



Web traffic chart, explained

The chart above shows the 2014 average monthly unique users for some of the most highly visited advertiser-supported bike websites.

The monthly user number is the most commonly cited measure of Web traffic across the industry. Last year Google Analytics — a free Web traffic counter that almost all bike website publishers use — changed its terminology from “unique visitor” to “user,” so some folks still refer to the key traffic metric as “monthly uniques.” “Monthly users” sounds vaguely narcotic, but it’s the same thing.

All the publishers for the websites in the chart cooperated with BRAIN in gathering and sharing the information shown. Most provided Google Analytics screen shots or PDFs to validate their numbers. Although Google Analytics has its weaknesses, it’s very common for prospective advertisers and agencies to request those numbers from publishers, and that’s exactly what BRAIN did in compiling this chart.

There were a few exceptions. The most important is Bicycling.com, which is certainly very near the top of the podium for Web traffic. However, Bicycling.com does not use Google Analytics. Instead, it has used another in-house traffic monitoring program, Adobe/Ominiture, which produced the 1.5 million monthly user figure shown on the chart. That number is for U.S. traffic only.

Bicycling.com also gets data from comScore, a third-party traffic tracking service. ComScore uses Web traffic tracking programs installed on millions of Web user computers, similar to how Nielsen determines television viewership. While comScore does not publish its data, Bicycling.com shared comScore data for the three bike sites it tracks. Ac-

ording to comScore, Bicycling.com’s monthly user average is 560,000 in the U.S., MTBR.com is second with 187,000 monthly U.S. users and PinkBike.com is third with 132,000 U.S. users. No other bike site has enough traffic to show up on comScore’s rankings.

Some other publishers were not willing to tell us the source of traffic data they have in their media kits, or don’t release traffic data at all. Those entities includes Hi Torque (publisher of *Mountain Bike Action*, *Road Bike Action* and those titles’ websites), H3 (publisher of *Decline* and *Road* magazines and their websites) and Move Press (publisher of *Peloton* magazine and its website).

We hope the publishers decide to provide BRAIN with traffic figures next year.

We did not include traffic numbers for bike-related sites that are not advertiser supported, even though some of those sites get considerable traffic. Sites like USACycling.org, LeTour.fr and UCI.ch get huge traffic, as do some e-commerce sites.

The sites on the chart are arranged in order of their North American traffic, shown in the bottom, blue-colored portion of each column. The gray portion of each column shows traffic from outside North America. Note that Bicycling.com’s number is for U.S. traffic only, not including Canadian traffic. Bicycling.com was not able to provide non-U.S. traffic data.

While we made every effort to identify the top sites, it’s possible we missed some that touch on the chart. If we missed your site, we apologize. Please get in touch and we’ll make sure you are included next year. —Steve Frothingham