



# RACE WEEKEND MEDIA RECAP

JULY 30 - AUGUST 22

# CHAMPIONSHIP OF SONOMA SUMMARY

JULY 30 - AUGUST 22

**TOTAL IMPRESSIONS**

**86.5M +**

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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.

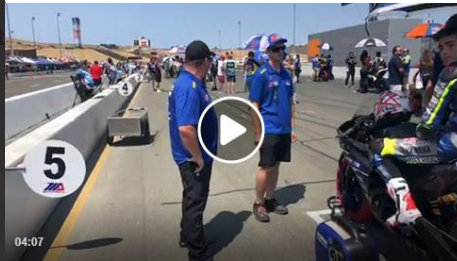
Your video is popular with men between the ages 45-54    [Boost Post](#)

👍👎🗨️ 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

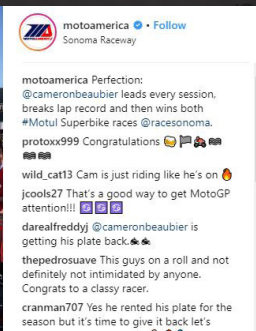
**1.01M+** TOTAL REACH  
# of people who had any content from our page enter their screen

**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



**#2**  
 Toast of the Town  
 Reach: 19K+  
 Likes: 1,803



**#3**  
 Synchronized Crashing  
 Reach: 16.5K+  
 Likes: 593

**959K+**  
**TOTAL REACH**  
 # of people who had any content from our page enter their screen

**72.7K+**  
**TOTAL ENGAGEMENT**  
 clicks, likes, shares, comments

**1.3M+**  
**TOTAL IMPRESSIONS**  
 # of times activity related to your page was seen

**17.6M+**  
**TOTAL BRAND IMPRESSIONS**  
 # of times activity related to MotoAmerica was seen

TOP POSTS



# TWITTER RACE WEEKEND

TOP POSTS

**MotoAmerica** @MotoAmerica1 · Aug 10  
Take home this @rogerhayden95 Signed Corsair-X Nicky-7 Helmet by @AraiAmerica! All proceeds benefit @ChiveCharities. bit.ly/ChiveatSonoma



7 21 122

**#1**  
Signed Corsair-X Nicky-7 Helmet  
Impressions: 12.4K+ Likes: 122


**MotoAmerica** @MotoAmerica1 · Aug 12  
Top @MotulUSA Superbike Riders @joshherrin, @rogerhayden95, and @Scholtzm20 by @billsartofspeed! Bid on this piece in our @ChiveCharities online auction event.  
Painting signed by: @joshherrin, @rogerhayden95, @Scholtzm20.  
BID HERE: bit.ly/MotoAmericaCha...



3 12 42

**#2**  
Top @MotulUSA Superbike Riders  
Impressions: 11.4K+ Likes: 42

**MotoAmerica** @MotoAmerica1 · Aug 2  
This #TBT takes us back to @RaceSonoma last year and the dominating performance turned in by @cameronbeaubier winning both races at his home round. Can the #Motul Superbike Championship points leader run it back when we head to #Sonoma next week? #MotoAmerica 📸: Brian J Nelson



5 40

**#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

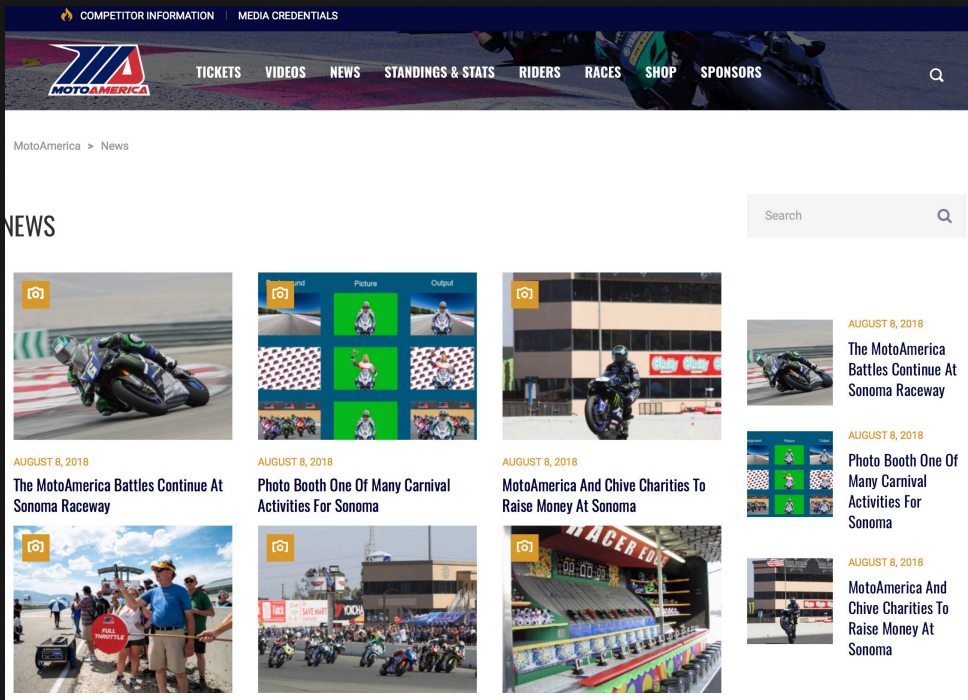
**9.2K+**  
**TOTAL INTERACTIONS**  
comments, likes, retweets

