



Go Further With Less!

Micromobility is a new word to describe an evolving field that is growing exponentially. Through our newly launched *Micromobility Report*, you can reach the key decision makers and purchasers across all aspects of micromobility.

Just like its well established and highly successful sister media product, *The Latz Report*, the *Micromobility Report* will

have a B2B (business to business) focus. Although in this case, it will also be B2G (business to government) meaning that some of the readership will include key purchasers and decision makers within local, state and federal governments along with some other readers outside the narrow business definition such as tourism boards, transport authorities, and major institutions including universities.



Why Launch the Micromobility Report?

An unprecedented combination of circumstances is seeing an explosive growth in Micromobility. We are confident this is just the beginning.

These circumstances include:

- New technology, particularly electrification, but also connectivity that is leading to rapid development of new products and solutions.
- Increasing urbanisation, both in absolute numbers and density.
- Climate change, air and noise pollution and other growing environmental challenges.
- Demographic changes including our aging population and increased leisure time.
- Increase of online shopping and food delivery requiring fast, efficient solutions.
- Improving safety, access and equality for groups including those with a disability, children, those with economic or social disadvantages etc.
- Growing government awareness of all the above issues, leading to increasing funding and incentives.

All of these circumstances were already in play, but challenges and changes in transport, work habits, social distancing and a host of other imperatives imposed by Covid-19 is accelerating the growth of micromobility. What might have previously taken years to achieve is now happening in months.



How Will the Micromobility Report Help You?

Through producing the *Micromobility Report* website, newsletters and related social media, we aim to help you by:

1. Providing an effective conduit for you as a micromobility product or service provider to connect your potential customers.
2. Informing and educating both service providers and customers about a wide range of topics including: best practices, latest trends, upcoming opportunities, new technologies, new policies, regulations and funding.
3. Providing 'ammunition' for advocates within all levels of government, business and other organisations to convince decision makers and funders about the benefits of micromobility.
4. Providing networking opportunities, discussion forums etc for peers who might not otherwise meet or connect.
5. Through all of the above, we hope that the *Micromobility Report* will help accelerate the implementation and adoption of micromobility solutions Australia-wide.

What Topics and Markets Will the Micromobility Report Cover?

As with any new field, the definition of micromobility is still evolving and the edges will always be somewhat blurred.

It's already a large and diverse field, so we've decided to arrange the *Micromobility Report* content into four main segments, each of which will have its own monthly newsletter, sent to four targeted audiences. Readers will have the option of receiving more than one newsletter if two or more segments are relevant to them.

The four newsletters, and the corresponding main menus and sub menus on the *Micromobility Report* website will be:



Infrastructure

- Policy & Funding
- End of Trip Facilities
- Planning, Design & Education
- Integration & Data
- Signage, Mapping & Wayfinding
- Events & Event Services
- All Other Infrastructure
- Logistics
- Bike Share
- Scooter Share
- All Other MAAS (mobility as a service)



Bike & Scooter

- Bikes
- Cargo Bikes
- Scooters
- All Other Equipment



Mobility

- Mobility Scooters
- Additional Mobility Choices



Recreation

- MTB Trails
- Rail Trails
- All Other Cycle Tourism
- All Other Recreation

Who Will Be Our Core Readers?

In all cases our geographic focus will be the Australian market, and to a lesser extent, New Zealand. The following lists don't cover all possible readers in such a rapidly expanding and evolving field, but give you a good overview.

In all four cases the vast majority of our readership will come from within these two main groups:

1. Designers, facilitators and suppliers of each product and service.
2. Buyers of these products and services, being at the level of either business, government or other organisational buyers, not public consumers.

Infrastructure

- Bike infrastructure
- End of trip facilities
- Urban planning and design
- Road safety and facility audits
- Street furniture including parking
- Facility maintenance services and equipment
- Bike count, data collection and analysis
- Bike share, scooter share, subscription and rental services
- Mapping and software
- Skills training
- Insurance, finance and legal
- Freight and logistics
- Consultants

Bike & Scooter

- Bikes – including ebikes, cargo bikes, utility bikes etc
- Scooters – including e-scooters and larger, road going scooters where their primary design and purpose is urban use.
- All other micromobility vehicles

Mobility

- Mobility Scooters
- All other devices that serve those with a disability including wheelchairs and powered wheelchairs, handcycles, tricycles etc

Recreation

- Trails including MTB parks and rail trails
- Cycle tourism
- Event managers and event services





Who is Producing the Micromobility Report?

The *Micromobility Report* is owned by Bicycle Lane P/L which is in turn owned by Phil and Catie Latz.

