DEALER | MY YAMAHA ACCOUNT | EVENTS & DEMOS

MOTORCYCLE ATV SIDE-BY-SIDE SNOWMOBILE POWER PRODUCTS

Road Racing - Monster Energy / Yamalube / Yamaha Factory Racing Team

2018 looks to be a promising year for the Monster Energy/Yamalube/Yamaha Factory Racing team. After seven consecutive years of domination in the prestigious Superbike class, 2017 certainly did not go as planned. Defending 2015 and 2016 MotoAmerica Superbike Champion, Cameron Beaudoin, and his teammate, four-time AMA Superbike Champion Josh Hayes, struggled during the first part of the season with a new electronics package. Then, just as Cameron started to get his legs back, a dislocated shoulder in Superbike Race 2 at Pittsburgh International Race Complex put him out for the rest of the season, and out of contention for his third consecutive Championship.

Cameron is now fully healed and has shown that he has the speed and strength that allowed him to win his two back-to-back MotoAmerica Superbike Championships. The Northern Californian will have a new teammate for 2018, as Josh Hayes has taken on a new role in his racing career. After more than 300 professional racing starts, four AMA Superbike Championships, including 61 Superbike wins on the Yamaha YZF-R1s, Josh will be Yamaha's Factory Racing Ambassador and Yamaha Blu-Cru rider coach. The "Motocross Madman" will also serve as a top rider for the Monster Energy/Yamalube/Yamaha Factory Racing Superbike team.

Commenting on his new role, Josh said, "I never intended to stop racing, but with Yamaha's vision and goals, it became time to move in a new direction with the young talent that's been dominating the MotoAmerica Superbike class. I am sure it will bring up for the start at Road Atlanta."

MONTHLY PAGE VIEWS
569,070

ALL HITS MEDIA COVERAGE

		
MOTOAMERICA 2018 OPENS THIS WEEKEND	RACE 1 RESULTS FROM ROAD ATLANTA	ELIAS SWEEPS ROAD ATLANTA
	RACE 2 RESULTS FROM ROAD ATLANTA	
ROAD ATLANTA SATURDAY RESULTS	EVEN MORE FROM THE RACES AT ROAD ATLANTA	WES COOLEY ATTENDS ROAD ATLANTA
	MORE FROM THE RACES AT ROAD ATLANTA	
CHAMPIONSHIP AT ROAD ATLANTA RACE 2 RESULTS		HOW DIFFICULT IS RACING IN THE RAIN
	ELIAS LEADS DAY AT ROAD ATLANTA	
ROAD RACING SEASON STARTS APRIL 13-15		JD BEACH READY FOR RED CLAY OF DIXIE
	MOTOAMERICA 2018 ROUND 1	
ELIAS WINS IN ATLANTA		MONSTER ENERGY / YAMALUBE / YAMAHA FACTORY RACING TEAM
	ELIAS REIGNS AT ROAD ATLANTA	

29.1M+
TOTAL # OF IMPRESSIONS
FROM MEDIA HITS



THE END

PREPARED BY: **KAHN MEDIA**



RACE WEEKEND MEDIA RECAP APRIL 10 - MAY 2
CHAMPIONSHIP OF TEXAS 2018

CHAMPIONSHIP OF TEXAS SUMMARY

TOTAL IMPRESSIONS

102.61M +

Total Race Views: 598K +

Total Social Media Impressions & Engagement: 6.2M+

Total Media Impressions: 30.9M +

Total Brand Impressions: 65.51M+

APRIL 10 - MAY 2




FACEBOOK RACE WEEKEND

April 10- May 2

TOP POSTS

#1 **MotoAmerica**
Published by Paul Carruthers [?] · April 21 · 🌐



Scholtz Takes COTA Race One Reach: 15.4K+ Likes: 455

#2 **MotoAmerica**
Published by Paul Carruthers [?] · April 21 · 🌐

Lucky Young Men: Jackson Blackmon Racing and Cory Ventura will get the chance to train with Valentino Rossi VR46 Official in Italy.



MOTOAMERICA.COM

Get More Likes, Comments and Shares
Boost this post for \$20 to reach up to 15,000 people.


14,353 people reached

Divine Gumasing, Joe Patterson and 563 others · 18 Comments · 37 Shares

Chance to Train with Valentino Rossi
Reach: 14.4K+ Likes: 563

#3 **MotoAmerica**
Published by Paul Carruthers [?] · April 22 · 🌐

They stopped Toni Elias once, but they couldn't do it twice at Circuit of The Americas in the second MotoAmerica Motul Superbike race.



MOTOAMERICA.COM

Toni Elias Back on Top In Second MotoAmerica Superbike Race At COTA

Get More Likes, Comments and Shares
Boost this post for \$20 to reach up to 15,000 people.

11,427 people reached

Toni Elias Back on Top
Reach: 11.4K+ Likes: 312

75
POSTS

87K+
TOTAL VIDEO VIEWS
23 videos

23K+
TOTAL ENGAGEMENT
clicks, likes, shares, comments

4.5M+
TOTAL IMPRESSIONS
of times activity related to your page was seen

794K+
TOTAL REACH
of people who had any content from our page enter their screen

50.3M+
TOTAL BRAND IMPRESSIONS
of times activity related to MotoAmerica was seen



INSTAGRAM RACE WEEKEND

April 10- May 2



motoamerica • Follow
Circuit of The Americas

motoamerica Nine-time World Champion @valleyellow46 gets some racing tips from #motoamerica Liqui Moly Junior Cup racer @blackmon_18, Blackmon and @coryventura64 will train with Rossi and Co. at his ranch in Italy in July.

redspade Yeah buddy!!! @blackmon_18 r_l_m_3 @nataliee_white there's your boy!!

motogirlgt Nice♥

adolfo_diaz12 Bien vale

n188ic The GOAT!

borja_... Cuidad, pronto lo pondrá a parir como lo adelante jajaja

#1

Training with Rossi & Co.

Reach: 23,120
Likes: 2,325

69

POSTS

975K+

TOTAL REACH

of people who had any content from our page enter their screen



motoamerica • Follow
Circuit of The Americas

motoamerica Repost from @85jakelewis: "Is #manlymonday a thing? Sometimes you gotta hook your boy up with a ride back after a rough day at the office. #nutstobutts #motoamerica"

#motorcycle #racing #race #motorcycling #AMA #motorcycles #instamotorcycle #speed #adrenaline #extreme #extremesports #pic #action #champion #racinglifestyle #actionsports #fast #instabike #motorsport #motorsports #moto #motoamerica2018 #COTA #circuitoftheamericas #AmericasGP blazellikenapalm Post the race on youtube

#2

#manlymonday

Reach: 21,845
Likes: 2,151

74.2M+

TOTAL ENGAGEMENT

clicks, likes, shares, comments

1.11M+

TOTAL IMPRESSIONS

of times activity related to your page was seen



motoamerica • Follow
Circuit of The Americas

motoamerica The rain poured down as @mathew_scholtz stalked @josh_herrin in the first @motulusa Superbike Race this past weekend at @cota_official. Scholtz eventually pulled ahead to take the win. #MotoAmerica #AmericasGP Brian J. Nelson

motoamerica

2,120 likes
APRIL 24

Log in to like or comment.

#3

Scholtz Wins

Reach: 20,086
Likes: 2,120

5.2M+

TOTAL BRAND IMPRESSIONS

of times activity related to MotoAmerica was seen

TWITTER RACE WEEKEND

April 10- May 2

TOP POSTS



#1

Why the Smiles?
Impressions: 12.4K+ Likes: 109



#2

Superbike Riders Hit the Track
Impressions: 8.5K+ Likes: 30



#3

Scholtz Wins in the Rain
Impressions: 5,055 Likes: 42

71
POSTS

528.6+
TOTAL IMPRESSIONS
of times activity related
to your page was seen

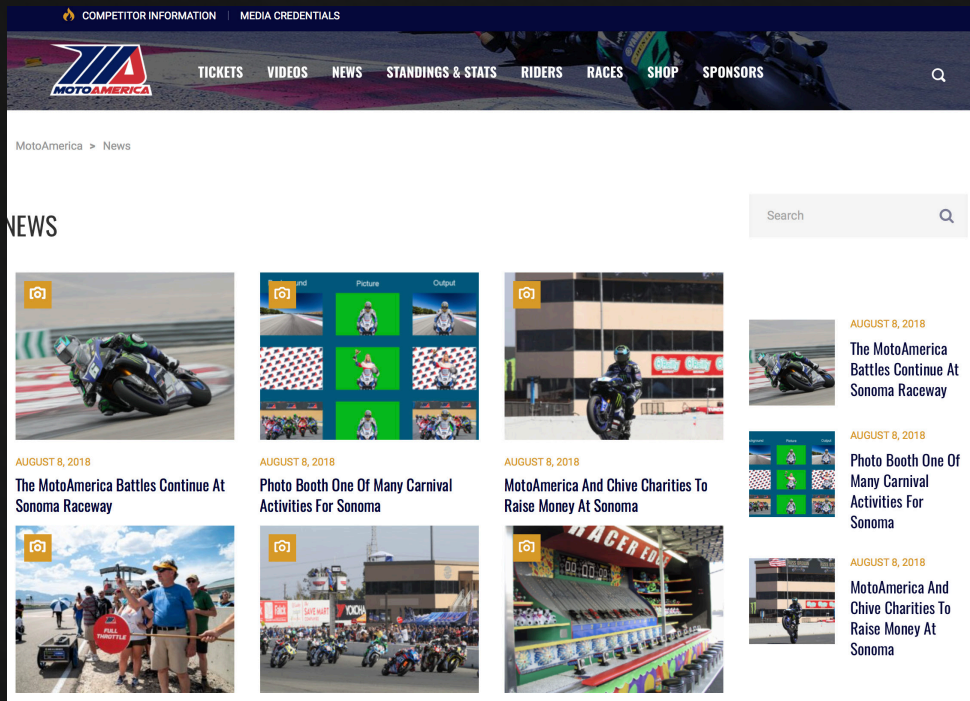
3.15K+
TOTAL INTERACTIONS
comments, likes, retweets

10.01M+
TOTAL BRAND
IMPRESSIONS
of times activity related
to MotoAmerica was seen



WEBSITE ANALYTICS

April 10- May 2



172,849
PAGE VIEWS

Bounce Rate: 71.10%
percentage of people who land on
one of your web pages and then
leave without clicking to anywhere
else on the site

1 MINUTE 10 SECONDS
AVG. TIME ON PAGE

1.57
AVG. PAGES PER VISIT

127,509
TOTAL UNIQUE VISITORS
total # of people who visited the site

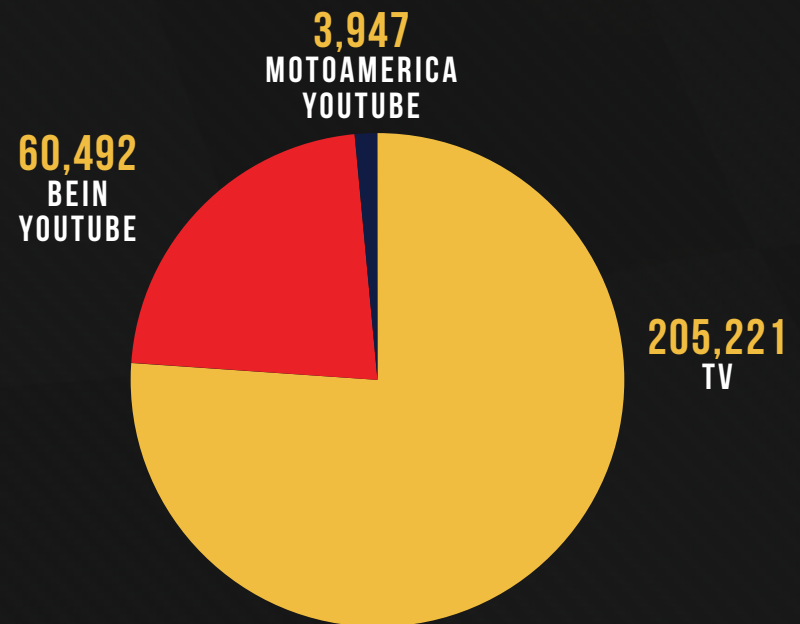
April 10- May 2

BROADCAST PERFORMANCE

4 RACE BROADCASTS

2 LIVE RACES

2 REPLAYS



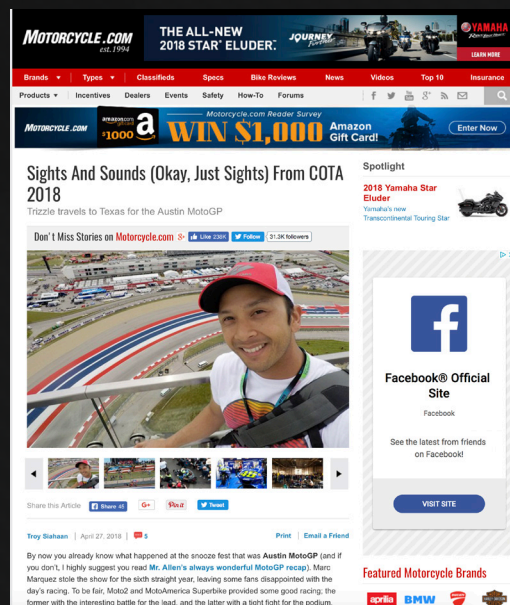
269,660
TOTAL VIEWERS
(AT LEAST 1 MIN)

59,305
WATCHED ENTIRE
PROGRAM

TOP SPOTS MEDIA COVERAGE

April 10- May 2

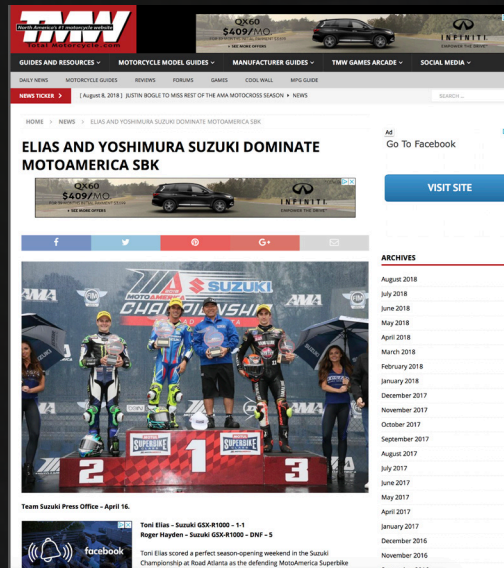
MOTORCYCLE.COM



MONTHLY PAGE VIEWS

949,860

TOTALMOTORCYCLE.COM



MONTHLY PAGE VIEWS

419,160

MOTORPASIONMOTO.COM



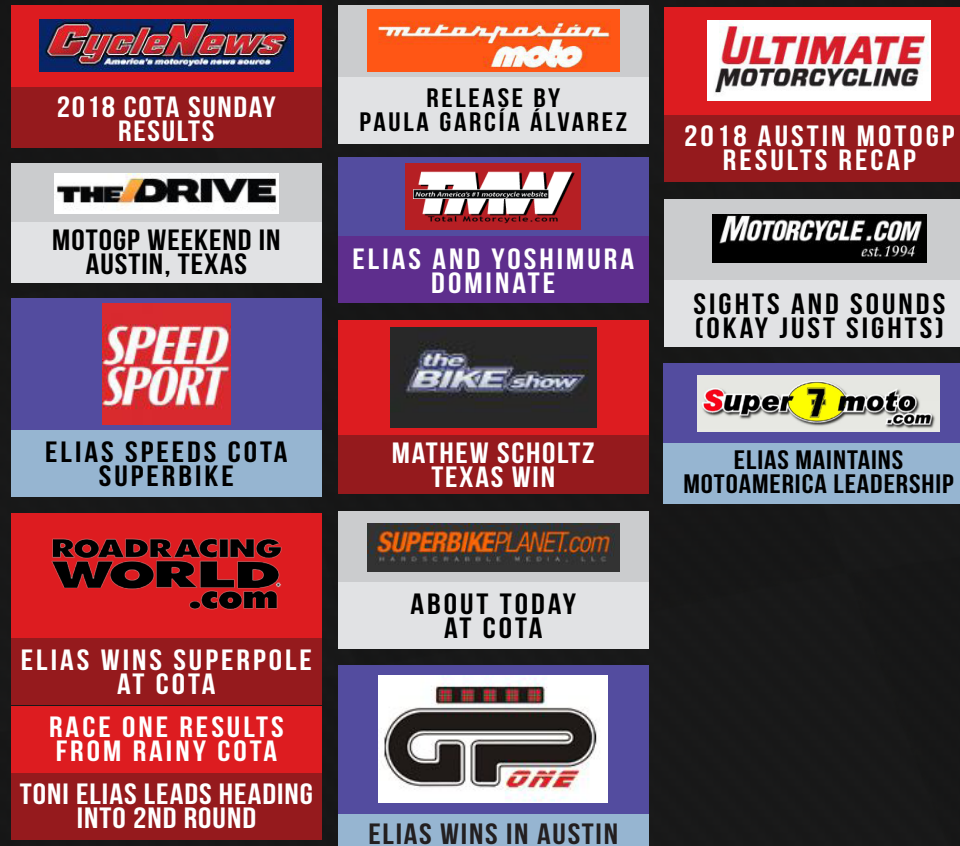
MONTHLY PAGE VIEWS

339,420



April 10- May 2

ALL HITS MEDIA COVERAGE



30.9M+
TOTAL # OF IMPRESSIONS
FROM MEDIA HITS



THE END

PREPARED BY: **KAHN**
MEDIA



RACE WEEKEND MEDIA RECAP

APRIL 24 — MAY 13



SUMMARY

TOTAL IMPRESSIONS

81.64M+

Total Race Views: 419.6K+

Total Social Media Impressions & Engagement: 2.74M+

Total Media Impressions: 24.2M+

Total Brand Impressions: 54.7M+

APRIL 24 – MAY 13



FACEBOOK

TOP POSTS

#1 **MotoAmerica** is at VIRginia International Raceway.
Published by Dulcinée Marie [?] · May 9 · Alton, VA · 🌐

The first Supersport race replay from the Championship of #Virginia is live!
Watch it now: <http://motoamerica.com/#vir> #MotoAmerica




YOUTUBE.COM
**Championship of Virginia at VIR:
Supersport Race 1**
Who takes the checkered flag first at the

Supersport Race Replay Reach: 25.2K+ Likes: 342

#2 **MotoAmerica**
June 15 at 3:00 PM · 🌐

Beach Break Live from the other end of the paddock. It's a good one.



