

Flies on the Visor

MEDIA PACK



A scenic photograph of two motorcyclists riding away on a two-lane asphalt road that curves through a lush, hilly landscape. The road has white dashed lines. To the left is a grassy field with a dark stone wall. In the background, rolling hills are visible under a soft, hazy sky. A utility pole stands on the right side of the road.

Why are we...

Flies On The Visor speaks to motorcyclists over 40 who need more than facts and figures. They need detail and emotional expectation.

We offer trusted advice coupled with the details the reader needs to support their buying decisions.

We support Bikers returning to motorcycling, offering them a frame of reference that helps them confidently rejoin the motorcycling community.

We are here to deliver a wide range of content on all things motorcycling.

Who reads us...

The Flies On The Visor website targets motorcyclists aged 40 and over, with a disposable income and the desire to feel rebellious.

Readers are participating in something different, and have cast aside several of life's conventions in favour of a more distinctive leisure activity.

Whether an individual or group member, readers interests go far beyond only their motorcycle and encompass a wide range of topics.

Advanced riding, touring, accessories, clothing and destinations are just some of the subjects they want to know about.

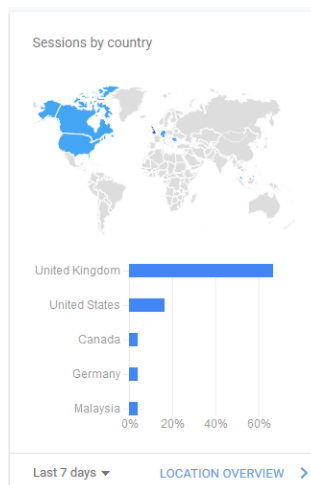
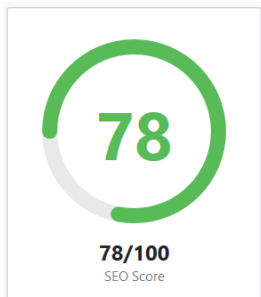
They place an importance on value, functionality and brand, often driven by desire as well as need.



What we write ...

a simple philosophy:

- *Get out there*
- *Do it*
- *Write about it*
- *Inform and entertain*
- *Opinions with detail*
- *Maintain trust*
- *Be positive*
- *Critique never criticism*



Travel, tour and explore



Talk Technology



*Review,
compare
& contrast*



*Rebel a little. Have
an opinion*



Get out there. Do it. Write about it

Web: FliesOnTheVisor.com

Tel: +44 (0) 7885 260560

[Mail: Editor@fliesonthevisor.com](mailto:Editor@fliesonthevisor.com)

Why us ...

- *Highly limited advert space*
- *a content first approach*
- *Easily consumed, quoted and shared*
- *Constantly indexed and available across all devices*
- *No "advert" interruptions*
- *Distinguishable from the crowd*
- *Products, information and news, not personalities*



The Inane Ramblings Of The Motorcycle Obsessed