



RACE WEEKEND MEDIA RECAP

AUGUST 28 - SEPTEMBER 19

CHAMPIONSHIP OF NEW JERSEY SUMMARY

AUGUST 28 - SEPTEMBER 19

TOTAL IMPRESSIONS

38.9M +

Total Race Views: 403K+

Total Social Media Impressions & Engagement: 27.6M+

Total Media Impressions: 11.3M +



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. [View more](#)

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

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 [Boost Post](#)

119 34 Comments 11 Shares

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

279
POSTS

1.4M+
TOTAL VIDEO VIEWS

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

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

TOP POSTS



#1

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



#2

#TOP10 Moment
Impressions: 14.4K+ Likes: 124



#3

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

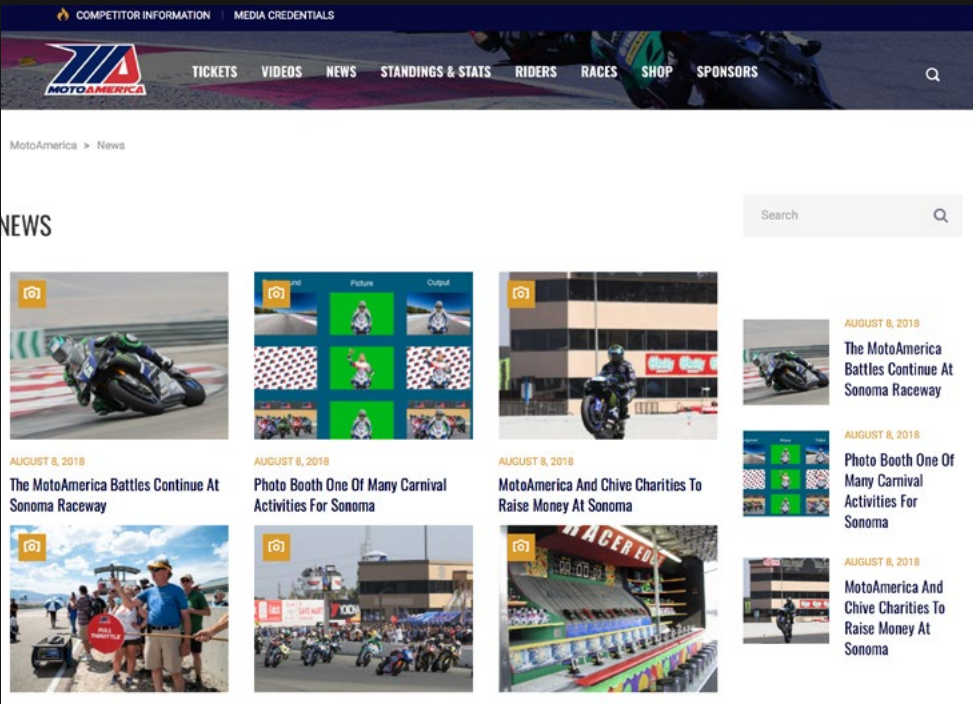
106
POSTS

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

2.9K+
TOTAL INTERACTIONS
comments, likes, retweets



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



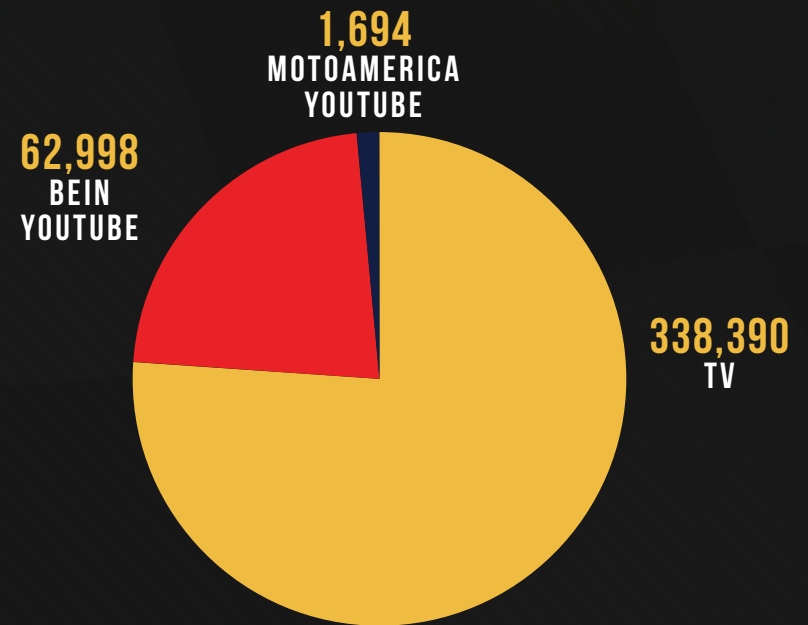
August 28 - September 19

BROADCAST PERFORMANCE

4 RACE BROADCASTS

4 LIVE RACES

NO REPLAYS



269,186
TOTAL VIEWERS
(AT LEAST 1 MIN)

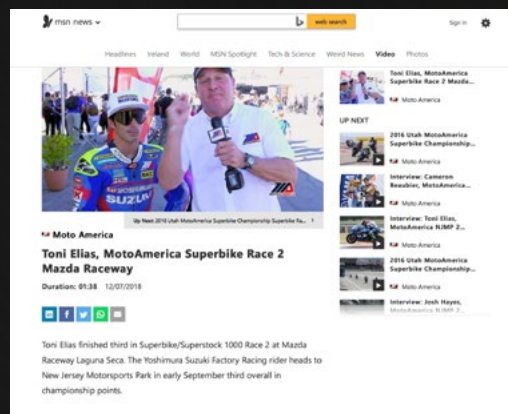
69,204
WATCHED ENTIRE
PROGRAM



TOP SPOTS MEDIA COVERAGE

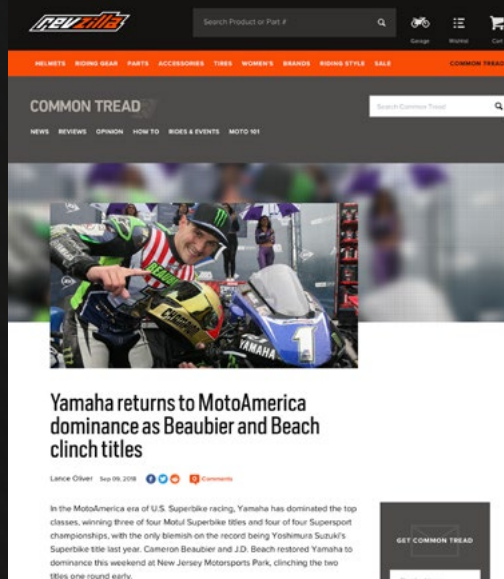
August 28 - September 19

MSN.COM



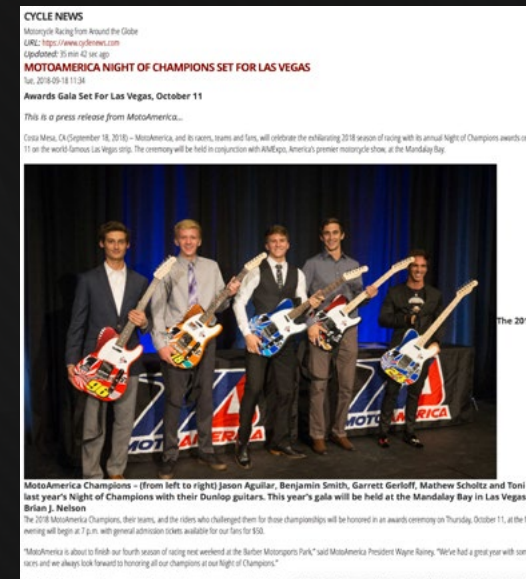
MONTHLY PAGE VIEWS
895.6M

REVZILLA.COM



MONTHLY PAGE VIEWS
5.62M

CYCLETRADER.COM



MONTHLY PAGE VIEWS
5.02M



ALL HITS MEDIA COVERAGE

 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**