They have over 30 years' experience in cycling media and advocacy. In 1989 they founded *Bicycling Australia* which over the next 25 years became the largest specialist cycling media company in Australia.

After selling this business, in 2014 Phil helped establish *We Ride Australia* as the peak cycling advocacy group in Australia, both in the roles of a founding benefactor and as the Business Development Manager for two years.

In 2019 Phil and Catie founded *The Latz Report*, later followed by *The Latz Report Yearbook*, both serving Australia's bicycle trade.

These have proven to be both highly popular with trade readers and commercially successful.

Over the decades Phil has also held many other roles in the bicycle community, some on a voluntary basis, including being a director of *Bicycle Industries Australia* (BIA), founding *World Bicycle Relief Australia* on behalf of the global charity *World Bicycle Relief*, founding and running two annual charity bike rides, being a cycling advisor for the City of Wollongong and working as either a consultant or business coach for various cycling related events and businesses.

Your Five Star Guarantee



- ★ If we don't put your advertisement online within five working days of receiving your booking and finished artwork file, then the first month is free.
- ★ If you've instructed us in writing and we make any mistake with the size, placement, or rotation of your ad or run the wrong advertisement, then it's free for a month.
- ★ If for whatever technical reason or human error, your advertisement does not appear for the full month for which it was booked, then it's free for a month.
- ★ We will provide you analytics data about your advertisement (number served and click through rates) within five working days of your request, or it's free for a month.
- ★ We will proactively alert you to any relevant feature stories, news events or other information that may either positively or adversely impact your campaign so that you can take informed action, or your ad is free for a month.

Annual Features

Our Annual Features will feature important industry segments, once per year, during appropriate months of the year.

You'll be able to participate through sponsored Product Features, Company Features, banner advertising and other opportunities.

December 2020 – Road going micromobility vehicles

January 2021 – none (holidays)

February 2021 – Bike share and scooter share

March 2021 – Ebikes

April 2021 – Cargo bikes, freight and logistics

May 2021 – Mobility scooters

June 2021 – Recreational trail design and construction – (MTB, Rail Trail and all other)

July 2021 – End of Trip Facilities, including bike parking

August 2021 – Bike infrastructure provision

September 2021 – Integration and data

October 2021 – Signage, mapping and wayfinding

November 2021 – Planning, design and education

December 2020



Classifieds

It's challenging to find the right employees or to sell a business in such a specialist field as Micromobility.

Of course, you can use the industry giant *Seek* and get dozens of applicants, but the vast majority won't have relevant experience.

If you advertise through *Micromobility Report Classifieds*, you'll almost certainly get a far lower number of applications than through *Seek* – that's a good thing! They're far more likely to have relevant experience.

Micromobility Report Classifieds will run in tandem with *Latz Report Classifieds* meaning that all classifieds will appear on both websites.

If you use our self service automated booking service, you can advertise for just \$149 + GST, that's half the regular price. You may include up to 300 words and one logo, plus photos, in a classified advertisement.

Sponsored Content

We will run editorial style and format stories about your products and company according the fees and sizes outlined in our rates table. These fees include our writing and editing of content, including photography, if required. We will also run supplied content. In all cases, sponsored content will include a small subheading at the top saying 'Sponsored Content' so that our readers are fully informed. You will be shown the sponsored content draft in advance and have the option of editorial input at your discretion.

Exclusive Advertising eDM's (Electronic Direct Mailouts)

We do not sell or rent our email list, but we will send an email to our list on your behalf that exclusively contains your advertising content for a flat fee of \$1,450 + GST.

You can select if you just want your eDM going to the full list for any one or combination of newsletters. The fee is the same either way. You can also select particular sub groups within each list. To maximise the advertising impact of these eDM's and because doing this too often runs the risk of recipients unsubscribing, we will limit advertising eDM's to five per year in total for any group of subscribers and no more than one in any calendar month.

Customised Services

Call us for a custom quotation on any of the following services:

- Video Production
- Podcast Services
- Copy writing
- Speaking at Events
- Webinars
- Business Coaching
- Graphic & Web Design
- EDM campaign creation
- Sponsored YouTube videos

Schedules = Substantial Savings!

You will notice on our rates table what we offer discounts for multiple month bookings.

But you can save even more than this if you book a schedule that exceeds one of three easily attainable minimum thresholds of total value. As your schedule exceeds each threshold increment, the savings rate grows even more.

If any of your products or services are relevant to both *The Latz Report* readership and the *Micromobility Report* readership, then you can book a schedule that combines some elements from each publication and still qualify for the schedule discounts.

