

THE [MEDIA] PACK '25





THE PACK is a one-of-a-kind platform for the global light electric vehicle industry, dedicated to publish the latest news and updates on electric motorcycles and mopeds.

Guy: "I am confident that incorporating THE PACK into your communication strategy will greatly benefit your marketing efforts."

Our network and loyal followers make us stand out above other platforms. We have successfully become a new channel for reaching your target audience, providing efficient communication for electric motorcycle manufacturers and their suppliers.

Hereby you will find our MediaPack '25, outlining all of our exciting content marketing opportunities, online & offline.

Guy Salens
THE PACK



Content marketing
possibilities

1. Sponsored press release 'LEV'

Do you want to make sure that your own press release is published on THE PACK? We ensure that your ready-made press release appears on THE PACK and its social media accounts.

- 1 press release at the website (provided by your company)
- 1 Instagram post
- 1 Facebook post
- 1 LinkedIn post

Price: € 300



Yologo launched 2 LEVs and is looking for international importers in Europe and US

September 9, 2024

[B2B. Electric motorcycles](#)
[Yologo1. Yologo](#)

B2B News | During EICMA 2023, Yologo received a multitude of positive international feedback for their first developments. Today, the company proudly announced the release of two specially designed Light...

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2. Sponsored press release 'B2B'

Do you have a new product related to the (electric) motorcycle market? We ensure that your ready-made press release appears on THE PACK and its social media accounts.

- 1 press release at the website (provided by your company)
- 1 Instagram post
- 1 Facebook post
- 1 LinkedIn post

Price: € 300




c.technology connects manufacturers, partners and vehicle owners with a cloud-based mobility platform

© May 21, 2024

- B2B. Electric motorcycles
- ◆ B2B. c.technology, mobility data analysis, Switzerland, technology

B2B | Source: c.technology | As a manufacturer in the two-wheeler market, you have to deal with a multitude of tasks. From building a network of partners and finding reliable...

[CONTINUE READING →](#)




3. Sponsored press release 'product'

Do you have a new product related to the (electric) motorcycle market? We ensure that your ready-made press release appears on THE PACK and its social media accounts.

- 1 press release at the website (provided by your company)
- 1 Instagram post
- 1 Facebook post
- 1 LinkedIn post

Price: € 300



Monimoto launched their newest advancement in anti-theft GPS tracking technology

© June 27, 2024

[B2B, Electric motorcycles](#)
[anti-theft GPS tracking technology, GPS tracker, Lithuania, Monimoto, Monimoto 9](#)

B2B News – Safety | Monimoto (Lithuania) launched the Monimoto 9, the newest advancement in anti-theft GPS tracking technology. Following the success of Monimoto 7, known for its exceptional quality...

[CONTINUE READING →](#)

[in](#)

4. Branded content article

We can write your story and share it to the world !
We use your images and/or video-links in the article.
In the article, we provide 1 link to your website. Concerning the posts at our social media accounts, we tag your company.

- 1 tailor-made article at the website
- 1 Instagram post
- 1 Facebook post
- 1 LinkedIn post

Price: € 825



The Electric Company acquires global inventory of CAKE electric motorcycle parts

August 16, 2024

B2B. Electric motorcycles

📍 Cake :work Makka, Cake :work Ösa, Cake Kalk, Cakeservice.co, The Electric Company

The Electric Company AB (Sweden) is delighted to declare its possession of the worldwide reserve of spare components for the CAKE electric vehicle brand, which includes popular models like Makka...

[CONTINUE READING →](#)



5. Test review

We can test your motorcycle or moped in Belgium or in The Netherlands. Tailor-made article and photography is included.

- 1 tailor-made test review at the website
- 1 Instagram post
- 1 Facebook post
- 1 LinkedIn post

Price: € 1250 | Option small video: + € 925



THE PACK tested the new NIU RQi electric motorbike

July 15, 2024

- Electric motorcycles, Test ride
- ◆ NIU, NIU Antwerp, RQi

NIU's RQi made its first appearance at CES 2020, where the company showcased two new light electric vehicles. After a few years of anticipation, the RQi has finally arrived at...

