



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

# CHAMPIONSHIP AT ROAD AMERICA SUMMARY

MAY 23 - JUNE 11

**TOTAL IMPRESSIONS**

**75.9M +**

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Total Race Views:	661.2K +
Total Social Media Impressions & Engagement:	3.8M+
Total Media Impressions:	40.2M +
Total Brand Impressions:	31.9M+

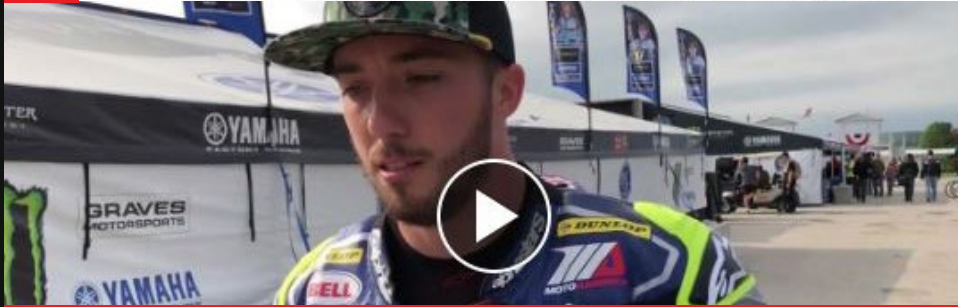


# FACEBOOK RACE WEEKEND

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 recall 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

Divine 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 (T) May 29  
Caroline Olsen makes her return to the racetrack this weekend at Road America.

Caroline Olsen



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

2.5M+  
TOTAL IMPRESSIONS

664K+ TOTAL REACH

21.1M+  
TOTAL BRAND IMPRESSIONS



# INSTAGRAM RACE WEEKEND

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

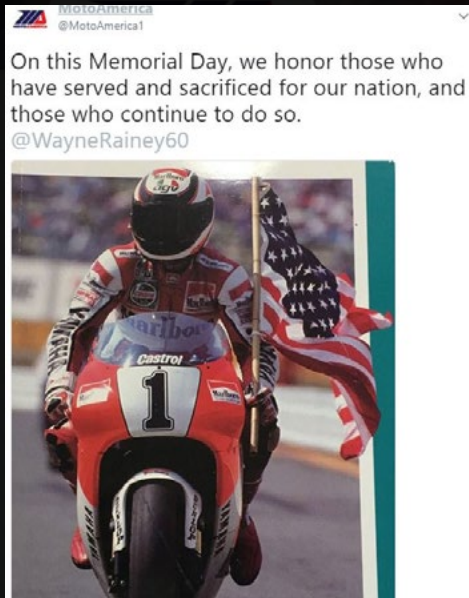
**1.01M+**  
**TOTAL IMPRESSIONS**  
 # of times activity related to your page was seen