**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

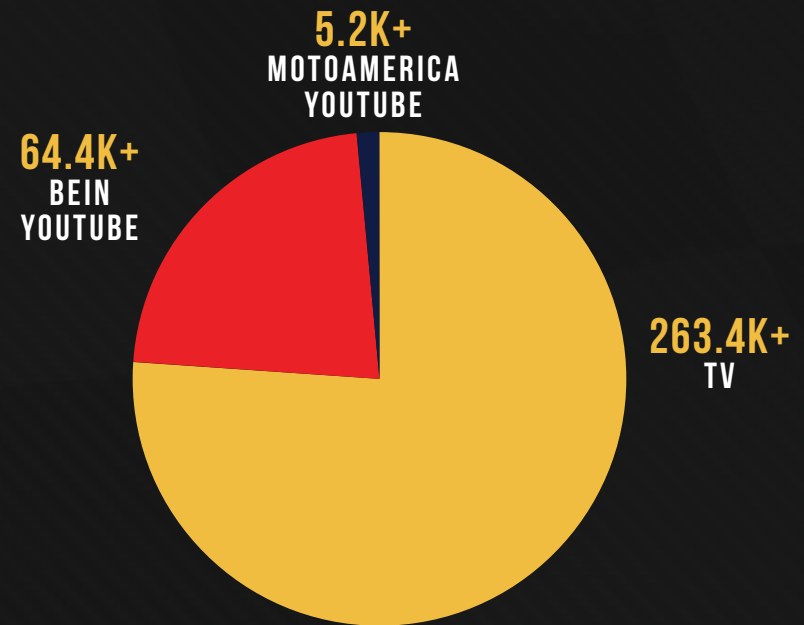


# BROADCAST PERFORMANCE

## 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

## REVZILLA.COM

**COMMON TREAD**

NEWS REVIEWS OPINION HOW TO RIDES & EVENTS MOTO 101

### King Cam: Beaubier rules MotoAmerica Motul Superbike on Saturday

Lance Oliver Aug 12, 2018

This place used to be called Sears Point. For a while, it was Infineon. Now it's just Sonoma Raceway. Might as well rename it Cam's Kingdom, because the man rules here.

After winning both races here in dominating fashion last year and breaking a 10-year-old track record in Saturday's qualifying, Monster Energy/Yamalube/Yamaha Factory Racing rider Cameron Beaubier cruised to a 7.296-second victory on his YZF-R1, spending most of the race comfortably managing his cushion to second-place finisher Josh Herrin on the Attack Performance/Terrin Compounds Yamaha R1 and third-place Tom Ellas on the Yoshimura Suzuki Factory Racing GSX-R1000. Beaubier, from nearby Roseville, California, backed by a strong cheering section, reeled off a series of five laps in the 1:35 range and then dropped to the 1:36 and 1:37 range to manage his lead the rest of the way. Herrin and Elias each managed one lap in the 1:35 range and nobody else in the race turned even one lap that fast.

MONTHLY PAGE VIEWS  
**3,729,570**

## MOTORCYCLE.COM

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### Watch Both MotoAmerica Superbike Full Races From Round 7 At Sonoma

Head to head racing from California's wine country

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For those unaware, MotoAmerica took over the AMA Superbike Series in 2015 and is currently the premier motorcycle road racing series here in the United States. Its primary goal was/is to reinvigorate the sport of motorcycle road racing in North America, and to act as a feeder series to showcase riders and ultimately send them up through the ranks to race against the top-level big boys in World Superbike and MotoGP. Since its establishment in 2015, MotoAmerica has grown and evolved, and there are currently five classes: Superbike, Stock 1000, Supersport, Twins and Junior Cup.

This past weekend hosted Round 7 of the 2018 series at Sonoma Raceway in Northern California, and in case you missed the action, or want to rewatch it, we've got both Superbike races in their entirety below for your viewing pleasure. Enjoy....

MONTHLY PAGE VIEWS  
**949,860**

## NAPAVALLEYREGISTER.COM

Register Staff Aug 13, 2018

### Beaubier sweeps Cycle Gear Championship of Sonoma

Register Staff Aug 13, 2018

SUBSCRIBE FOR \$34 / DAY

SONOMA - Cameron Beaubier showed Sunday that he really is unbeatable at Sonoma Raceway.

The Monster Energy/Yamalube/Yamaha Factory Racing rider swept to his second

MOST POPULAR

- Update: Napa High School announces new mascot, drawing grudging acceptance
- Jeffrey Brett Latham
- Sexually violent predator sentenced to 300 years to life in Napa Superior Court
- Man arrested for alleged false imprisonment after Napa Police force entry into home
- Gaby Chavez Smith

MONTHLY PAGE VIEWS  
**340,530**





# ALL HITS MEDIA COVERAGE

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

# 12.8M+ TOTAL # OF IMPRESSIONS FROM MEDIA HITS



**THE END**

PREPARED BY: **KAHN MEDIA**