29,043 people reached Boost Unavailable

331 122 Comments 70 Shares 12K Views


Like Comment Share

Beach Break Live
Reach: 29K+ Likes: 331

#3 **MotoAmerica**
Like This Page · July 5 · Edited · 🌐

MotoAmerica was live — at VIRginia International Raceway.
May 6 · Alton, VA · 🌐

LIQUI MOLY USA Inc. Junior Cup Race 2 Press Conference



Your video is popular with men between the ages 25-34 Boost Unavailable

117 56 Comments 60 Shares 5.4K Views

Junior Cup Race Press Conference
Reach: 19.4K+ Likes: 106

148
POSTS

47.3K+
TOTAL VIDEO VIEWS
16 videos

22.2K+
TOTAL ENGAGEMENT
clicks, likes, shares, comments

1.6M+
TOTAL IMPRESSIONS
of times activity related to your page was seen

664K+ TOTAL REACH
of people who had any content from our page enter their screen

36.4M+
TOTAL BRAND IMPRESSIONS
of times activity related to MotoAmerica was seen



INSTAGRAM

TOP POSTS



#1

Josh Herrin
Warming Up

Reach: 41.8K+
Likes: 4,505



#2

Josh Herrin
Pre-Race Party

Reach: 37.1K+
Likes: 2,159



#3

JD Beach

Reach: 19K+
Likes: 1,178

55
POSTS

53.5K+
TOTAL ENGAGEMENT
clicks, likes, shares, comments

697.8K+
TOTAL REACH
of people who had any content
from our page enter their screen

883.5K+
TOTAL IMPRESSIONS
of times activity related
to your page was seen

12M+
TOTAL BRAND IMPRESSIONS
of times activity related
to MotoAmerica was seen



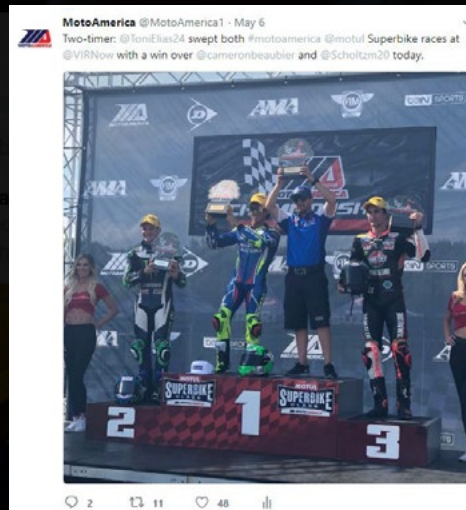
TOP POSTS



#1

Burnouts

19.6K+ Impressions Likes: 159



#2

Wayne Rainey Welcomes

8K+ Impressions Likes: 48



#3

Golden Gate Bridge

7.8K+ Impressions Likes: 26

68

POSTS

186.8K+
TOTAL IMPRESSIONS

of times activity related to your page was seen



1.6K+

TOTAL INTERACTIONS

comments, likes, retweets

6.3M+

TOTAL BRAND IMPRESSIONS

of times activity related to MotoAmerica was seen



April 24-May 13

WEBSITE ANALYTICS

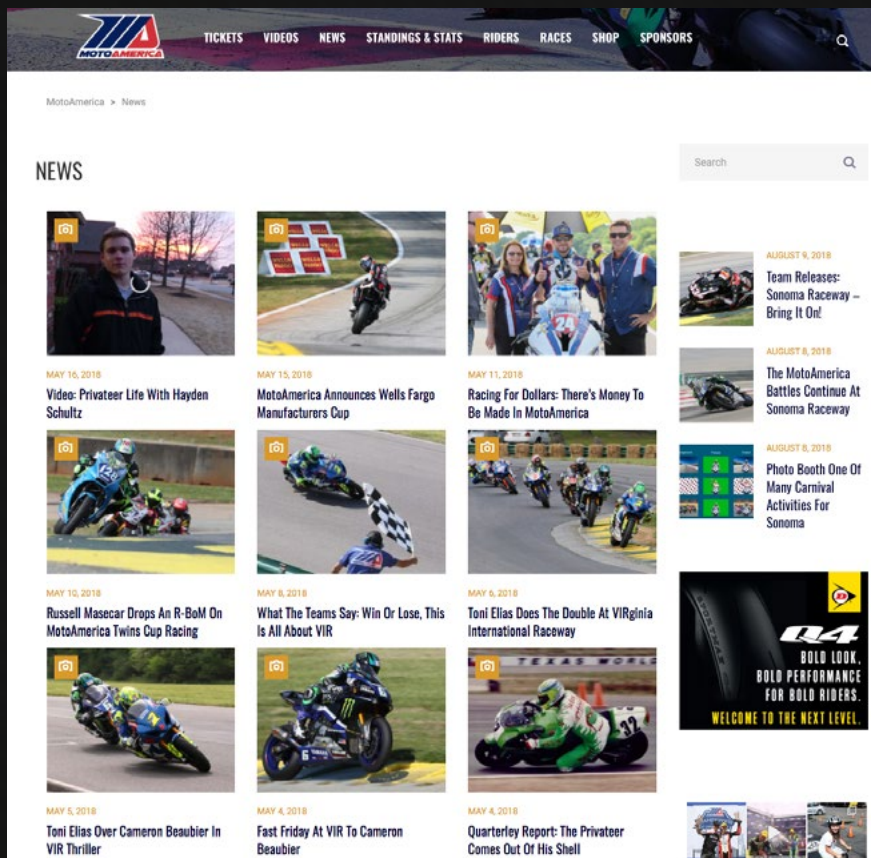
181,744
PAGE VIEWS

Bounce Rate: 77.14%
percentage of people who land on
one of your web pages and then
leave without clicking to anywhere
else on the site

51 SECONDS
AVG. TIME ON PAGE

1.46
AVG. PAGE VIEWS

99,529
TOTAL UNIQUE VISITORS
total # of people who visited the site



BEIN SPORTS RACE VIEWS

April 24-May 13

8 RACE BROADCASTS

4 LIVE RACES

4 REPLAYS



288,340
TV

68,108
BEIN
YOUTUBE
8,816
MOTOAMERICA
YOUTUBE

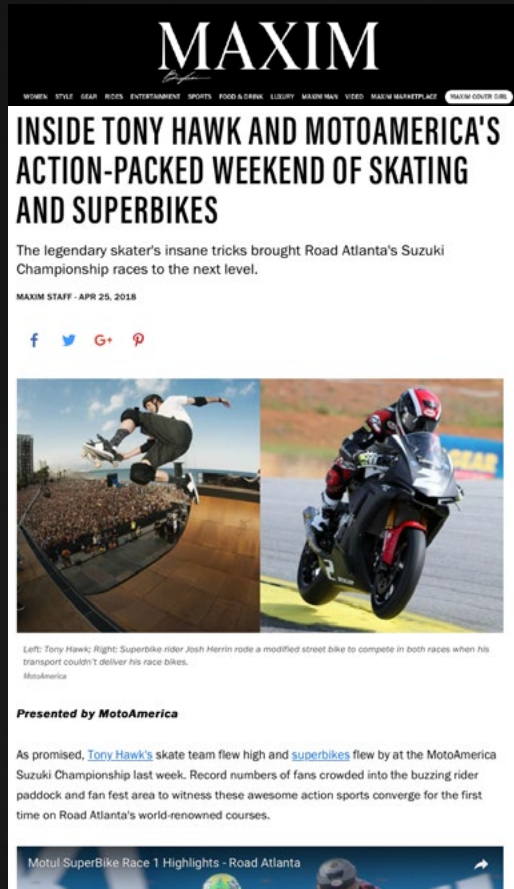
365,264
TOTAL VIEWERS
(AT LEAST 1 MIN)

54,340
WATCHED ENTIRE
PROGRAM



TOP SPOTS MEDIA COVERAGE

April 24-May 13



MAXIM

WOMEN STYLE GEAR RIDES ENTERTAINMENT SPORTS FOOD & DRINK LUXURY MAXIM MAN VIDEO MAXIM MARKETPLACE MAXIM CENTER ONLINE

INSIDE TONY HAWK AND MOTOAMERICA'S ACTION-PACKED WEEKEND OF SKATING AND superbikes

The legendary skater's insane tricks brought Road Atlanta's Suzuki Championship races to the next level.

MAXIM STAFF - APR 25, 2018

f t G+ p

Left: Tony Hawk; Right: Superbike rider Josh Herrin rode a modified street bike to compete in both races when his transport couldn't deliver his race bikes.

MotoAmerica

Presented by MotoAmerica

As promised, [Tony Hawk's](#) skate team flew high and [superbikes](#) flew by at the MotoAmerica Suzuki Championship last week. Record numbers of fans crowded into the buzzing rider paddock and fan fest area to witness these awesome action sports converge for the first time on Road Atlanta's world-renowned courses.

Motul SuperBike Race 1 Highlights - Road Atlanta

MONTHLY PAGE VIEWS
3,860,760




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Eliass And Beach Dominate At VIRginia International Raceway

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© MotoAmerica/Neilson Toni Elias gewann knapp vor Cameron Beaubier

TONI ELIAS CAMERON BEAUBIER MATTHEW SCHOLTZ ROGER LEE HAYDEN JOSHUA HERRIN

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By [Press Release](#) | May 7, 2018 | Print | Email a Friend

Toni Elias and JD Beach continue to dominate the 2018 series at VIRginia International Raceway.

MONTHLY PAGE VIEWS
734,370



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ÜBERLICK NEWS KALENDER STAND ERGEBNISSE

MotoAmerica: Toni Elias gewinnt US-Superbike-Krimi

Von Andreas Gemeinhart - 06.05.2018 09:56

© MotoAmerica/Neilson Toni Elias gewann knapp vor Cameron Beaubier

TONI ELIAS CAMERON BEAUBIER MATTHEW SCHOLTZ ROGER LEE HAYDEN JOSHUA HERRIN

Beim dritten Saisonereignis der US-Superbike-Meisterschaft MotoAmerica auf dem Virginia International Raceway wurde der erste Lauf bereits kurz nach dem Start abgebrochen. Yamaha-Pilot Garrett Gerloff stürzte und riss Bobby Fong (Yamaha) sowie Roger Hayden (Suzuki) mit in das Verderben. Fong war beim Neustart wieder dabei und ging erneut zu Boden. Gerloff wurde mit einer Brustkorbverletzung in eine Klinik eingeliefert. Hayden fühlte sich nach dem Sturz unwohl und verzichtete auf eine weitere Teilnahme. Cameron Petersen (Honda) zerstörte in der achten Runde seine Honda bei einem Highspeed-Crash.

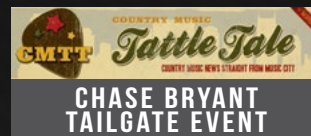
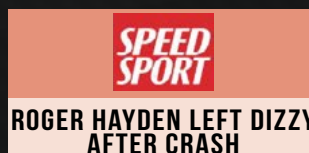
An der Spitze des Feldes machten sich Titelverteidiger Toni Elias (Yoshimura Suzuki) und das Yamaha-Trio Cameron Beaubier, der sich am Samstag die Pole-Position sicherte, Mathew Scholtz sowie Joshua Herrin aus dem Staub. Herrin geriet zur Rennmitte neben die Strecke, verlor zehn Positionen und startete anschließend eine beeindruckende Aufholjagd.

Baubier führte bis zur vorletzten Runde, dann wurde er in einem spannenden Finale noch von Elias bezwungen, der damit seinen vierten Saisonsieg feiern konnte und seinen Vorsprung im Gesamtklassement auf 26 Punkte ausbaute. Scholtz eroberte sich

MONTHLY PAGE VIEWS
442,350

ALL HITS MEDIA COVERAGE

24.2M+
TOTAL MEDIA HITS





PREPARED BY: **KAHN MEDIA**



RACE WEEKEND MEDIA RECAP MAY 23 - JUNE 11
CHAMPIONSHIP AT ROAD AMERICA 2018

CHAMPIONSHIP AT ROAD AMERICA SUMMARY

TOTAL IMPRESSIONS

75.9M +

Total Race Views: 572.9K +

Total Social Media Impressions & Engagement: 3.8M+

Total Media Impressions: 40.2M +

Total Brand Impressions: 31.9M+

MAY 23 - JUNE 11

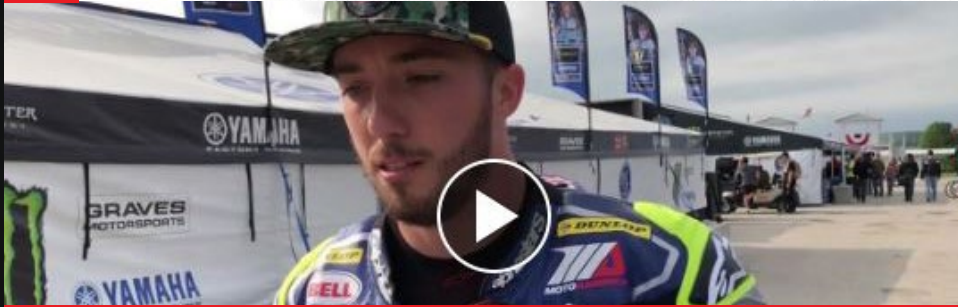


FACEBOOK RACE WEEKEND

May 23 - June 11


TOP POSTS

#1 MotoAmerica...
#MotoAmerica caught up with Motul USA Superbike riders Josh Herrin, Cameron



Herrin, Beaubier and Elias Reach: 81K+ Likes: 769

#2 MotoAmerica...
Dunlop Motorcycle Tires helps us recast all the exciting moments that made the Championship at Road America the best round of the season thus far.




Get More Likes, Comments and Shares
Boost this post for \$20 to reach up to 15,000 people.

14,353 people reached

Divino Gumasing, Joe Patterson and 563 others 18 Comments 37 Shares

Dunlop Recall All the Exciting Moments
Reach: 30.3K+ Likes: 582

#3 MotoAmerica...
Published by Paul Carruthers (1) · May 29 · Caroline Olsen makes her return to the racetrack this weekend at Road America.



Toni Elias Back On Top In Second MotoAmerica Superbike Race At COTA

Get More Likes, Comments and Shares
Boost this post for \$20 to reach up to 15,000 people.