Our Media Manager, Mel Doyle will help you customise a schedule to meet your needs and maximise your value.

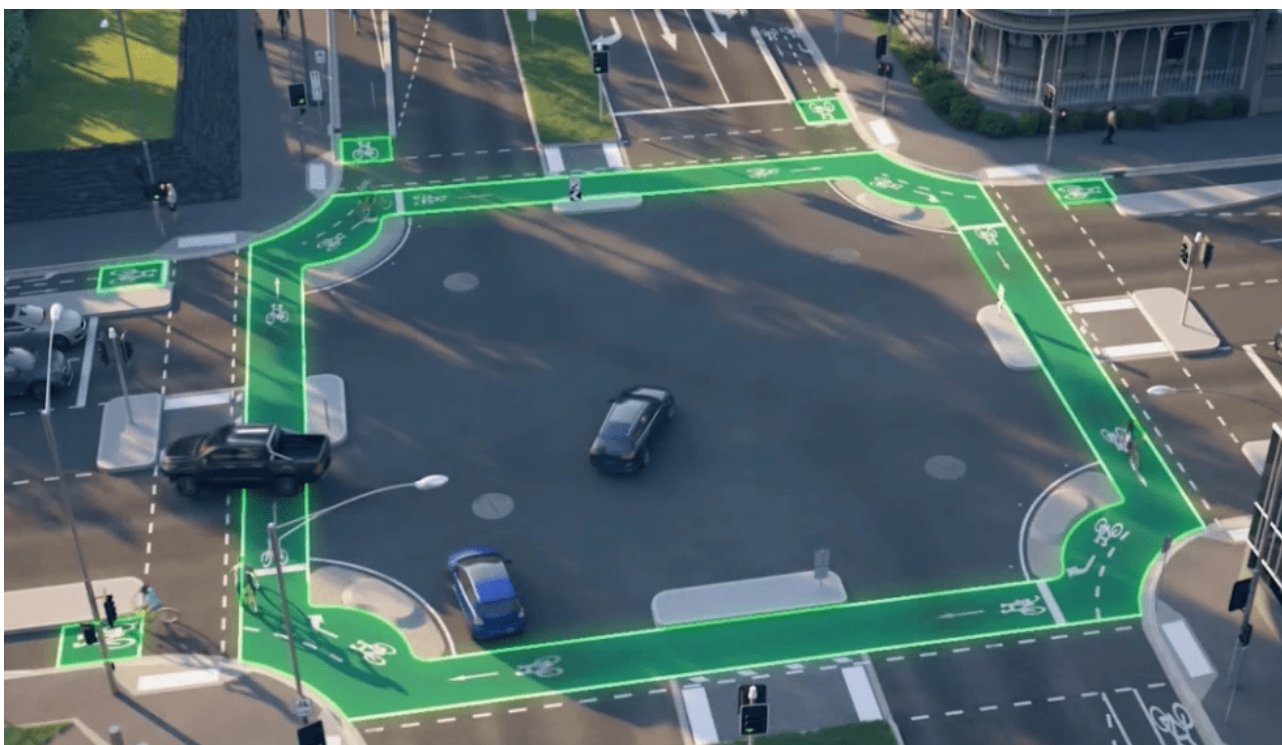
Four Separate Newsletters Let You Focus Upon Your Target Audience

Each month we'll be producing four separate newsletters:

- Infrastructure
- Bike & Scooter
- Mobility
- Recreation

These will be written and edited by experts within each topic and will correspond with the four main menus within the *Micromobility Report* website.

You can choose to take a range of advertising options either within any of the newsletters, the website, or both.



Advertising Sizes & Rates

Description	Width	Height	1 month	3 months	6 months	12 months
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Website Rates

Premium Positions

Background Skin*	1920	1200	\$2,400	\$2,160	\$1,800	\$1,440
Billboard*	960	250	\$1,600	\$1,440	\$1,200	\$960

Exclusive Positions

Top Leaderboard	728	90	\$900	\$810	\$675	\$540
Medium Rectangle	300	250	\$800	\$720	\$600	\$480
Small Rectangle	300	100	\$450	\$385	\$315	\$250

Rotated Positions (shared in rotation with up to two other advertisers)

Shared Leaderboard	728	90	\$650	\$585	\$488	\$390
Middle Leaderboard	728	90	\$600	\$540	\$450	\$360
Middle Medium Rectangle	300	250	\$550	\$495	\$415	\$330
Small Rectangle	300	100	\$280	\$250	\$210	\$170

Newsletter Rates (All Exclusive Positions)

Top Leaderboard	728	90	\$700	\$630	\$525	\$420
Middle Leaderboard	728	90	\$600	\$540	\$450	\$360
Medium Rectangle	300	250	\$550	\$495	\$415	\$330
Small Rectangle	300	100	\$280	\$250	\$210	\$170

All rates above are for monthly newsletters. If we choose to increase the frequency you will not be required to pay any extra for the duration of your advertising booking.