**5.5M+**  
**TOTAL BRAND IMPRESSIONS**  
 # of times activity related to MotoAmerica was seen



# TWITTER RACE WEEKEND

TOP POSTS



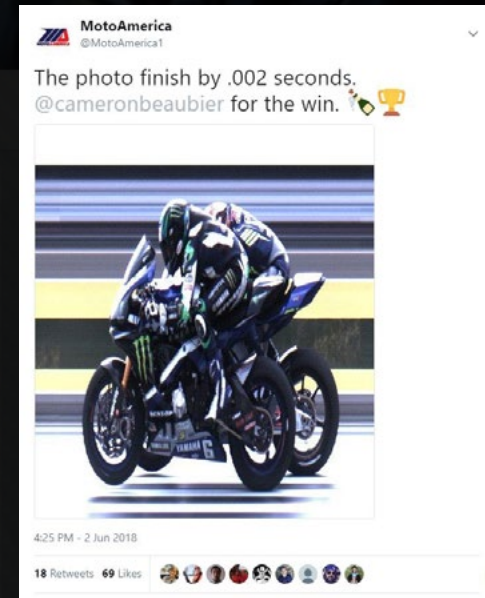
#1

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

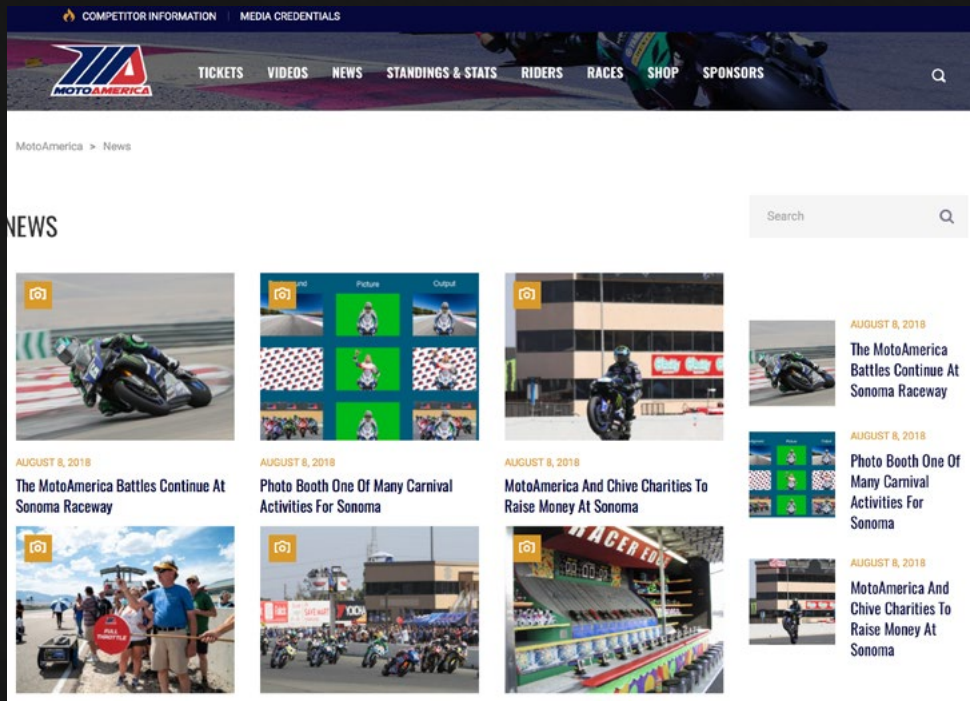
220.9K+  
TOTAL IMPRESSIONS  
# of times activity related to your page was seen

2.1K+  
TOTAL INTERACTIONS  
comments, likes, retweets

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



# 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**

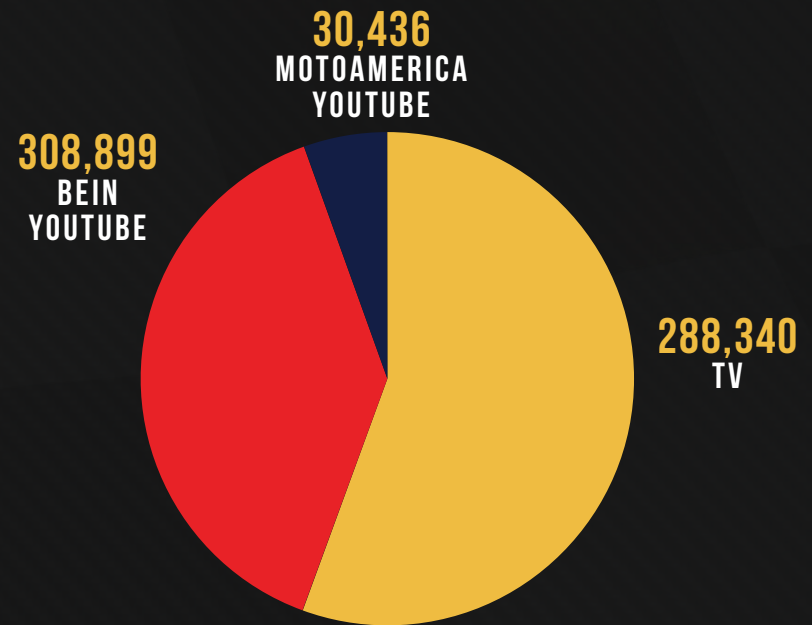
**63,537**  
**TOTAL UNIQUE VISITORS**  
total # of people who visited the site