11,427 people reached

Caroline Olsen Returns to Racing
Reach: 21.5K+ Likes: 660

119
POSTS

74.9K+
TOTAL VIDEO VIEWS
16 videos

19.4K+
TOTAL ENGAGEMENT
clicks, likes, shares, comments

2.5M+
TOTAL IMPRESSIONS
of times activity related to your page was seen

664K+ TOTAL REACH
of people who had any content from our page enter their screen

21.1M+
TOTAL BRAND IMPRESSIONS
of times activity related to MotoAmerica was seen



INSTAGRAM RACE WEEKEND

May 23 - June 11

TOP POSTS



#1

Fitting Honor of
Nicky Hayden

Reach: 40.8K+
Likes: 7,081



#2

Photo Finish by
.002 Seconds

Reach: 20K+
Likes: 2,265



#3

#WheelieWednesday

Reach: 19.8K+
Likes: 2,115

64

POSTS

785.2K+

TOTAL REACH

of people who had any content
from our page enter their screen

65.6K+

TOTAL ENGAGEMENT

clicks, likes, shares, comments

1.01M+

TOTAL IMPRESSIONS

of times activity related
to your page was seen

5.5M+

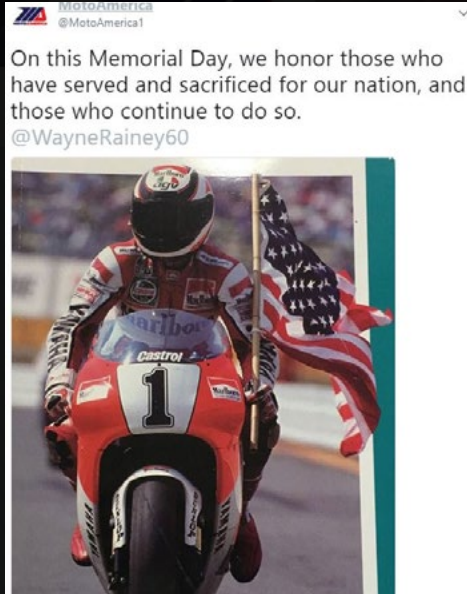
TOTAL BRAND IMPRESSIONS

of times activity related
to MotoAmerica was seen

May 23 - June 11

TWITTER RACE WEEKEND

TOP POSTS



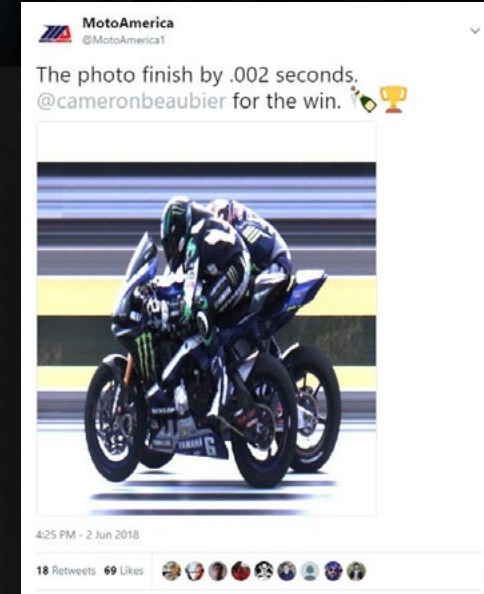
#1

Memorial Day
Impressions: 12.04K+ Likes: 240



#2

Two Hard Earned 1st Place Wins
Impressions: 11.1K+ Likes: 62



#3

Photo Finish by .002 Seconds
Impressions: 8.6K+ Likes: 69

80
POSTS

220.9K+
TOTAL IMPRESSIONS
of times activity related
to your page was seen

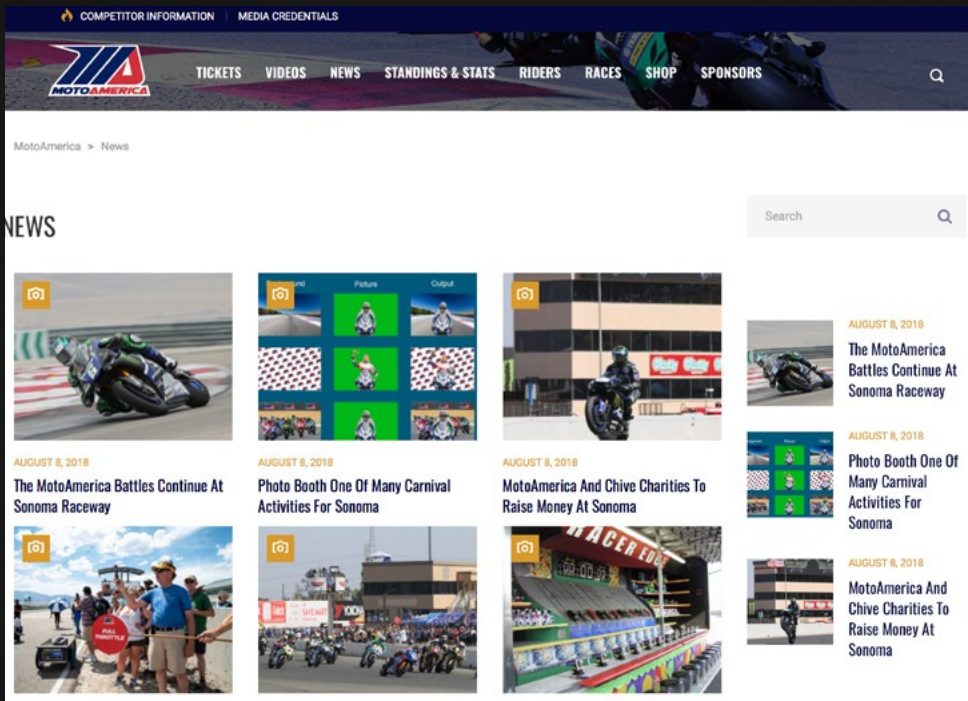
2.1K+
TOTAL INTERACTIONS
comments, likes, retweets

5.3M+
TOTAL BRAND
IMPRESSIONS
of times activity related
to MotoAmerica was seen



May 23 - June 11

WEBSITE ANALYTICS



129,624
PAGE VIEWS

Bounce Rate: 70.73%
percentage of people who land on
one of your web pages and then
leave without clicking to anywhere
else on the site

1 MINUTE 12 SECONDS
AVG. TIME ON PAGE

1.61
AVG. PAGES PER VISIT

63,537
TOTAL UNIQUE VISITORS
total # of people who visited the site

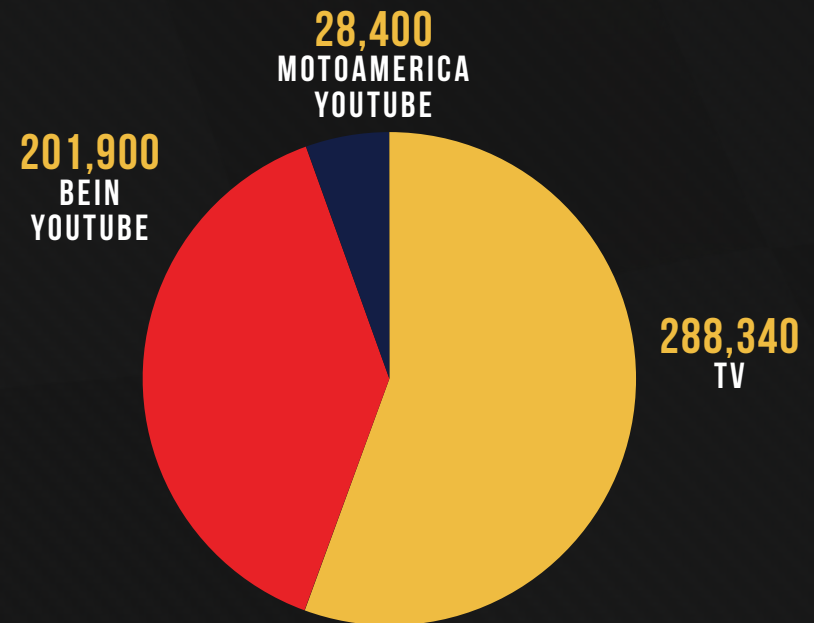
May 23 - June 11

BROADCAST PERFORMANCE

8 RACE BROADCASTS

4 LIVE RACES

4 REPLAYS



518,640
TOTAL VIEWERS
(AT LEAST 1 MIN)

54,340
WATCHED ENTIRE
PROGRAM

TOP SPOTS MEDIA COVERAGE

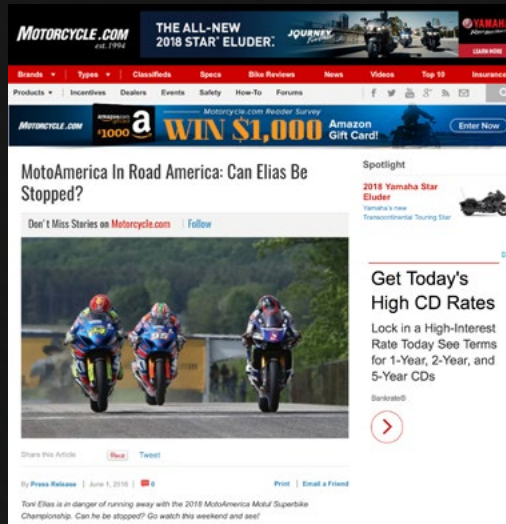
May 23 - June 11

JOURNAL SENTINEL



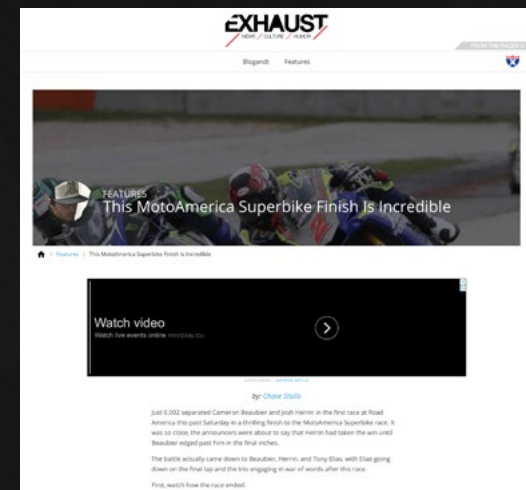
MONTHLY PAGE VIEWS
5,917,740

MOTORCYCLE.COM



MONTHLY PAGE VIEWS
734,370

EXHAUST



MONTHLY PAGE VIEWS
524,580

ALL HITS MEDIA COVERAGE

ROADRACING WORLD .com	MOTORCYCLE.COM est. 1994	mcnews .com.au
RACE 2 RESULTS FROM ROAD AMERICA	CAN ELIAS BE STOPPED?	BEAUBIER TAKES THE DOUBLE
journal sentinel PART OF THE USA TODAY NETWORK	GP ONE	TAM Total Motorcycle.com
BEAUBIER WINS WILD RACE ROAD AMERICA	BEAUBIER BREAKS THE STREAK	HAYDEN AT PODIUM AT ROAD AMERICA
ULTIMATE MOTORCYCLING	MOTO-D	MECCA OF SPEED
BEAUBIER DOMINATES ROAD AMERICA	MOTOAMERICA RACE RECAP	RACERS DON'T FORGET
bein SPORTS	BORN TO RIDE MOTORCYCLE MEDIA	matanpasian moto
ROAD AMERICA NOTEBOOK	STORY BY ROB BROOKS	STORY BY PAULA GARCIA ALVAREZ
TODAYS CYCLE COVERAGE	PHILISTINES MC	MOTOCICLISMO
ROADRACE FACTORY RACE REPORT: ROAD AMERICA	MOTOAMERICA CAN ELIAS BE STOPPED?	TONI ELIAS MOTOAMERICA
	EXHAUST KING / CAT / BE / HUSCH	MOTORBIKE MAGAZINE
	MOTOAMERICA FINISH IS INCREDIBLE	STORY BY DAVID GOMEZ
	SOLOMOTO	TODOCIRCUITO
	ROAD AMERICA	MOTOAMERICA CHAMPIONSHIP

40.2M+
TOTAL # OF IMPRESSIONS
FROM MEDIA HITS



THE END

PREPARED BY: **KAHN MEDIA**



RACE WEEKEND MEDIA RECAP

WEATHERTECH RACEWAY LAGUNA SECA 2018



SUMMARY

TOTAL IMPRESSIONS

87.3M +

Total Race Views: 338K +

Total Social Media Impressions & Engagement: 3.9M+

Total Media Impressions: 7.33M +

Total Brand Impressions: 72.79M+

JULY 11- JULY 5




June 11- July 5



TOP POSTS

#1 Golden Gate Bridge Superbike Ride



MotoAmerica was live
Like This Page · June 20 · Edited ·

Golden Gate Bridge Superbike Ride
Cameron Beaubler, Josh Herrin, & Valentin Debise represent #MotoAmerica during the Golden Gate Bridge Superbike Ride in anticipation of this weekend's #USWorldSBK at WeatherTech Raceway Laguna Seca! — at Golden Gate Bridge.


51,134 Views

Like Comment Share

727 Realtime Comments


Golden Gate Bridge Superbike Ride Reach: 135,244

#2




MotoAmerica
June 15 at 3:00 PM ·

Repost from Josh Herrin: "My World SBK pre race party will be held tomorrow, Saturday June 16th from 11AM - 4PM at Attack Performance in Huntington Beach, CA. Come out and check out the race bike, eat free Wienerschnitzel, race Razor Worldwide pit bikes, eat more Wienerschnitzel, as well as enter to win tons of awesome prizes. The address is 5382 Commercial Dr, Huntington Beach, CA 92649!" Stephen Tripp




Repost from Josh Herrin: World SBK Pre Race Party Reach: 113,705

#3



MotoAmerica
Like This Page · July 5 · Edited ·

Dane Westby was just a kid from Tulsa turned world-class racer. Since his tragic death in 2015, Westby Racing has been hard at work reclaiming Dane's unfinished business. Hear from his dad Tryg and rider Mathew Scholtz Racing on the #TeamWestby legacy.



Dane Westby Reach: 26,926

99
POSTS

103,904
TOTAL VIDEO VIEWS
19 videos

21,499
TOTAL ENGAGEMENT
clicks, likes, shares, comments

1,373,283
TOTAL IMPRESSIONS
of times activity related to your page was seen

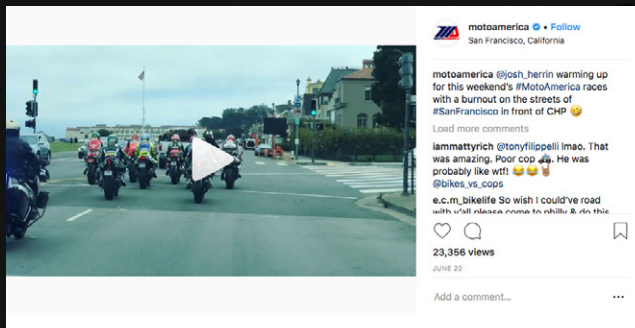
547,706 TOTAL REACH
of people who had any content from our page enter their screen

68.46M+
TOTAL BRAND IMPRESSIONS
of times activity related to MotoAmerica was seen



INSTAGRAM

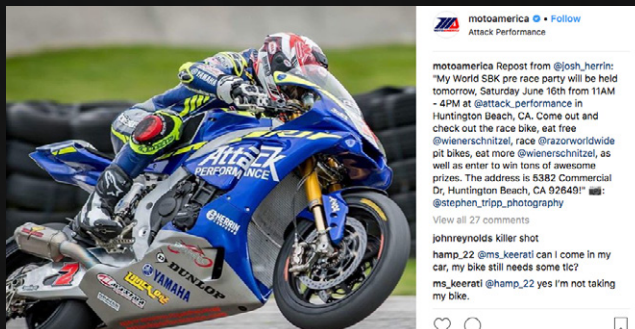
TOP POSTS



#1

Josh Herrin
Warming Up

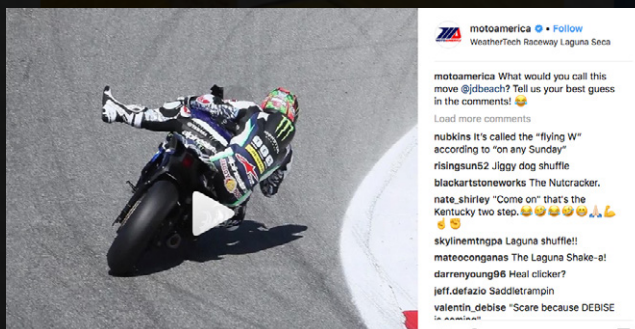
Reach: 38,483
Likes: 3,071



#2

Josh Herrin
Pre-Race Party

Reach: 21,208
Likes: 2,814



#3

JD Beach

Reach: 28,585

71

POSTS

752,568
TOTAL REACH

of people who had any content from our page enter their screen

61,548
TOTAL ENGAGEMENT
clicks, likes, shares, comments

1,094,350
TOTAL IMPRESSIONS
of times activity related to your page was seen

9.08M+
TOTAL BRAND IMPRESSIONS
of times activity related to MotoAmerica was seen


June 11- July 5



TOP POSTS

MotoAmerica
@MotoAmerica1

Now it doesn't matter if you live in the U.S. or in France or Spain or... well you can live anywhere and now watch the #MotoAmerica Series on YouTube bit.ly/2z1e3js



10:25 AM - 29 Jun 2018

66 Retweets 203 Likes

#1

Burnouts
17,494 Impressions

MotoAmerica
@MotoAmerica1

This never gets old... the boss @WayneRainey60 welcomes us to @WeatherTechRcwy. Let's do this. #MotoAmerica



10:13 AM - 21 Jun 2018


18 Retweets 106 Likes

#2

Wayne Rainey Welcomes
8,100 Impressions

MotoAmerica
@MotoAmerica1

Really good day. Thanks for including MotoAmerica. Sorry about @joshherrin. Not! :)



WeatherTech Raceway Laguna Seca @WeatherTechRcwy
Riders in @worldsbk and @MotoAmerica1 crossed the Golden Gate Bridge and hit the streets of San Francisco two days before the start of #USWorldSBK.