Classified Ads

Self Service - \$149	Staff Assisted Booking - \$299
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Sponsored Content

Product Feature, approx 400 words plus up to four photographs	\$400
Company Feature, approx 1,000 words plus up to eight photographs	\$1,000
Exclusive eDM's (electronic direct mailouts) to our newsletter list**	\$1,450

Advertising Schedule Discounts

Total Value of Schedule Over \$4,000	10% Discount (off entire schedule)
Total Value of Schedule Over \$7,000	20% Discount (off entire schedule)
Total Value of Schedule Over \$10,000	30% Discount (off entire schedule)

*Background Skin and Billboard do not display on mobile site

**Limited to five per year in total and no more than one in any calendar month

Website Ad Positions

Premium & Exclusive Positions

The screenshot displays the Micro Report website interface. At the top left is the logo for Micro Report, with the tagline "BE FORWARD WITH US!". To the right of the logo is a red banner with the text "Exclusive Leaderboard". Below the logo and banner is a navigation menu with categories: Latest News, Features, Bike & Scooter, Mobility, Infrastructure, Recreation, and Yearbook. The main content area features several articles and images. On the left, there's a large image of a person riding an e-bike with the headline "Australian Wholesalers Want Faster eBikes". To the right, there's a large image for "Derby FEST 2020" with the headline "Mountain Biking's \$100 Million Jump!". Below these are smaller images and headlines, including "Four Children Killed, 'Riding Bikes'" and "MTB Trails Cause Real Estate Boom and New Bike Shop". A large red banner with the text "Billboard" is positioned below the main content area. Below the billboard, there's a section for "FEATURES" with a list of articles, including "Why Micromobility Deserves Government Support" and "Letter from America - December 2019". To the right of the features section, there are three red banners: "Exclusive Medium Rectangle", "Exclusive Small Rectangle", and "Subscribe". Below the "Subscribe" banner is an "Events Calendar" section. At the bottom of the page, there's an "OPINION" section with a small image of a person.

Website Ad Positions

Rotated Positions

Subscribe

Events Calendar

- Advertisement -

Medium Rectangle (Rotating)

- Advertisement -

Small Rectangle (Rotating)

- Advertisement -

Middle Leaderboard

RECREATION

How's Business? November 2019
Phil Latz - 25th October 2019
Welcome to our monthly chat with a diverse selection of bicycle shop owners from throughout Australia and New Zealand. We could not have had...

PRODUCT FEATURES

Four Children Killed, 'Riding Bikes'
Phil Latz - 28th February 2020
On 2nd February 2020 I woke up early on a Sunday morning to the news that the previous evening, four young children...

ORGANISATION FEATURES

World Class Wheels With Superior Service and Margins
Phil Latz - 28th August 2020

OPINION

Let's Seize This Golden Opportunity!
Phil Latz - 30th July 2020

POLICY & FUNDING

Equipping Your Customers for Their Next Adventure
Anna Gurnhill - 30th July 2020

Meet Cycling's Newest 'Major'
17th September 2019

Welcome to the brand new Latz Report!
17th September 2019

What Will The Latz Report Do For You?
17th September 2019

New Trails = More Sales
17th September 2019

BIKE & SCOOTER

Adventure Brands Goes Global
Phil Latz - 23rd October 2019
On 1st October Jamie Walsh, founder and owner of Adventure Brands

Australian Handlebar Dispute Makes US Trade News
Phil Latz - 23rd October 2019

MOST POPULAR


Three Ways You Can Capitalise on the Bicycle Tourism Boom
25th October 2019

How's Business? November 2019
25th October 2019


Meet Cycling's Newest 'Major'

Newsletter Ad Positions

Top Leaderboard




Micromobility Report
GO FURTHER WITH LESS!