[CONTINUE READING →](#)



THE PACK and BMS E-Motorrijder test electric offroad motorbike Ori from GoWow

March 17, 2024

- Electric motorcycles, Offroad, Test ride
- ◆ Andrew Thijssen, Arne van Ruitenbeek, BMS E-Motorrijder, GoWow, Motor van de Toekomst, Ori

BMS E-Motorrijder invited THE PACK to attend motorshop "Motor van de Toekomst" in the idyllic Dutch province of Drenthe. We were warmly greeted by Arne van Ruitenbeek and his wife...

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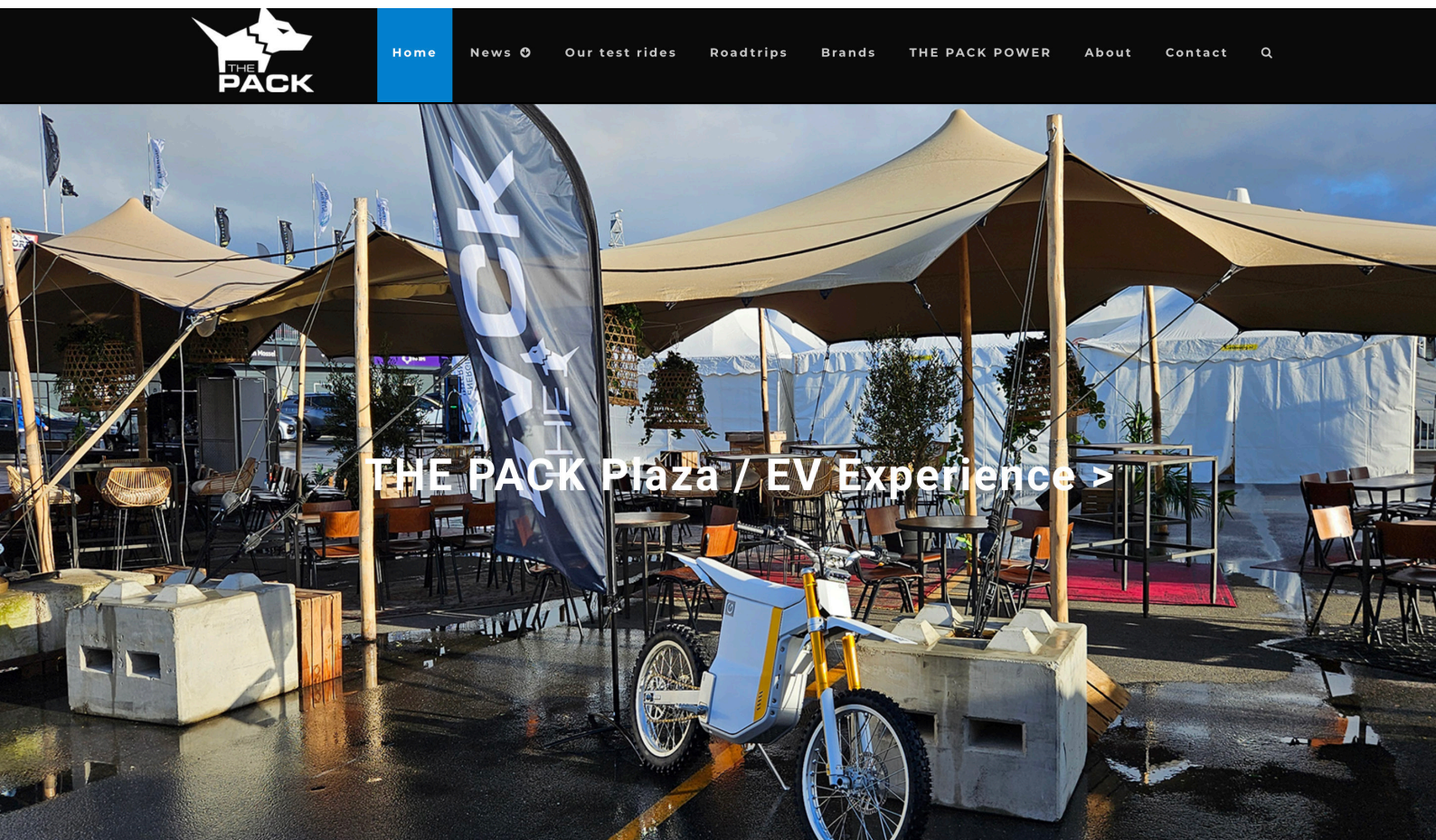
6. Full screen image homepage

Ideal for a temporary campaign.