6:12 PM - 20 Jun 2018

5 Retweets 28 Likes

#3

Golden Gate Bridge
4,341 Impressions

126
POSTS

183,282
TOTAL IMPRESSIONS
of times activity related
to your page was seen

2,101
TOTAL INTERACTIONS
comments, likes, retweets

6.9M+
TOTAL BRAND
IMPRESSIONS
of times activity related
to MotoAmerica was seen



June 11- July 5



WEBSITE ANALYTICS

99,185

PAGE VIEWS

Bounce Rate: 46.89%
percentage of people who land on
one of your web pages and then
leave without clicking to anywhere
else on the site

1 MINUTE 53 SECONDS

AVG. TIME ON PAGE

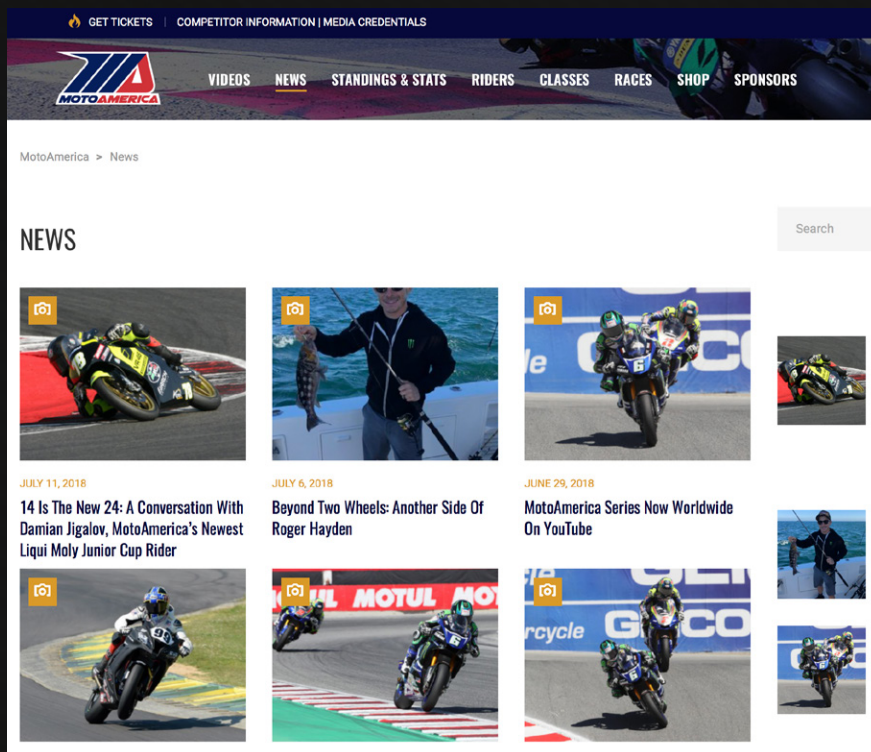
2.15

AVG. PAGE VIEWS

29,974

TOTAL UNIQUE VISITORS

total # of people who visited the site



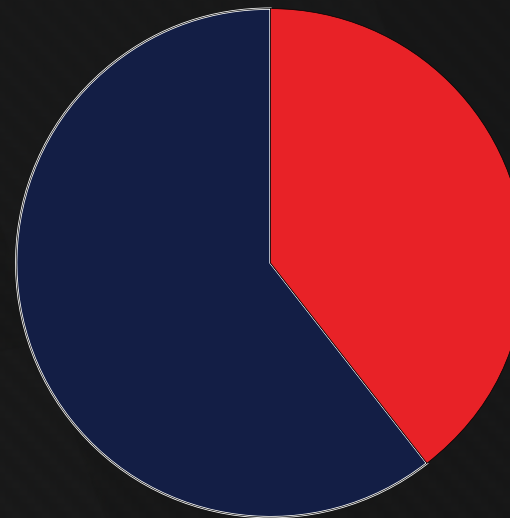
BEIN SPORTS RACE VIEWS

June 11- July 5

18 RACE BROADCASTS

8 LIVE RACES

8 REPLAYS

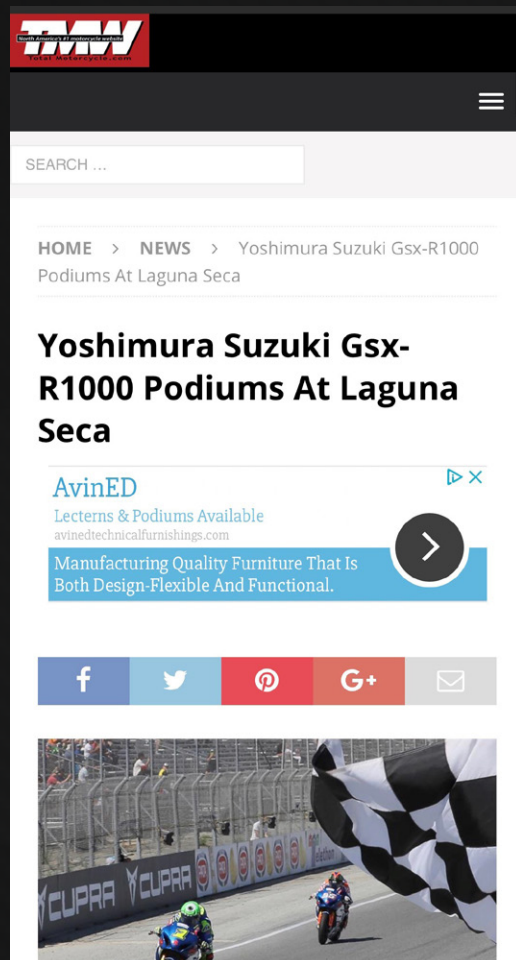


100,113
WATCHED
ENTIRE PROGRAM

338,797
TOTAL VIEWERS
(AT LEAST 1 MIN)

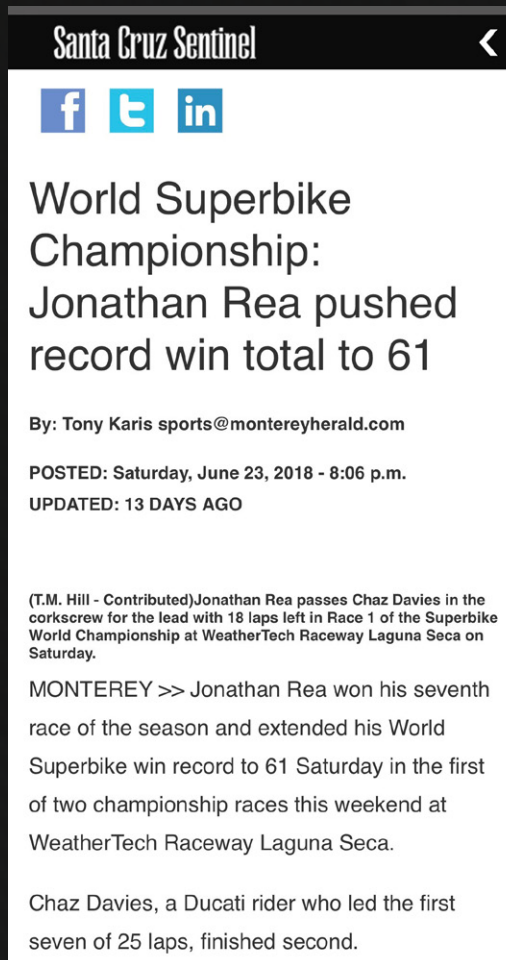
TOP SPOTS MEDIA COVERAGE

June 11- July 5



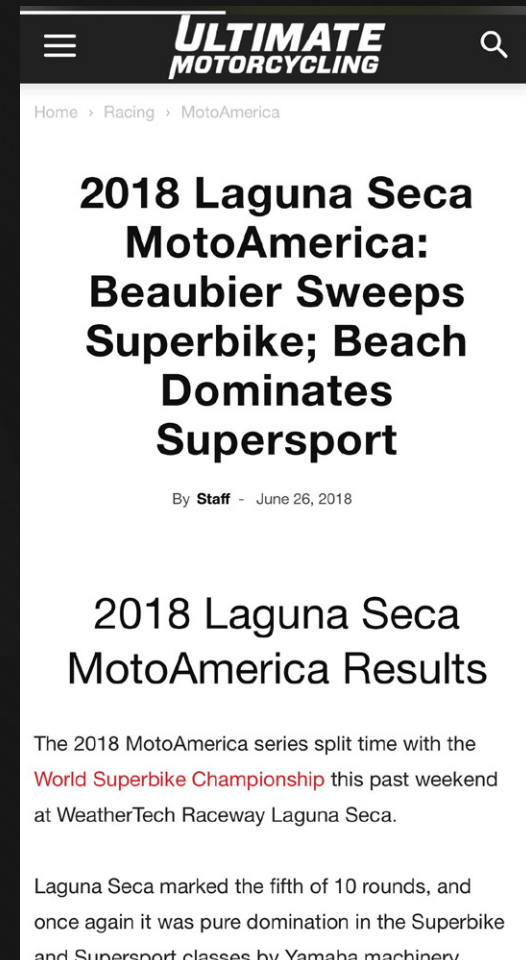
MONTHLY PAGE VIEWS

1,154,300



MONTHLY PAGE VIEWS

949,200



MONTHLY PAGE VIEWS

891,000




ALL HITS MEDIA COVERAGE

June 11- July 5


4,617,893
TOTAL MEDIA HITS



PRESS RELEASE BY
YAMALUBE



A WINNER OF A WEEKEND
JONATHAN REA RECORD
WIN TOTAL



EDDIE LAWSON AT
LAGUNA SECA
LAGUNA SECA
WSBK PREVIEWS



PRESS RELEASE
BY KYLE WYMAN

PRESS RELEASE BY
SUZUKI MOTOR

MORE FROM THE RACES
AT WEATHERTECH

SUPERBIKE RACE
TWO RESULTS

SUPERBIKE RACE
ONE RESULTS

JOSH HERRIN BREAKS
LAP RECORD


FRIDAY RECAP

M.A. PREVIEWS


MATHEW SCHOLTZ
COMING BACK STRONG

FULL RACE VIDEOS

SUPERBIKES TO RIDE
ACROSS BRIDGE



JONATHAN REA
WINS RACE 1



BEAUBIER RACKS UP
FOURTH TRIUMPH
BEAUBIER WINS AGAIN

LAGUNA SECA
NOTEBOOK

BEAUBIER LEADS WAY
TO MONTEREY



**12 BROADCAST AIRINGS
ON 4 LOCAL TV STATIONS**



THE END

PREPARED BY: **KAHN MEDIA**



RACE WEEKEND MEDIA RECAP JULY 10-JULY 31
CHAMPIONSHIP OF UTAH 2018

CHAMPIONSHIP OF UTAH SUMMARY

TOTAL IMPRESSIONS

91.2M +

Total Race Views: 441K +

Total Social Media Impressions & Engagement: 8.8M+

Total Media Impressions: 20.7M +

Total Brand Impressions: 61.7M+



JULY 10 - JULY 31

FACEBOOK RACE WEEKEND

July 10- July 31

TOP POSTS

#1 MotoAmerica is at Utah Motorsports Campus.
Published by MotoAmerica [?] · July 22 at 10:46 AM · Grantsville, UT ·



Crash Ends Day for Josh Herrin Reach: 1.4M+

#2 MotoAmerica is at Utah Motorsports Campus.
Published by Silicon Drive [?] · July 21 at 9:37 AM · Grantsville, UT ·

Yoshimura Suzuki's Toni Elias crashed his GSX-R1000 yesterday and things turned bad when the bike, air fence and Styrofoam blocks caught fire. Elias hitchhiked back to the pits with Mathew Scholtz, who almost ran off the track



Get More Likes, Comments and Shares
Boost this post for \$20 to reach up to 13,000 people.

Your video is popular with men between the ages 25-34

30 Comments 23 Shares

Toni Elias GSX-R1000 Crash
Reach: 210.4K+

#3 MotoAmerica
Published by Doug Hamann [?] · July 17 at 9:00 AM ·

The hustle that goes down before Roger Hayden (fan page) hits the track. #MotoAmerica #BehindTheScenes



Your Ad Has a High Relevance Score
Great work! Your ad has an average relevance score of 8, which means it's getting more positive feedback and is costing less to deliver than most ads on Facebook.

63,869 people reached

Hustle Before Roger Hayden Hits the Track
Reach: 63.9K+

112
POSTS

687K+
TOTAL VIDEO VIEWS
34 videos

60.8K+
TOTAL ENGAGEMENT
clicks, likes, shares, comments

4.59M+
TOTAL IMPRESSIONS
of times activity related to your page was seen

2.5M+ TOTAL REACH
of people who had any content from our page enter their screen

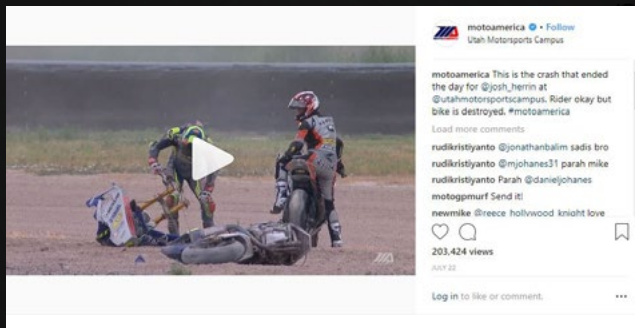
50.3M+
TOTAL BRAND IMPRESSIONS
of times activity related to MotoAmerica was seen