Phil Latz - Publisher

Annual Dealer Guide: June 2020



Shoes and Pedals – The Perfect Upsell to Boost Your Profits

Once upon a time, clip in style cycling shoes and pedals were expensive and only for 'hard core' roadies and mountain bikers. Road shoes are still a relatively small market. Their totally rigid soles and big cleats that make you waddle and clip clop like a tap dancing penguin will ensure that they stay niche unless there's a radical design ... [Read more](#)

Annual Dealer Guide Product Feature

ADG: Product Feature Story Title


Story intro text story intro text story intro text story intro text story
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text story intro text story intro text story intro text story... Read more

- Advertisement -

Medium Rectangle

Medium Rectangle

Company Feature



How BikeExchange Brings Brands, Distributors, Dealers and Consumers Together

Welcome to the first of a two part series that will give you unprecedented data and insights into a 'true blue' Australian-born global cycling success story, BikeExchange. In Part One you'll learn about the foundations and amazing... [Read more](#)

Newsletter Ad Positions

Continued

- Advertisement -

Middle Leaderboard

Bike & Scooter



Australian Bicycle Imports Down for March 2020

Bicycle imports into Australia were down for the month March with the total of 38,942 being the lowest March figure for any of the past 10 years. It's reasonable to assume that at least part of the reason for the low figure was disruption of factories, particularly in China, due to Covid-19. Although the March figure was the... [Read more](#)

Other Retail News

- [Australian Bicycle Imports Down for March 2020](#)
- [From Corporate Servicing to Cobweb Removal](#)

Company Feature



Bicycle Wholesalers Share Their Thoughts on Current Situation

In addition to surveying 25 retailers for this month's newsletter, we sent emails to CEO's of 12 of the largest bicycle wholesalers in Australia. We focused upon companies who mainly import complete bicycles, as opposed to P&A. Next month we'll contact some P&A specialist wholesalers for their opinions... [Read more](#)

Other Trade News

- [2020 Yearbook Coming Soon! Last Chance to Update Your Listing](#)
- [It's Not Just Bicycles and Toilet Paper in Short Supply](#)

- Advertisement -

Small Rectangle

Small Rectangle

Product Feature



Increased Global Bicycle Demand Could Mean Re-Stocking Delays for Australia

It's becoming apparent to me that the Covid-19 related bike boom will have two distinct phases and that the second phase will be larger and longer than the first. In Australia we're already coming out of Phase One. That's been when bored people, chafing at the bit... [Read more](#)

Other News

- [You Can Now Sign a Petition Calling for Safer Cycling](#)
- [Two New Cycling Friendly Initiatives by NSW Government Total \\$35 million](#)

Latest Classifieds



Workshop Manager
Sydney Electric Bicycles
Sydney NSW

[Enquire](#)
[More Jobs](#)

Terms and Conditions of Advertising

All prices quoted exclude GST.

Newsletters will be emailed on the last Friday of each month, plus the second Friday of each month once we increase to bi-monthly newsletters.

Newsletter advertising material deadline is seven days prior to each newsletter.

Web advertising deadline is seven days prior to the start of each month.

Advertisements will be posted and billed on a calendar month basis.

We reserve the right to refuse any advertisements including sponsored content for any reason, including, but not restricted to: obscene content, discriminatory content and content not meeting adequate quality or technical standards.

Regular account payment terms are 30 days from date of invoice.

Advertisements of customers who fall more than 15 days overdue without contacting us will be taken down until their account is back within payment terms.

Prompt Payment Discounts

For payment within seven days of invoice, please deduct 5% from that invoice amount.

Prompt payment discount can only be claimed if there are no prior outstanding invoices.

Multiple Booking Discounts

You will see 1, 3, 6 and 12 month rates on the rates table with discounts. We offer these large discounts both to reward customer loyalty and to encourage the efficiencies and enhanced marketing impact that result from longer term bookings.

To qualify for these large multiple booking discounts you must book for a continuous run of months and keep your account within payment terms. If either of these conditions is not met the rate will revert to the one month rate.

You may mix ads of different sizes within a multi month booking and may change artwork at any time, up to a maximum of once per month.

Schedule Discounts

To qualify for a Schedule Discount, all advertisements in the schedule must be booked at one time.

The schedule does not need to be paid in advance. It is paid in monthly instalments.

If the schedule is not fulfilled for any reason that relates to the advertiser cancelling all or any part of the schedule, then the discount will stop for any remaining ads during the schedule.

If there are valid circumstances, such as a change in product distribution, production delays etc, then changes can be made to the schedule, provided the advertising can be rescheduled to make up the total value within a 12 month period.

Schedules will be billed in equal monthly instalments over the duration of the schedule.

If for whatever reason an advertiser cancels before the schedule is fully completed then the balance of any advertisements run to that date needs to be paid in full.

Contact Us



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[/micromobilityreport](#)



[/company/micromobilityreport](#)