

BikeBuy

ADVERTISING MEDIA KIT

South Africa's marketplace for buying, selling & building bikes

30 June 2026

BikeBuy is South Africa's home for buying, selling and building bikes. Every week, thousands of dedicated cyclists - roadies, mountain bikers, gravel grinders and weekend commuters - browse our marketplace, compare components and plan their next build in My Garage. They arrive ready to spend, which makes BikeBuy a uniquely high-intent place to put your brand. Whether you're a bike shop, a component brand, an event organiser or an insurer, advertising on BikeBuy puts you in front of a focused, passionate cycling audience at the exact moment they're making decisions. This pack sets out our placements, creative specifications and rates so you can book with confidence.

250

Bike shops listed

335

Cycling events

0

Live campaigns

Why advertise on BikeBuy

- High intent: visitors are actively shopping for bikes, parts and gear - not idle browsing.
- Focused audience: a single, passionate cycling community across the marketplace, news and events.
- Self-serve and fast: set up a campaign, upload your creative and go live on approval - usually within a business day.
- Transparent reporting: live impressions, clicks and CTR for every campaign in your advertiser dashboard.
- Local and relevant: target the whole country or just the provinces that matter to your business.

Placements at a glance

Every placement is shown below to scale, so you can see the relative footprint of each unit on the page. Indicative pricing is a CPM (cost per 1 000 impressions) in ZAR.

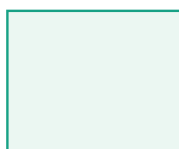
970 x 250

Homepage Leaderboard

IAB Billboard

Appears: Homepage (top of page)

from R120 CPM



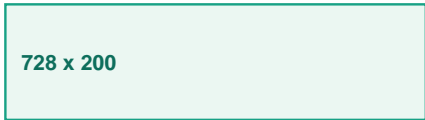
300 x 250

Sidebar Medium Rectangle

IAB Medium Rectangle (MPU)

Appears: Marketplace & content sidebars

from R60 CPM



In-Feed Native

Custom Native In-Feed

Appears: Inline within marketplace / news feeds

from R80 CPM



Listing Detail Banner

IAB Leaderboard

Appears: Below classifieds listing detail

from R50 CPM

Creative specifications

Supply one flat image file per placement at the exact slot size (or the @2x retina export for crisp rendering). Colour mode RGB, 72 DPI. No HTML5/JavaScript, third-party ad tags or Flash.

Placement	Standard unit	Slot size (px)	@2x retina	Formats	Max weight	CPM
Homepage Leaderboard	IAB Billboard	970 x 250	1940 x 500	JPG, PNG, WebP (static); GIF (animated)	2 MB (aim < 150 KB)	from R120
Sidebar Medium Rectangle	IAB Medium Rectangle (MPU)	300 x 250	600 x 500	JPG, PNG, WebP (static); GIF (animated)	2 MB (aim < 100 KB)	from R60
In-Feed Native	Custom Native In-Feed	728 x 200	1456 x 400	JPG, PNG, WebP (static); GIF (animated)	2 MB (aim < 150 KB)	from R80
Listing Detail Banner	IAB Leaderboard	728 x 90	1456 x 180	JPG, PNG, WebP (static); GIF (animated)	2 MB (aim < 80 KB)	from R50

Animation (GIF only): up to 30 seconds at 5 frames per second or slower, and it must come to rest on a final frame that shows your brand and call-to-action - no endless loops. Every creative requires descriptive alt text (up to 125 characters), e.g. "ChainReaction SA - 20% off Shimano groupsets". The in-feed unit is a BikeBuy-specific native placement and is labelled "Sponsored".

Creative best practice

Do

- Keep your message short - one headline, one offer, one clear call-to-action ('Shop now', 'Get a quote').
- Make your brand or logo clearly visible so viewers instantly know who is advertising.
- Use strong contrast between text and background so copy is legible on every screen.
- Keep key copy and the call-to-action inside the safe area, away from the edges.
- Add a subtle 1px border when your background is white or very light, so the ad reads as a distinct unit.
- Write honest, descriptive alt text for accessibility.

Don't

- Cram in tiny, unreadable text or more than one offer.
- Imitate site UI - no fake buttons, cursors, 'close X' marks, system alerts or 'you've won' claims.
- Use rapid flashing, strobing or animation faster than 5 frames per second.
- Let a GIF loop forever - it must come to rest on a final frame showing your brand and call-to-action within 30 seconds.
- Rely on colour alone, or place light text on a light background (or dark on dark).

Geo & province targeting

BikeBuy reaches cyclists right across South Africa, and you can choose to reach all of them or just the riders who matter most to you. Run your campaign nationally (run-of-network) for maximum reach, or target by province - Gauteng, Western Cape, KwaZulu-Natal, the Eastern Cape and beyond - so your spend lands where your customers, stores or events actually are. Province targeting is ideal for bike shops with a local catchment, for regional races and for brands rolling out store-by-store. Geo-targeted campaigns carry a small CPM uplift over our national rate, reflecting the sharper, more relevant audience you're reaching. Tell us your provinces and we'll build the plan around them.

Provinces you can target

- Eastern Cape
- Free State
- Gauteng
- KwaZulu-Natal
- Limpopo
- Mpumalanga
- North West
- Northern Cape
- Western Cape

Province targeting is a relevance optimisation, not a hard delivery guarantee - edge geolocation places the large majority of viewers correctly, but mobile networks and VPNs can occasionally fall outside the booked province.

Pricing & rate card

Placement	Where it appears	Size (px)	Indicative CPM
Homepage Leaderboard	Homepage (top of page)	970 x 250	from R120
Sidebar Medium Rectangle	Marketplace & content sidebars	300 x 250	from R60
In-Feed Native	Inline within marketplace / news feeds	728 x 200	from R80
Listing Detail Banner	Below classifieds listing detail	728 x 90	from R50

Pricing is quoted as a ZAR CPM (cost per 1 000 impressions) and confirmed per booking. Province targeting adds a small CPM uplift (typically +15% for a single province, +25% for multiple premium metros). Flat weekly or monthly sponsorship options are available for smaller local advertisers - just ask.

Booking, lead times & deadlines

Booking with BikeBuy is simple. Choose your placement, flight dates and target provinces in the advertiser portal or email our team, and we'll confirm availability and pricing within one business day. Once you're happy, we'll issue a booking confirmation and an invoice. We ask for final artwork at least three (3) business days before your campaign goes live, supplied to the exact specifications in this pack - correct size, format and file weight, with alt text included. We'll review every creative against our guidelines and flag anything that needs a tweak before launch. Campaigns go live on your agreed start date and you'll receive live impression and click reporting throughout the flight.

Get in touch

Ready to book, or want a tailored plan? Our team is happy to help.

Email

advertise@bikebuy.co.za

Advertiser portal

bike-buy.co.za/advertise