INSTAGRAM RACE WEEKEND

July 10- July 31

TOP POSTS



#1

Josh Herrin
Crash

Reach: 171K+
Likes: 5.1K+

85

POSTS

1.3M+

TOTAL REACH

of people who had any content
from our page enter their screen



#2

Tire Shot

Reach: 95K+
Likes: 4.5K+

89K+

TOTAL ENGAGEMENT

clicks, likes, shares, comments

1.8M+

TOTAL IMPRESSIONS

of times activity related
to your page was seen



#3

Josh Herrin

Reach: 76K+
Likes: 4.1K+

5.2M+

TOTAL BRAND IMPRESSIONS

of times activity related
to MotoAmerica was seen



TWITTER RACE WEEKEND

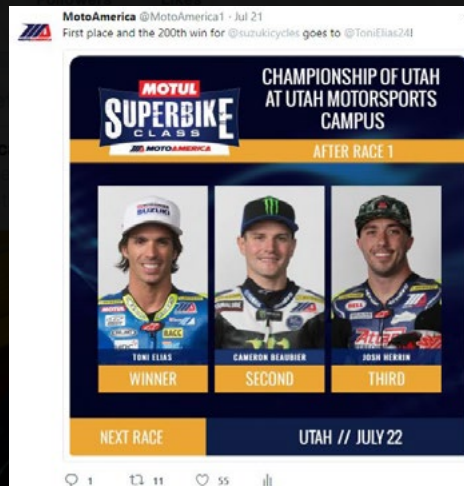
July 10- July 31

TOP POSTS



#1

Toni Elias Crash
Impressions: 8.1K+



#2

First Place: Toni Elias
Impressions: 7.8K+



#3

beINSPORTS Announcement
Impressions: 7.5K+

99

POSTS

275K+
TOTAL IMPRESSIONS
of times activity related
to your page was seen



12.6K+

TOTAL INTERACTIONS

comments, likes, retweets

6.2M+
TOTAL BRAND
IMPRESSIONS

of times activity related
to MotoAmerica was seen



July 10- July 31

WEBSITE ANALYTICS

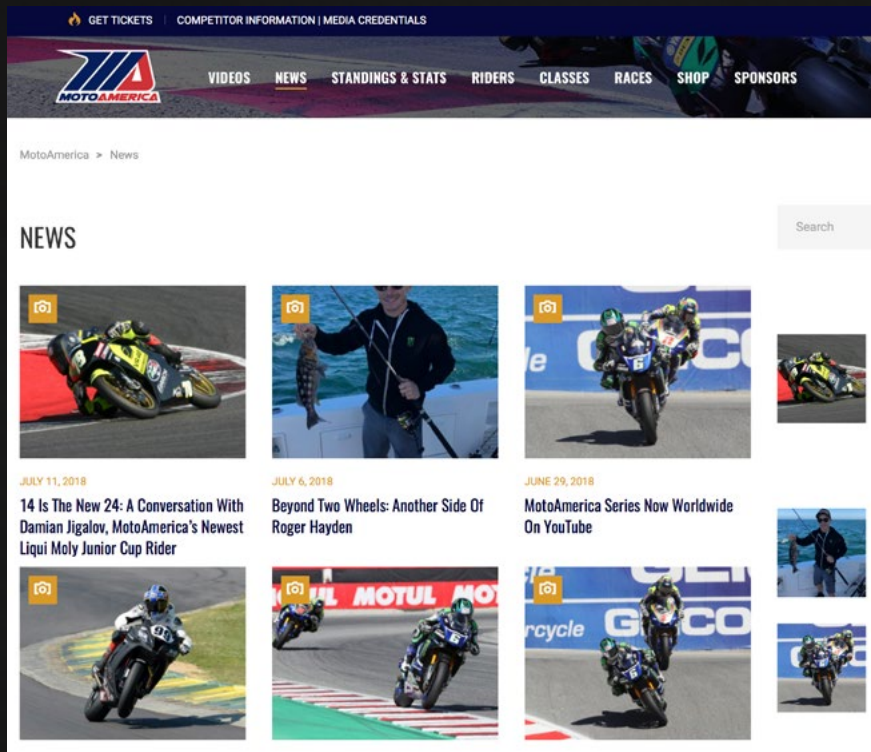
92,644
PAGE VIEWS

Bounce Rate: 64.43%
percentage of people who land on
one of your web pages and then
leave without clicking to anywhere
else on the site

1 MINUTE 8 SECONDS
AVG. TIME ON PAGE

1.55
PAGES PER VISIT

72,014
TOTAL UNIQUE VISITORS
total # of people who visited the site



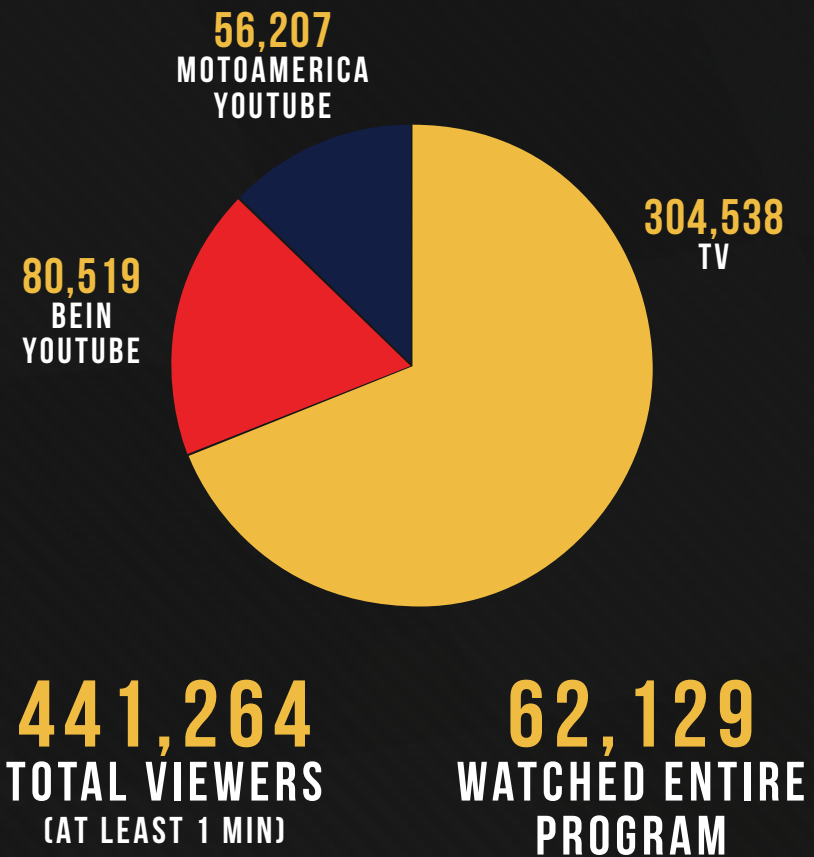
July 10- July 31

BROADCAST PERFORMANCE

14 RACE BROADCASTS

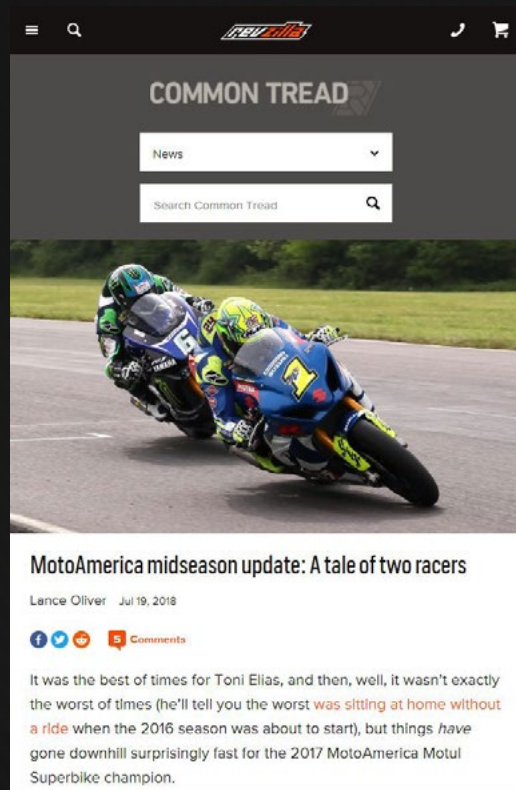
4 LIVE RACES

10 REPLAYS



TOP SPOTS MEDIA COVERAGE

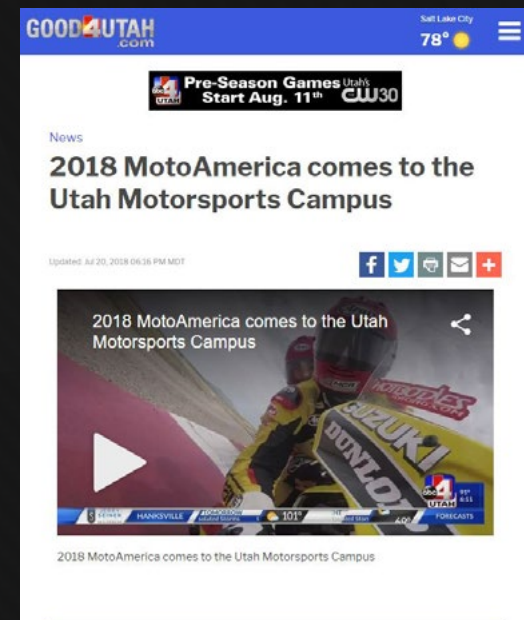
July 10- July 31



MONTHLY PAGE VIEWS
3,729,570



MONTHLY PAGE VIEWS
949,860



MONTHLY PAGE VIEWS
346,890

July 10- July 31

ALL HITS MEDIA COVERAGE

 ELIAS AND BEAUBIER SPLIT IN UTAH	 SUPERBIKE RACE ONE RESULTS FROM UTAH	 SUPERBIKES RETURN THIS WEEKEND
 ELIAS TO CHASEDOWN BEAUBIER	 EVEN MORE FROM THE RACES AT UTAH	 UTAH RESULTS RECAP USUAL SUSPECTS
 CHAMPIONSHIP OF UTAH RESULTS	 7/20 - 7/22 MOTOAMERICA UTAH	 SUPERBIKE TO RULE... UNTIL IT CRASHES
 SUZUKI REACHES LANDMARK VICTORY	 MIDSEASON UPDATE: A TALE OF 2 RACERS	 MOTOAMERICA STARTS 2ND HALF IN UTAH
 ELIAS WINS IN UTAH	 TONI ELIAS VICTORY	 2018 MOTOAMERICA COMES TO UTAH
	 ELIAS AND BEAUBIER TRIUMPHED IN UTAH	 BEAUBIER DOMINATES 2ND DAY AT UTAH

20.7M+
TOTAL # OF IMPRESSIONS
FROM MEDIA HITS



LOCAL MEDIA COVERAGE



THE END

PREPARED BY: **KAHN MEDIA**



RACE WEEKEND MEDIA RECAP

JULY 30 - AUGUST 22

CHAMPIONSHIP OF SONOMA SUMMARY

TOTAL IMPRESSIONS

86.5M +

Total Race Views: 333K +

Total Social Media Impressions & Engagement: 6.7M+

Total Media Impressions: 12.8M +

Total Brand Impressions: 67M+



FACEBOOK RACE WEEKEND

July 30-August 22

TOP POSTS


#1 MotoAmerica was live.
Published by Jason Kingham [?] · August 12 at 4:29 PM · 🌐



Stock 1000 Race by Riderz Law Reach: 70.9K+ Likes: 672

#2 MotoAmerica
Published by Doug Hamann [?] · August 8 at 5:05 PM · 🌐

The newly formed Classic Superbike Racing Association (CSRA) will take motorcycle road-racing fans back in time at this weekend's Cycle Gear Championship of Sonoma. #MotoAmerica fans will get the chance to see



00:31

Get More Likes, Comments and Shares
Boost this post for \$20 to reach up to 5,500 people.

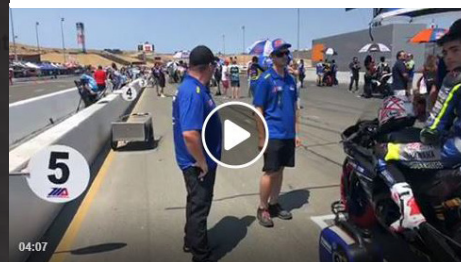
Your video is popular with men between the ages 45-54 [Boost Post](#)

👍👍👍 270 33 Comments 96 Shares

CSRA Will Take Fans Back in Time
Reach: 34.9K+ Likes: 270

#3 MotoAmerica was live.
Published by Paul Carruthers [?] · August 11 at 12:50 PM · 🌐

Liqui Moly Junior Cup Grid Walk...



04:07

Get More Likes, Comments and Shares
Boost this post for \$20 to reach up to 5,500 people.

Your video is popular with men between the ages 45-54 [Boost Post](#)

👍👍 119 34 Comments 11 Shares

Liqui Moly Junior Cup Grid Walk
Reach: 23.9K+ Likes: 119

119
POSTS

627.3K+
TOTAL VIDEO VIEWS
41 videos

21.4K+
TOTAL ENGAGEMENT
clicks, likes, shares, comments

5M+
TOTAL IMPRESSIONS
of times activity related to your page was seen

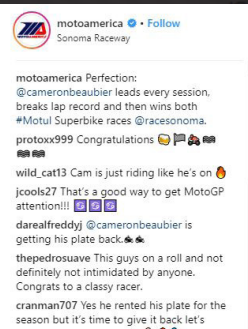
1.01M+ TOTAL REACH
of people who had any content from our page enter their screen

42.3M+
TOTAL BRAND IMPRESSIONS
of times activity related to MotoAmerica was seen



INSTAGRAM RACE WEEKEND

July 30-August 22



#1

Perfection

Reach: 22.6K+
Likes: 2,430

90

POSTS

959K+

TOTAL REACH

of people who had any content from our page enter their screen



#2

Toast of the Town

Reach: 19K+
Likes: 1,803

72.7K+

TOTAL ENGAGEMENT

clicks, likes, shares, comments

1.3M+

TOTAL IMPRESSIONS

of times activity related to your page was seen



#3

Synchronized Crashing

Reach: 16.5K+
Likes: 593

17.6M+

TOTAL BRAND IMPRESSIONS

of times activity related to MotoAmerica was seen



TWITTER RACE WEEKEND

July 30-August 22

TOP POSTS



#1

Signed Corsair-X Nicky-7 Helmet
Impressions: 12.4K+ Likes: 122



#2

Top @MotulUSA Superbike Riders
Impressions: 11.4K+ Likes: 42



#3

#TBT @RaceSonoma Last Year
Impressions: 8.6K+ Likes: 40

95
POSTS

325.2K+
TOTAL IMPRESSIONS
of times activity related
to your page was seen

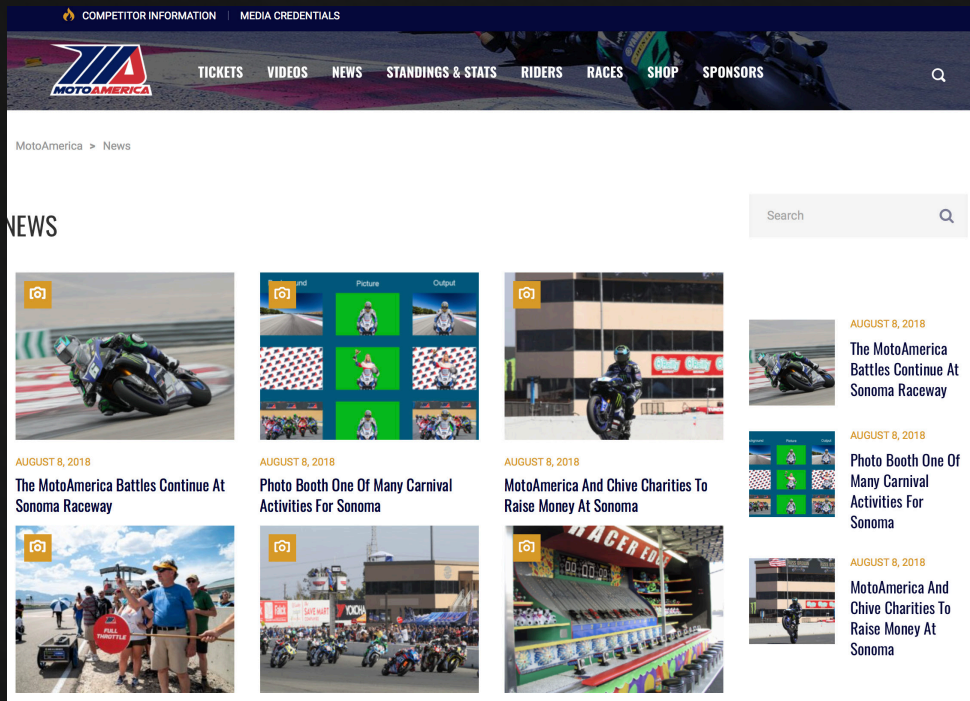
9.2K+
TOTAL INTERACTIONS
comments, likes, retweets

7.1M+
TOTAL BRAND
IMPRESSIONS
of times activity related
to MotoAmerica was seen



July 30-August 22

WEBSITE ANALYTICS



249,386
PAGE VIEWS

Bounce Rate: 59.04%
percentage of people who land on
one of your web pages and then
leave without clicking to anywhere
else on the site

