



SHIFTER

EXPLORING OUR CITIES FROM THE SEAT OF A BIKE

MEDIA KIT 2022



WHAT WE ARE

Shifter is about urban cycling, bicycle commuting and the ways we get around our cities. That means compelling stories about livable cities, active lives, modern lifestyle cycling, urban design and much more. At its core, we're on a mission to get more people on bikes more often because it makes our lives, our cities and our planet better.

WHO WE ARE

Shifter is Tom Babin, an award-winning content creator, marketer, author and journalist. His writing has appeared in The Guardian, the Los Angeles Times, the National Post and he is the author of the book *Frostbike: The Joy, Pain and Numbness of Winter Cycling*. He regularly appears in the media around issues of cycling, and has spoken to audiences across North America and Europe.

THE CHANNEL

- [YOUTUBE.COM/SHIFTER_CYCLING](https://www.youtube.com/shifter_cycling)
- SUBSCRIBERS: 62,000+
- TOTAL VIEWS: 10,000,000
- MONTHLY VIEWS: 322,000*
- SUBSCRIBER GROWTH RATE: 4% MONTHLY
- MONTHLY WATCH TIME: 35,000 HOURS*
- AVERAGE PER VIDEO VIEWS: 22,650*
- AVERAGE WATCH TIME PER VIDEO: 17,676 HOURS*
- MONTHLY DESCRIPTION LINK CLICKS: 3,355*

*MONTHLY AVERAGES, JAN - SEPT 2022



GEOGRAPHIES

- USA: 41.2%
- CANADA: 12%
- UK: 8.9%
- GERMANY: 3.7%
- AUSTRALIA: 3.2%

AGE AND DEMOGRAPHICS

- 18-24: 16.9%
- 25-24: 33.1%
- 35-44: 20.7%
- 45-54: 13.3%
- MEN: 88%
- WOMEN: 12%

BRANDS WE'VE WORKED WITH