You can combine this feature with your sponsored content.

1 full screen picture at our homepage with link to the article.

Price: € 300 / week



7. THE PACK Dealer Ad

New! Starting now, you can request a Dealer-Ad in all our existing and new posts. Are you a dealer of the brand mentioned in the article? If so, this tailor-made advertisement will include a link to your website or product page. Our articles are not removed, making it beneficial for your SEO.

Price: € 500/Ad



e **electricmotorbikes.nl**
turning passion into zero emission
Contact: gertjan@electricmotorbikes.nl

– THE PACK Dealer Ad –

8. Your video on our homepage

We can add your YouTube or Vimeo video at our homepage. Ideal for a temporary campaign. You can combine this feature with other sponsored content for maximum impact.

Price: € 300 / week



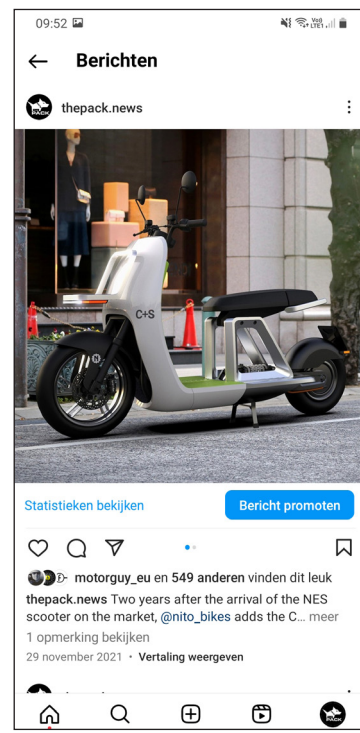
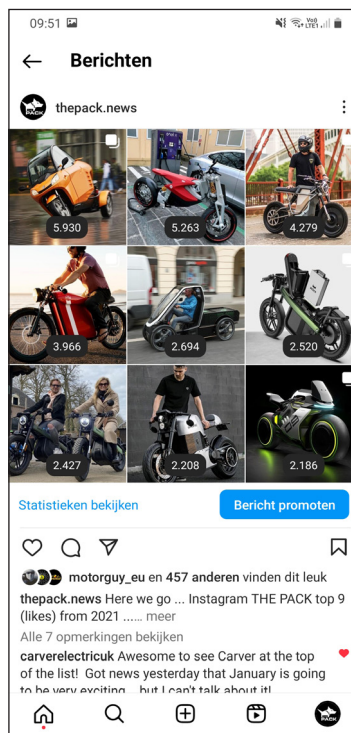
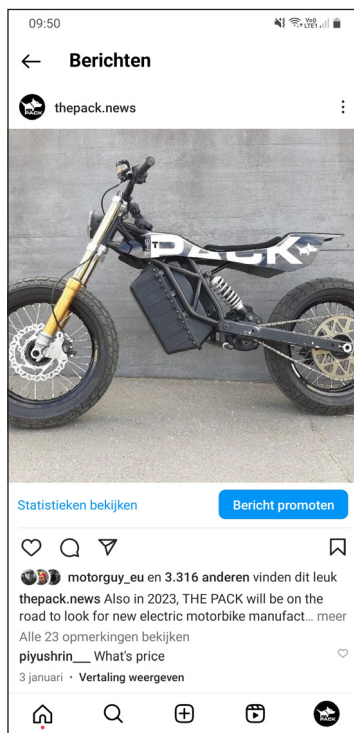
9. Additional social media posts

Our community is still growing. You can order extra picture posts with a link/tag to your social media.