44 SECONDS
AVG. TIME ON PAGE

1.32
AVG. PAGES PER VISIT

162,367
TOTAL UNIQUE VISITORS
total # of people who visited the site

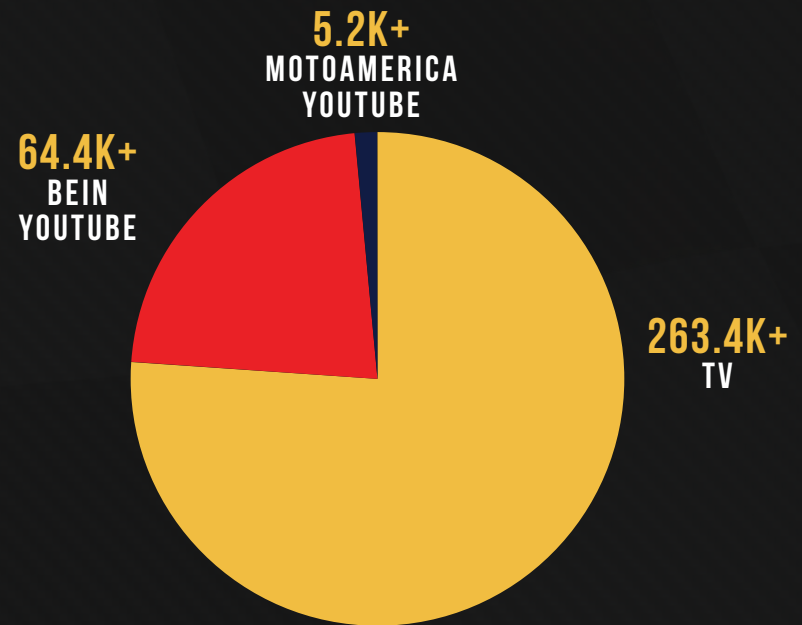
BROADCAST PERFORMANCE

July 30-August 22

8 RACE BROADCASTS

4 LIVE RACES

4 REPLAYS

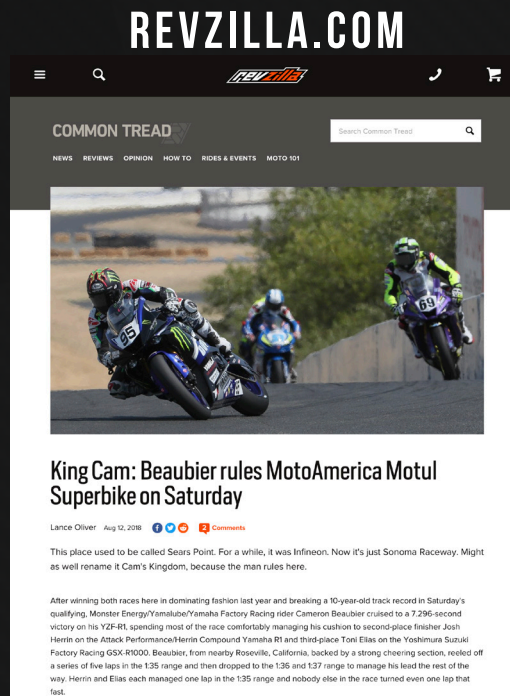


207.7K+
TOTAL VIEWERS
(AT LEAST 1 MIN)

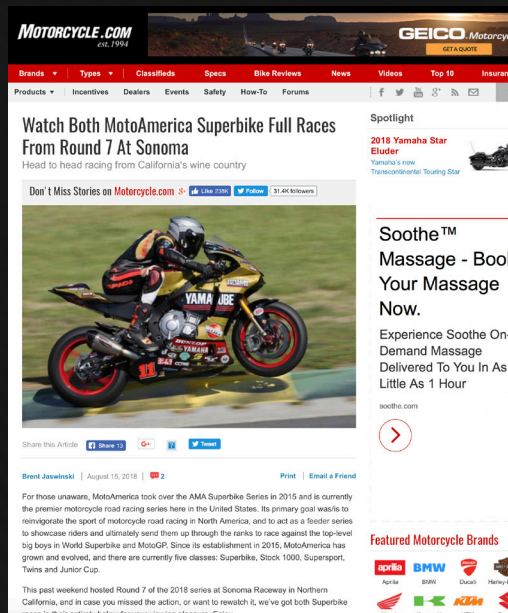
55.7K+
WATCHED ENTIRE
PROGRAM

TOP SPOTS MEDIA COVERAGE

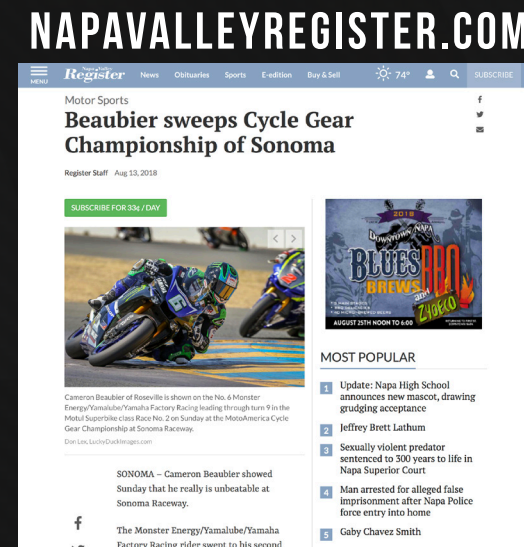
July 30-August 22



MONTHLY PAGE VIEWS
3,729,570



MONTHLY PAGE VIEWS
949,860



MONTHLY PAGE VIEWS
340,530



ALL HITS MEDIA COVERAGE

 SONOMA RACEWAY RETURNS	 BEAUBIER DOMINATES	EXTREME POWER SPORTS SAN ANTONIO WATCH FULL RACES ROUND 7
 CYCLE GEAR CHAMPIONSHIP AT SONOMA	 SONOMA RACEWAY	 SONOMA RACEWAY
 CHAMPIONSHIP OF SONOMA EVENT	 BEAUBIER SWEEPS SONOMA RACEWAY	 SONOMA SATURDAY CAMS KINGDOM
 EVEN MORE FROM SONOMA RACEWAY	 SUPERBIKE FULL RACES	 ROGER LEE HAYDEN ANNOUNCES RETIREMENT
 MOTUL SUPERBIKE RACE 2 RESULTS STOCK 1000 RACE RESULTS	 BATTLES CONTINUE AT SONOMA RACEWAY	 MOTOAMERICA SONOMA 2018
 CYCLE GEAR CHAMPIONSHIP OF SONOMA	 BEAUBIER SWEEPS CYCLE GEAR CHAMPIONSHIP	 TRAVIS WYMAN KEEPS CHAMPIONSHIP BID ALIVE
	 SONOMA RACEWAY NOTES	 BEACH/BEAUBIER LEAD INTO CHAMPIONSHIP

12.8M+
**TOTAL # OF IMPRESSIONS
FROM MEDIA HITS**



THE END

PREPARED BY: **KAHN**
MEDIA



RACE WEEKEND MEDIA RECAP

AUGUST 14 - SEPTEMBER 5

DATA UPDATE

AUGUST 14 - SEPTEMBER 5

Facebook started limiting API access for third party analytic capturing software. Starting July 31, 2018 Facebook revoked access causing a skew in analytics. Numbers from July 31st and onward reflect this change and will show significantly lower results than expected.



CHAMPIONSHIP OF PITTSBURGH SUMMARY

AUGUST 14 - SEPTEMBER 5

TOTAL IMPRESSIONS

13.4M +

Total Race Views: 380.6K+

Total Social Media Impressions & Engagement: 7.5M+

Total Media Impressions: 5.1M +

Total Influencer Impressions: 811.4K+




FACEBOOK RACE WEEKEND

August 14 - September 5

TOP POSTS


#1 **MotoAmerica**
August 25 at 1:33 PM · 🌐



Josh Herrin Takes MOTUL USA Reach: 195.9K+ Likes: 958

#2 **MotoAmerica** was live.
August 26 at 1:33 PM · 🌐

Stock 1000 Race from Pittsburgh International Race Complex



Get More Likes, Comments and Shares
Boost this post for \$20 to reach up to 5,500 people


Your video is popular with men between the ages 45-54

270 33 Comments 96 Shares

Stock 1000 Race from Pittsburgh Reach: 124.1K+ Likes: 525

#3 **MotoAmerica**
August 24 at 1:25 PM · 🌐

Scholtzy Goes Sideways: Mathew Scholtz Racing was obviously happy with his sliding performance in the



Get More Likes, Comments and Shares
Boost this post for \$20 to reach up to 5,500 people

Your video is popular with men between the ages 45-54

119 34 Comments 11 Shares

Scholtzy Goes Sideways Reach: 107.9K+ Likes: 1K+

370
POSTS

307.3K+
TOTAL VIDEO VIEWS
49 videos

42.5K+ TOTAL ENGAGEMENT
clicks, likes, shares, comments

5.7M+ TOTAL IMPRESSIONS
of times activity related to your page was seen

1.6M+ TOTAL REACH

of people who had any content from our page enter their screen



INSTAGRAM RACE WEEKEND

August 14 - September 5

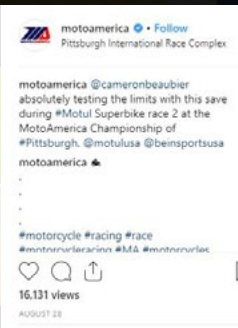
TOP POSTS



#1
Scholtzy Goes Sideways
Reach: 63.4K+
Likes: 32.1K+



#2
Josh Herrin Takes Motul USA
Reach: 29.1K+
Likes: 13.3K+



#3
Beubier Testing The Limits
Reach: 29K+
Likes: 16.1K+

**90
POSTS**

78.2K+
TOTAL ENGAGEMENT
clicks, likes, shares, comments

1.1M+
TOTAL REACH
of people who had any content from our page enter their screen

1.4M+
TOTAL IMPRESSIONS
of times activity related to your page was seen



TWITTER RACE WEEKEND

August 14 - September 5

TOP POSTS



Tweets 6,308 Following 334 Followers 12.4K Likes 5,808

Follow



"The entire MotoAmerica family is saddened today by the loss of Brian Drebber," said MotoAmerica President Wayne Rainey. "Brian had a passion for our sport that was evident in his announcing. He was a big part of our paddock and he will be missed."
motoamerica.com/2018/08/14423/

18 Retweets 91 Likes

#1

Loss of Brian Drebber
Impressions: 13.3K+ Likes: 91



MotoAmerica @MotoAmerica1 - Aug 20
Racing legend @rogerhayden95 reflects on his epic 20 year career and how he looks to end the #MotoAmerica season on a high note with @suzukicycles & @yoshuzracing. 🌟



0:51 | 1,631 views

#2

Roger Hayden Reflects on Career
Impressions: 8.3K+ Likes: 117



MotoAmerica @MotoAmerica1 - Aug 24
Scholtzy Goes Sideways: @Scholtz20 was obviously happy with his sliding performance in the #MotuSuperbike qualifying two @FIMRace.



0:04 | 2,355 views

#3

Scholtzy Goes Sideways
Impressions: 6.3K+ Likes: 70

97
POSTS

373.4K+
TOTAL IMPRESSIONS
of times activity related
to your page was seen

 1.9K+
TOTAL INTERACTIONS
comments, likes, retweets



INFLUENCER IMPRESSIONS

INFLUENCER: TREVOR RICE

August 14 - September 5

TOP POSTS



#1

Championship of Pittsburgh

Impressions: 80.1K+
Reach: 67.6K+
Likes: 1.1K+



#2

How Fast Were They Going?

Impressions: 77.4K+
Reach: 61.7K+
Likes: 1.9K+



#3

Going for Hot Lap

Impressions: 76.5K+
Reach: 66K+
Likes: 794

@GUYSLIFE_

7,980
TOTAL LIKES

28
STORIES

8
POSTS

730,386
TOTAL REACH

of people who had any content from our page enter their screen

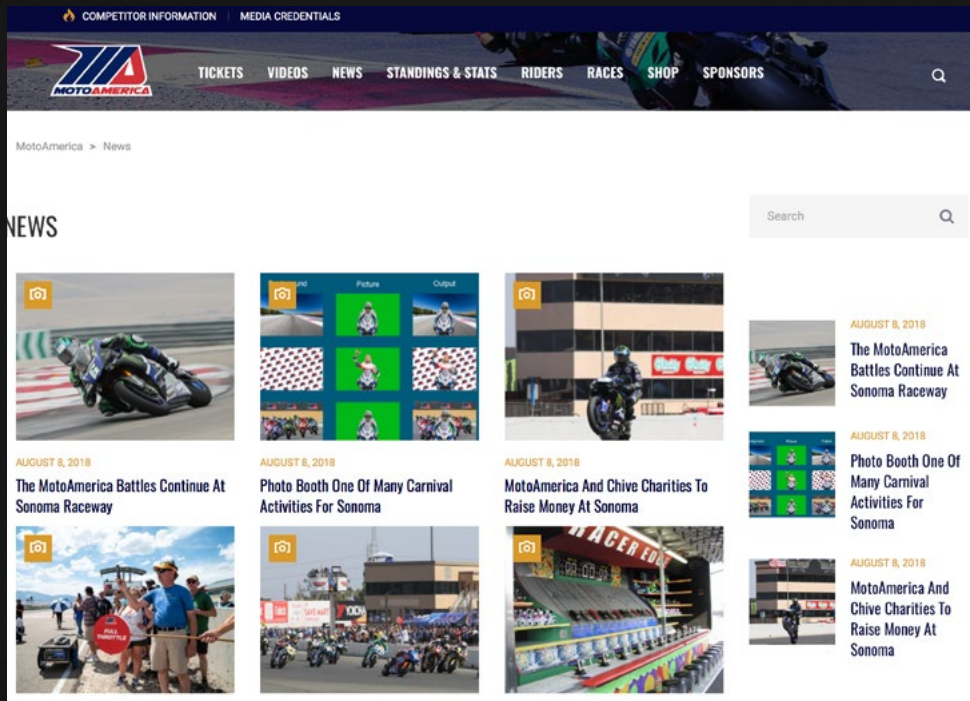
811,488
TOTAL IMPRESSIONS

of times activity related to your page was seen



WEBSITE ANALYTICS

August 14 - September 5



178,943
PAGE VIEWS

Bounce Rate: 76.36%
percentage of people who land on
one of your web pages and then
leave without clicking to anywhere
else on the site

1 MINUTE .01 SECONDS
AVG. TIME ON PAGE

1.47
AVG. PAGES PER VISIT

99,814
TOTAL UNIQUE VISITORS
total # of people who visited the site

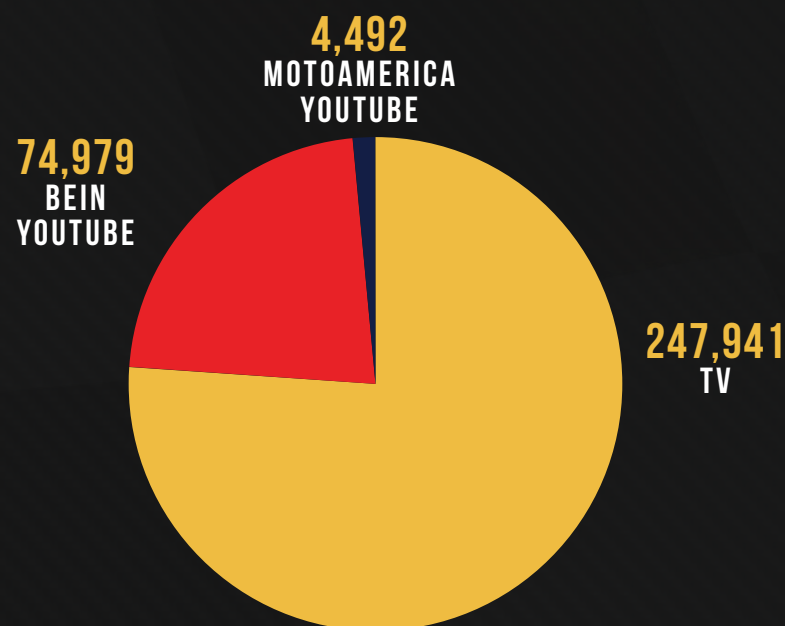
BROADCAST PERFORMANCE

August 14 - September 5

8 RACE BROADCASTS

4 LIVE RACES

4 REPLAYS



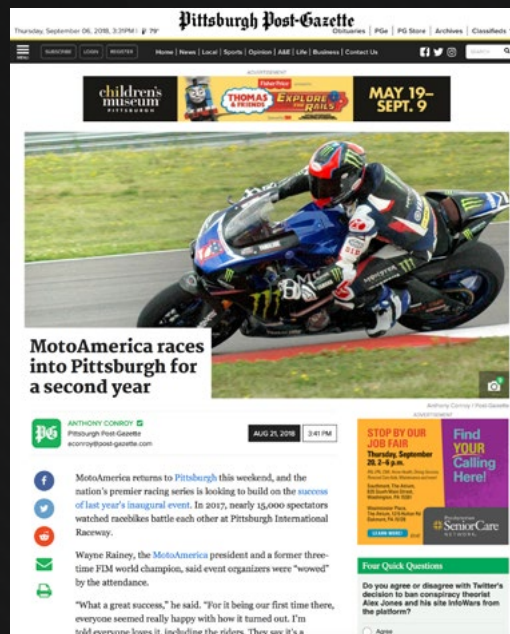
327,412
TOTAL VIEWERS
(AT LEAST 1 MIN)