# 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

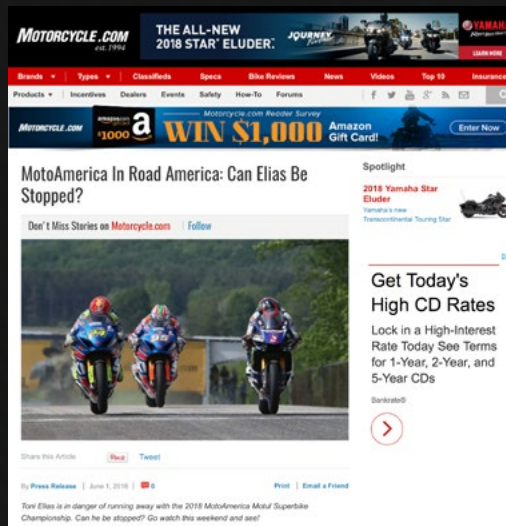
May 23 - June 11

## JOURNAL SENTINEL



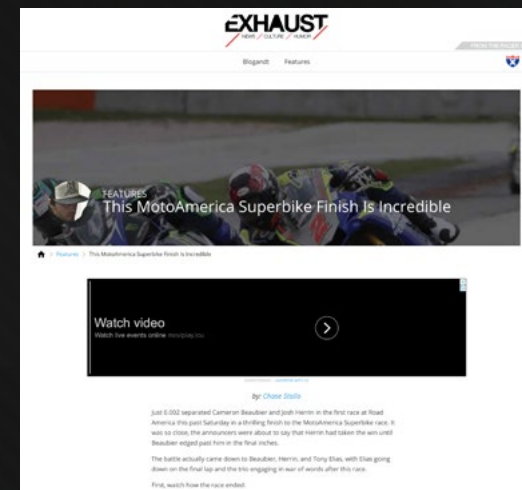
MONTHLY PAGE VIEWS  
**5,917,740**

## MOTORCYCLE.COM



MONTHLY PAGE VIEWS  
**734,370**

## EXHAUST



MONTHLY PAGE VIEWS  
**524,580**





# ALL HITS MEDIA COVERAGE

<b>ROADRACING WORLD .com</b> RACE 2 RESULTS FROM ROAD AMERICA	<b>MOTORCYCLE.COM</b> est. 1994 CAN ELIAS BE STOPPED?	<b>mnews.com.au</b> BEAUBIER TAKES THE DOUBLE
<b>journal sentinel</b> PART OF THE USA TODAY NETWORK BEAUBIER WINS WILD RACE ROAD AMERICA	<b>GP ONE</b> BEAUBIER BREAKS THE STREAK	<b>TMW</b> North America's #1 motorcycle website Total Motorcycle.com HAYDEN AT PODIUM AT ROAD AMERICA
<b>ULTIMATE MOTORCYCLING</b> BEAUBIER DOMINATES ROAD AMERICA	<b>MOTO-D</b> MOTOAMERICA RACE RECAP	<b>MECCA OF SPEED</b> RACERS DON'T FORGET
<b>bein SPORTS</b> ROAD AMERICA NOTEBOOK	<b>BORN TO RIDE</b> MOTORCYCLE MEDIA STORY BY ROB BROOKS	<b>matanpasian moto</b> STORY BY PAULA GARCIA ALVAREZ
<b>TODAYS CYCLE COVERAGE</b> ROADRACE FACTORY RACE REPORT: ROAD AMERICA	<b>PHILISTINES MC</b> MOTOAMERICA CAN ELIAS BE STOPPED?	<b>MOTOCICLISMO</b> TONI ELIAS MOTOAMERICA
	<b>EXHAUST</b> NEWS / OUTSIDE / SEARCH MOTOAMERICA FINISH IS INCREDIBLE	<b>MOTORBIKE</b> MAGAZINE STORY BY DAVID GOMEZ
	<b>SOLOMOTO</b> ROAD AMERICA	<b>TODOCIRCUITO</b> MOTOAMERICA CHAMPIONSHIP

**40.2M+**  
TOTAL # OF IMPRESSIONS  
FROM MEDIA HITS





**THE END**

PREPARED BY: **KAHN  
MEDIA**