Instagram: 33K followers
1 post: € 100

Facebook: 14K followers
1 post: € 100

LinkedIn Guy Salens: 11K followers
LinkedIn THE PACK: 3.5K followers
1 post: € 100 for both accounts





Brand Ambassador Program
Benelux



THE PACK BRAND AMBASSADOR PROGRAM



THE PACK presents a lot of opportunities for electric motorcycle companies to increase their online presence through content marketing. However, we are not just a digital platform; we can also serve as **your brand ambassador** on the road through our Brand Ambassador Program.

Are you a manufacturer of electric motorbikes or mopeds looking to gauge the market's response to your latest model? Do you want to enhance your brand image or launch a special promotion? Look no further, because THE PACK has just what you need. With our exclusive policy of featuring only one brand per month, you will have full exposure and attention during that time period.

Our **Ambassadorship Program** presents a unique chance for motorbike and moped companies to boost their public presence. To join the program, we kindly request that you supply us with a motorbike model that has been officially approved for the European market, along with its licensed plate number and insurance. For compliance with legal and administrative regulations in the Benelux region, we will also arrange a provisional rental agreement between our two parties.



So what does
THE PACK
have to offer
for this
1 month-long
program?

Full package deal:

- 1 article at THE PACK
 - 1 test review at THE PACK
- Every article/test review is shared at Facebook, Instagram, LinkedIn
- 1 month full screen image at THE PACK's homepage
 - Photography included
 - 1 video
 - 1 month e-test driving in Belgium at THE PACK's e-Test Center in Vremde (near Antwerp)
 - Visibility on the road and extra social media ("Motorguy" Guy Salens will use your motorbike for private use for 1 month).



Price: € 4,950



THE PACK PLAZA



For electric motorbike brands, especially startups, it is crucial to take part in many events as possible. This is a perfect opportunity for manufacturers to display their newest models that are propelling this industry forward. We understand that the costs for Research & Development and homologation can be overwhelming, as well as the search for sales and retail opportunities, logistics, and more. In cooperation with existing automotive organisers in Belgium and the Netherlands, THE PACK can offer reduced prices to attend these events. In our PLAZA, we can present your latest electric motorbikes and mopeds.



THE PACK Plaza is a new pop-up exhibition within existing mobility fairs

THE PACK PLAZA

ELECTRIC MOTORBIKES & MOPEDS



TREVOR

ENERGICA



THE PACK Plaza

With THE PACK Plaza, we want to focus on promoting the advantages of electric motorcycles and mopeds in real life. THE PACK Plaza can give electric motorbike manufacturers the opportunity to showcase multiple e-models to a large public.

Calendar THE PACK Plaza:

Belgium:

THE PACK Plaza / Belgium Auto Show
Flanders Expo, Ghent - March 7-9, 2025

Netherlands:

THE PACK Plaza / The National Car Show 2025
Jaarbeurs Utrecht - April 18-21, 2025

THE PACK Plaza / EV Experience

Circuit Zandvoort - October 2-4, 2025

Prices:

1 electric vehicle: € 1250,-

2 electric vehicles: € 1750,-

3 electric vehicles: € 2100,-

4 electric vehicles: € 2400,-







e-Test Center

THE PACK e-Test Center

There is no better way to understand this new mode of transportation than by test driving it yourself. Since 2017, we have been sharing ample information online through THE PACK News. And while occasionally gathering e-brands and start-ups at existing automotive events for our Plaza's, we are now taking it a step further by creating an electric hub dedicated solely to test drives in our home town Vremde (Belgium).

We have decided to implement a **subscription system**. Manufacturers can sign up for 1 to 3 months to showcase their light electric vehicles. For each manufacturer/brand, we will publish an article with additional information about the model and an invitation to test drive it. Of course, we will also regularly post social media updates and comments from the test drivers (with their permission, of course).

Prices (based on 1 electric motorbike or moped model)

1 month: € 1800,-

2 months: € 3240,-

3 months: € 4500,-





THE PACK

"Electric Motorcycle News"

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