53,258
WATCHED ENTIRE
PROGRAM

TOP SPOTS MEDIA COVERAGE

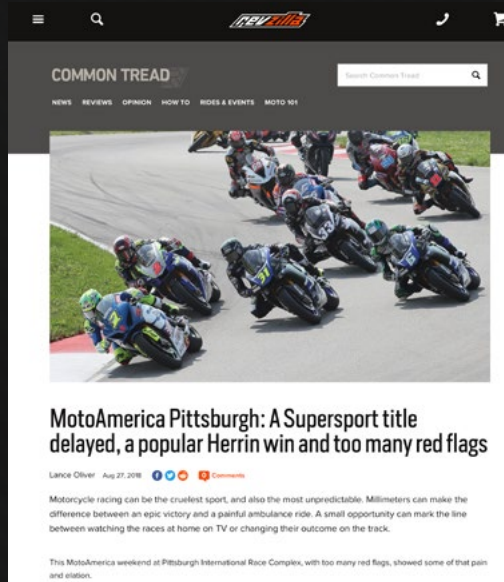
August 14 - September 5

PITTSBURGH POST-GAZETTE



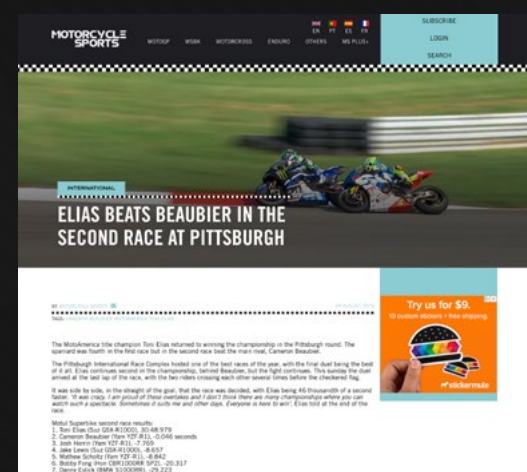
MONTHLY PAGE VIEWS
5,237,790

REVZILLA.COM



MONTHLY PAGE VIEWS
3,729,570

MOTORCYCLE SPORTS

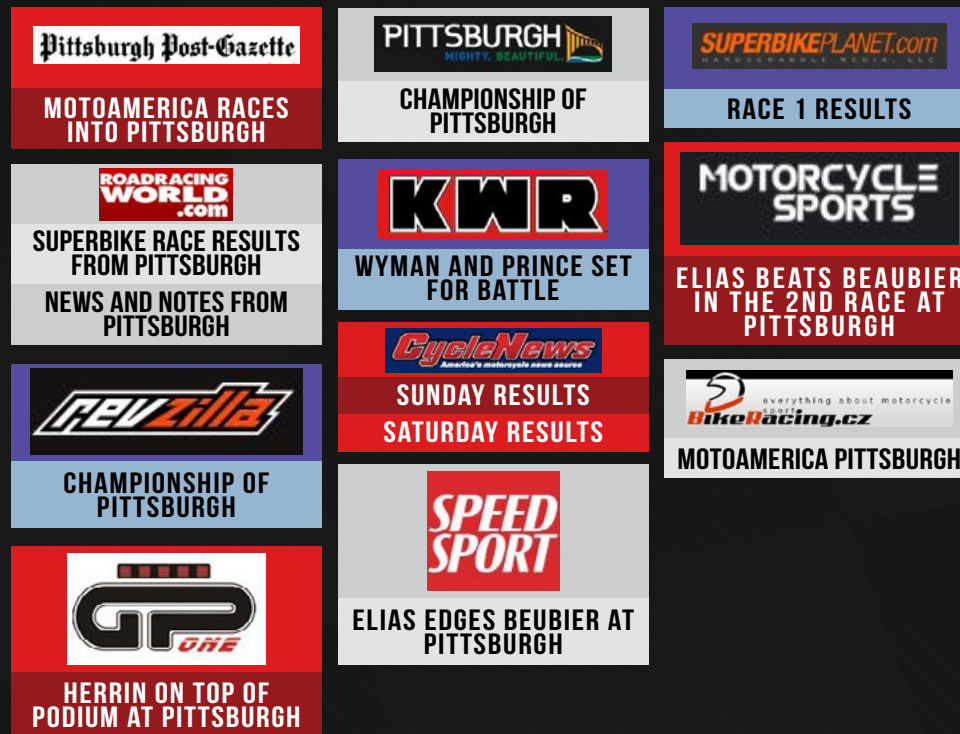


MONTHLY PAGE VIEWS
324,840



ALL HITS MEDIA COVERAGE

August 14 - September 5



5.1M+
TOTAL # OF IMPRESSIONS
FROM MEDIA HITS



LOCAL BROADCAST



THE END

PREPARED BY: **KAHN MEDIA**



RACE WEEKEND MEDIA RECAP

AUGUST 28 - SEPTEMBER 19

CHAMPIONSHIP OF NEW JERSEY SUMMARY

TOTAL IMPRESSIONS

38.9M +

Total Race Views: 403K+

Total Social Media Impressions & Engagement: 27.6M+

Total Media Impressions: 11.3M +




AUGUST 28 - SEPTEMBER 19

FACEBOOK RACE WEEKEND

August 28 - September 19

TOP POSTS


#1 MotoAmerica
September 7 at 1:20 PM · 🌐



Josh Herrin Keeps it Fun Reach: 81.5K+ Likes: 832

#2 MotoAmerica
September 8 at 8:58 AM · 🌐

Cameron Beaubier makes sparks fly during a wet Superpole at New Jersey Motorsports Park - NJMP. Rider is okay. beIN SPORTS USA



Get More Likes, Comments and Shares
Boost this post for \$20 to reach up to 5,500 people


Your video is popular with men between the ages 45-54

270 Likes 33 Comments 96 Shares

Cameron Beaubier Makes Sparks Fly
Reach: 49.5K+ Likes: 130

#3 MotoAmerica was live.
September 9 at 11:51 AM · 🌐

Stock 1000 Race from New Jersey Motorsports Park



Get More Likes, Comments and Shares
Boost this post for \$20 to reach up to 5,500 people

Your video is popular with men between the ages 45-54

119 Likes 34 Comments 11 Shares

Stock 1000 Race from New Jersey
Reach: 34.5K+ Likes: 357

279
POSTS

744.4K+
TOTAL ENGAGEMENT
clicks, likes, shares, comments

1.4M+
TOTAL VIDEO VIEWS
43 videos

6.4M+
TOTAL IMPRESSIONS
of times activity related to your page was seen

19.4K+
TOTAL PAGE VIEWS
of times your page was viewed

5.1M+
TOTAL REACH
of people who had any content from our page enter their screen

167
ACTIONS ON PAGE
of clicks on your page's contact info and cal-to-action button

1.9K+
PAGE PREVIEWS
of times people hovered over your page to preview page content

3K+
PAGE FOLLOWS
of new people who have followed your page

2.6K+
PAGE LIKES
of new people who have liked your page



INSTAGRAM RACE WEEKEND

August 28 - September 19

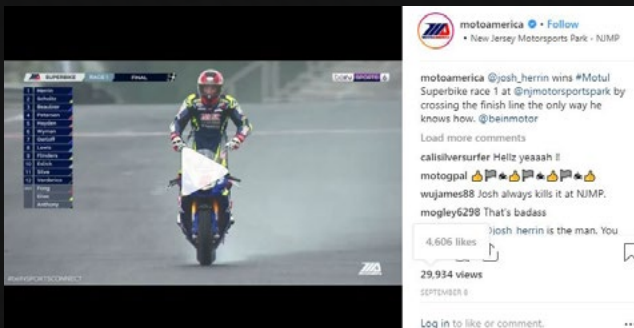
TOP POSTS



#1

Josh Herrin Keeps it Fun

Reach: 63.5K+
Likes: 5.6K+



#2

Josh Herrin Wins Superbike Race 1

Reach: 51.7K+
Likes: 4.6K+



#3

Mathew Walks Away from Crash

Reach: 28.9K+
Likes: 2.4K+

100
POSTS

102.7K+
TOTAL ENGAGEMENT
clicks, likes, shares, comments

1.6M+
TOTAL REACH

of people who had any content from our page enter their screen


14.8M+
TOTAL IMPRESSIONS
of times activity related to your page was seen

TWITTER RACE WEEKEND

August 28 - September 19

TOP POSTS

MotoAmerica @MotoAmerica1 · Sep 7
Mistake? What mistake? 🤔 @joshherrin keeps it fun at @NIMP.
@beINSPORTSUSA




0:12 11.8K views

14 61 279

#1
Josh Herrin Keeps it Fun
Impressions: 37K+ Likes: 279


MotoAmerica @MotoAmerica1 · Sep 14
#TOP10 Moment - At #7, @AstudilloJamilie became the first female rider in #MotoAmerica history to finish on the podium when she followed up a 4th place result in @UquMotoUSA Junior Cup race 1 at @RoadAtlanta with an historic 3rd place finish in Sunday's race 2.



2 23 124

#2
#TOP10 Moment
Impressions: 14.4K+ Likes: 124

MotoAmerica @MotoAmerica1 · Sep 10
Relive @cameronbeubier's title-clinching race over and over again. Head to @beINSPORTSUSA's YouTube channel and rewatch #Motul Superbike Race 1 & 2. [getbein.us/2GWFzCz](#)



0:50 1,695 views

4 27

#3
Relive Cameron Beubier's Race
Impressions: 9.4K+ Likes: 27

106
POSTS

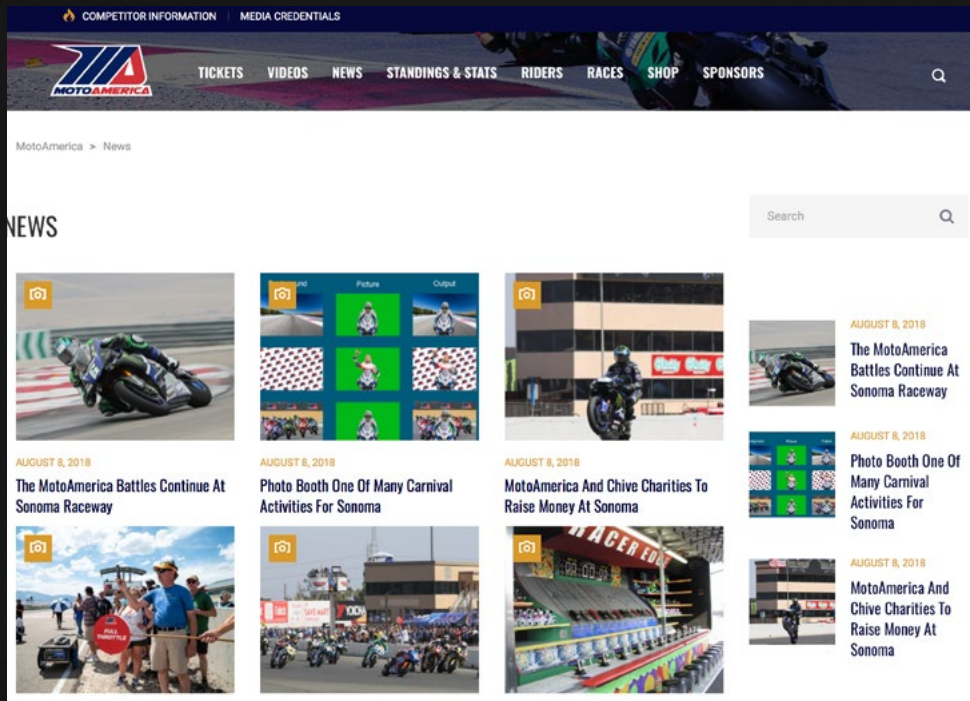
5.6M+
TOTAL IMPRESSIONS
of times activity related
to your page was seen

 **2.9K+**
TOTAL INTERACTIONS
comments, likes, retweets



August 28 - September 19

WEBSITE ANALYTICS



195,525
PAGE VIEWS

Bounce Rate: 76.63%
percentage of people who land on
one of your web pages and then
leave without clicking to anywhere
else on the site

0 MINUTE 42 SECONDS
AVG. TIME ON PAGE

1.31
AVG. PAGES PER VISIT

130,166
TOTAL UNIQUE VISITORS
total # of people who visited the site

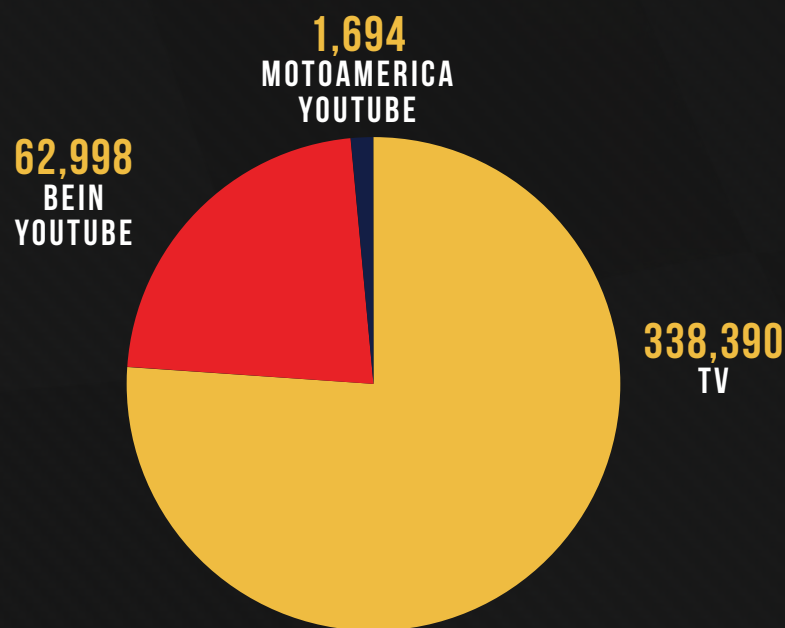
BROADCAST PERFORMANCE

August 28 - September 19

4 RACE BROADCASTS

4 LIVE RACES

NO REPLAYS



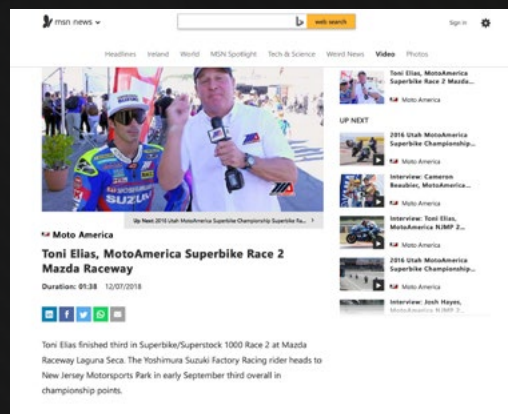
269,186
TOTAL VIEWERS
(AT LEAST 1 MIN)

