



MEDIA KIT 2025

Photo credit: Sam Clarke

ABOUT US

We started Torque MTB in 2016, and our mission has stayed true since then.

It's simple. We have a passion for mountain biking and the mountain biking industry. Our goal is to provide fair and honest gear reviews and to collaborate with brands to help share their story.

We pride ourselves on the quality of our work and are committed to ensuring our reviews are well-balanced, fair, and accurate.

We have a small but equally passionate team of contributors and photographers who we work with on reviews and featured stories.

Along this journey, we've built a following with the MTB community, and a strong level of trust with brand owners and distributors. Some of the best brands in the industry, now work with us.

All of this stems from a genuine passion for this industry, and the people who work in it.



Photo credit: Richard McGibbon





THE PROCESS

We thoroughly test the product in its natural habitat. and use professional photographers to capture the testing, so rest assured, your product will look fantastic in the final article.

During the review process we will always seek your guidance on any areas of uncertainty relating to the product before going live.

What you get:

10-20 unique high-quality photos.

1x Post to website

1x Post to Facebook

1x Post to Instagram

All posts will include hyperlinks and tags to your desired URL or social media channel.

Additional posts outside of the above can be requested.

Instagram: 18.2k followers

Facebook: 1k followers

Website: 5k visitors per month

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100k impressions per month avg



ZERO FEES!

We work on a barter system. **You** need a product promoted, **we** need content to talk about.

We don't charge for reviews, in the standard sense of the word, all we require is a sample of the product and to *keep that product at the end of the review.

Torque MTB is a small operation compared to some of the established magazines in Australia hence the no cost system.

* This typically relates to apparel, protection, accessories, soft goods or services. Products at a higher value is at brand owner discretion.





ADVERTISING

Torque MTB is generally ad-free, however, if you wish to advertise with us we can place your ad on our home page side bar, which sits just under the main carousel area.

We can offer ad space at a very competitive price rate.

CONTACT

Get in touch if you are interested in working with us or just want to chew the proverbial fat, we'd love to hear from you.

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A person wearing a blue helmet and a red long-sleeved shirt with a white patterned back is riding a mountain bike on a dirt trail through a forest. The background is filled with tall, thin trees and dense foliage. The scene is dimly lit, suggesting a shaded forest environment.

SEE YOU ON THE TRAILS.