69,204
WATCHED ENTIRE
PROGRAM

TOP SPOTS MEDIA COVERAGE

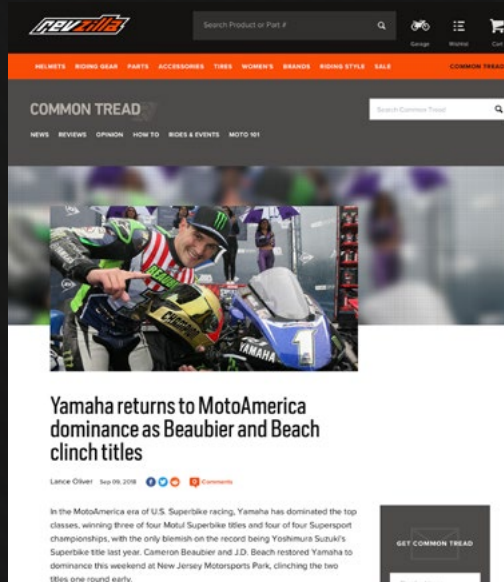
August 28 - September 19

MSN.COM



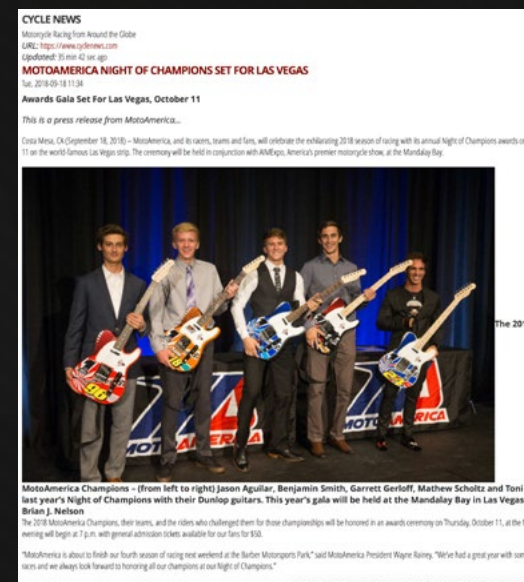
MONTHLY PAGE VIEWS
895.6M

REVZILLA.COM



MONTHLY PAGE VIEWS
5.62M

CYCLETRADER.COM



MONTHLY PAGE VIEWS
5.02M



ALL HITS MEDIA COVERAGE

August 28 - September 19

 MOTOAMERICA SUNDAY RESULTS MOTOAMERICA SATURDAY RESULTS	 HERRIN EARNS WIN IN NEW JERSEY	 ANOTHONY CLEARED TO RACE
 GOTHAM AT NEW JERSEY MOTOAMERICA	 FOUR CHAMPIONS CROWNED IN NEW JERSEY	 NEWS
 CHAMPIONSHIP COULD BE DECIDED IN NEW JERSEY	 ROUND 9 NEW JERSEY	 MOTOAMERICA 2018 NEW JERSEY
 LAST TRAIN FOR THE TITLE FOR ELIAS	 SUPERCHARGED RACE REPORT	 ROADRACE FACTORY RACE REPORT
 ALEX DUMAS MOTOAMERICA	 TONI ELIAS MOTOAMERICA SUPERBIKE RACE 2	 BEAUBIER WINS 3RD
 MOTOAMERICA NEW JERSEY	 MOTOAMERICA NEW JERSEY	 PODIUM IN NEW JERSEY
	 BEAUBIER CLINCHES MOTOAMERICA CROWN	 MOTOAMERICA NIGHT OF CHAMPIONS
		 BEAUBIER CLINCHES TITLE

11.3M+
TOTAL # OF IMPRESSIONS
FROM MEDIA HITS



THE END

PREPARED BY: **KAHN MEDIA**



RACE WEEKEND MEDIA RECAP MAY 23 - JUNE 11
CHAMPIONSHIP AT ROAD AMERICA 2018

CHAMPIONSHIP AT ROAD AMERICA SUMMARY

TOTAL IMPRESSIONS

75.9M +

Total Race Views: 661.2K +

Total Social Media Impressions & Engagement: 3.8M+

Total Media Impressions: 40.2M +

Total Brand Impressions: 31.9M+

MAY 23 - JUNE 11

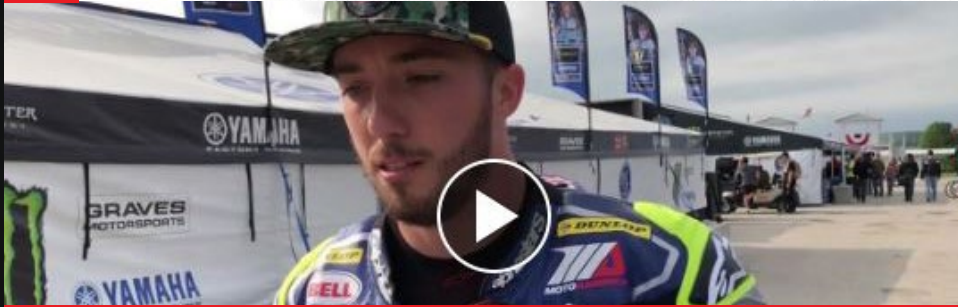


FACEBOOK RACE WEEKEND

May 23 - June 11


TOP POSTS

#1 MotoAmerica...
#MotoAmerica caught up with Motul USA Superbike riders Josh Herrin, Cameron



Herrin, Beaubier and Elias Reach: 81K+ Likes: 769

#2 MotoAmerica...
Dunlop Motorcycle Tires helps us recast all the exciting moments that made the Championship at Road America the best round of the season thus far.




Get More Likes, Comments and Shares
Boost this post for \$20 to reach up to 15,000 people.

14,353 people reached

Divino Gumasing, Joe Patterson and 563 others · 18 Comments · 37 Shares

Dunlop Recall All the Exciting Moments
Reach: 30.3K+ Likes: 582

#3 MotoAmerica...
Published by Paul Carruthers (1) · May 29 ·
Caroline Olsen makes her return to the racetrack this weekend at Road America.



Toni Elias Back On Top In Second MotoAmerica Superbike Race At COTA

Get More Likes, Comments and Shares
Boost this post for \$20 to reach up to 15,000 people.

11,427 people reached

Caroline Olsen Returns to Racing
Reach: 21.5K+ Likes: 660

119
POSTS

74.9K+
TOTAL VIDEO VIEWS
16 videos

19.4K+
TOTAL ENGAGEMENT
clicks, likes, shares, comments

2.5M+
TOTAL IMPRESSIONS
of times activity related to your page was seen

664K+ TOTAL REACH
of people who had any content from our page enter their screen

21.1M+
TOTAL BRAND IMPRESSIONS
of times activity related to MotoAmerica was seen



INSTAGRAM RACE WEEKEND

May 23 - June 11

TOP POSTS



#1

Fitting Honor of
Nicky Hayden

Reach: 40.8K+
Likes: 7,081



#2

Photo Finish by
.002 Seconds

Reach: 20K+
Likes: 2,265



#3

#WheelieWednesday

Reach: 19.8K+
Likes: 2,115

64

POSTS

785.2K+

TOTAL REACH

of people who had any content
from our page enter their screen

65.6K+

TOTAL ENGAGEMENT

clicks, likes, shares, comments

1.01M+

TOTAL IMPRESSIONS

of times activity related
to your page was seen

5.5M+

TOTAL BRAND IMPRESSIONS

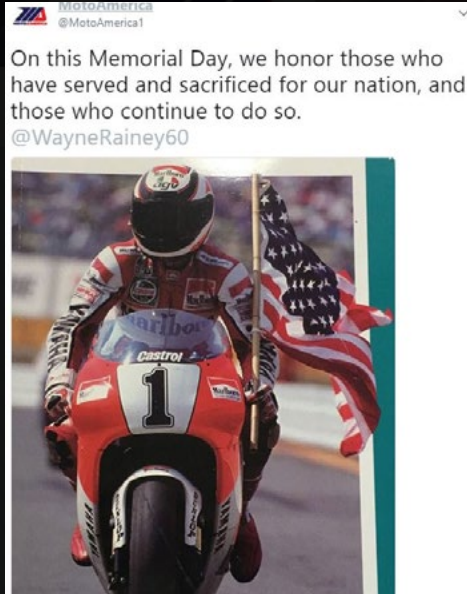
of times activity related
to MotoAmerica was seen



TWITTER RACE WEEKEND

May 23 - June 11

TOP POSTS



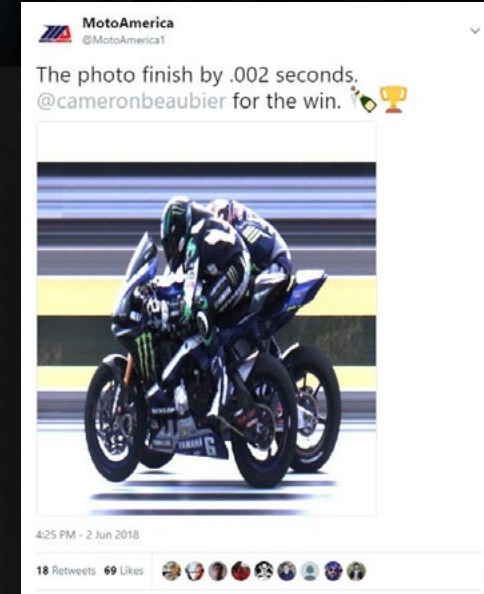
#1

Memorial Day
Impressions: 12.04K+ Likes: 240



#2

Two Hard Earned 1st Place Wins
Impressions: 11.1K+ Likes: 62



#3

Photo Finish by .002 Seconds
Impressions: 8.6K+ Likes: 69

80
POSTS

220.9K+
TOTAL IMPRESSIONS
of times activity related
to your page was seen

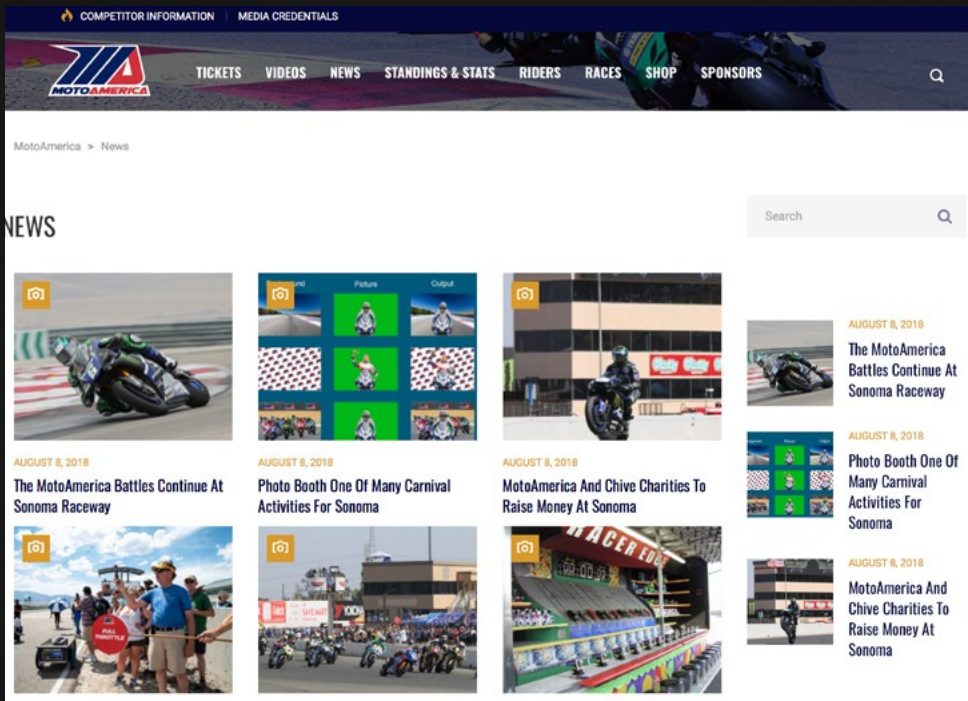
 2.1K+
TOTAL INTERACTIONS
comments, likes, retweets

5.3M+
TOTAL BRAND
IMPRESSIONS
of times activity related
to MotoAmerica was seen



May 23 - June 11

WEBSITE ANALYTICS



129,624
PAGE VIEWS

Bounce Rate: 70.73%
percentage of people who land on
one of your web pages and then
leave without clicking to anywhere
else on the site

1 MINUTE 12 SECONDS
AVG. TIME ON PAGE

1.61
AVG. PAGES PER VISIT

63,537
TOTAL UNIQUE VISITORS
total # of people who visited the site

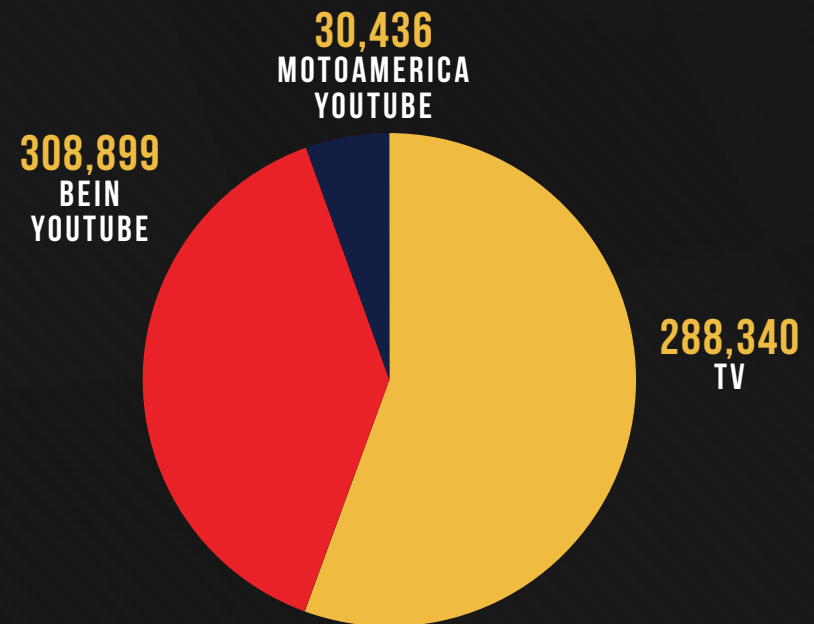
May 23 - June 11

BROADCAST PERFORMANCE

8 RACE BROADCASTS

4 LIVE RACES

4 REPLAYS



252,389
TOTAL VIEWERS
(AT LEAST 1 MIN)

69,519
WATCHED ENTIRE
PROGRAM

TOP SPOTS MEDIA COVERAGE

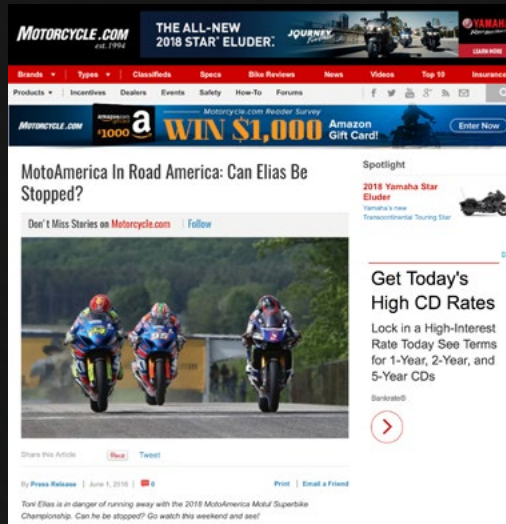
May 23 - June 11

JOURNAL SENTINEL



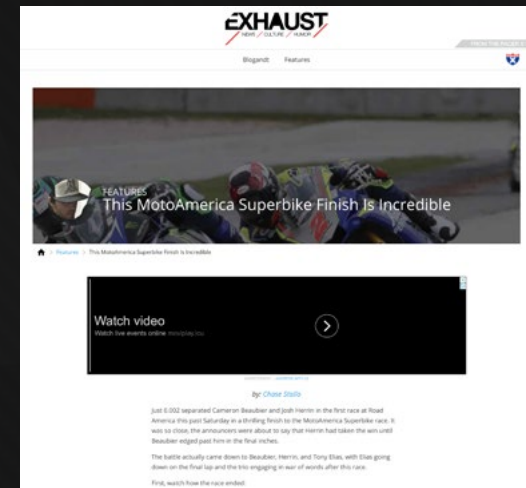
MONTHLY PAGE VIEWS
5,917,740

MOTORCYCLE.COM



MONTHLY PAGE VIEWS
734,370

EXHAUST



MONTHLY PAGE VIEWS
524,580

ALL HITS MEDIA COVERAGE

ROADRACING WORLD .com	MOTORCYCLE.COM est. 1994	mcnews .com.au
RACE 2 RESULTS FROM ROAD AMERICA	CAN ELIAS BE STOPPED?	BEAUBIER TAKES THE DOUBLE
journal sentinel PART OF THE USA TODAY NETWORK	GP ONE	TMM Total Motorcycle Magazine
BEAUBIER WINS WILD RACE ROAD AMERICA	BEAUBIER BREAKS THE STREAK	HAYDEN AT PODIUM AT ROAD AMERICA
ULTIMATE MOTORCYCLING	MOTO-D	MECCA OF SPEED
BEAUBIER DOMINATES ROAD AMERICA	MOTOAMERICA RACE RECAP	RACERS DON'T FORGET
bein SPORTS	BORN TO RIDE MOTORCYCLE MEDIA	matanpasian moto
ROAD AMERICA NOTEBOOK	STORY BY ROB BROOKS	STORY BY PAULA GARCIA ALVAREZ
TODAYS CYCLE COVERAGE	PHILISTINES MC	MOTOCICLISMO
ROADRACE FACTORY RACE REPORT: ROAD AMERICA	MOTOAMERICA CAN ELIAS BE STOPPED?	TONI ELIAS MOTOAMERICA
	EXHAUST KING / CAT / BE / HUSCH	MOTORBIKE MAGAZINE
	MOTOAMERICA FINISH IS INCREDIBLE	STORY BY DAVID GOMEZ
	SOLOMOTO	TODOCIRCUITO
	ROAD AMERICA	MOTOAMERICA CHAMPIONSHIP

40.2M+
TOTAL # OF IMPRESSIONS
FROM MEDIA HITS



THE END

PREPARED BY: **KAHN MEDIA**