DOWNHILL 24

MARKETING DECK · 2026

COMMUNITY FIRST. PASSION ALWAYS.

We connect 548,000 passionate riders with unforgettable experiences and trusted brands. Authentic content, real stories, and a community that shows up.

548K
Instagram followers

15–20M
views per month

600+
collaborators



Photo: Sebastian Sternemann



01

OUR GOAL

UNFORGETTABLE EXPERIENCES FOR THE COMMUNITY

To unite and energize the global downhill mountain biking community by connecting our 548,000 passionate followers with unforgettable experiences and trusted industry partners.

We collaborate with leading brands to amplify their presence and generate leads, all while delivering exceptional memories to our community.

From exclusive race tickets and flights to behind-the-scenes factory tours, rides with the world's top athletes, and opportunities to win dream bikes – we are your platform for unparalleled MTB adventures.





DOWNHILL 24

02

STATS



OUR CHANNELS

FACEBOOK

360K

followers

+1,909 net follows in 90 days

INSTAGRAM

548K

followers

+2,807 in October 2026

INSIGHTS · LAST 90 DAYS

49.8M

views on Instagram + Facebook

2.4M

interactions

785K

accounts interacted

56%

of views from non-followers

Followers as of October 2026 · Insights: Aug 5 – Nov 2, 2026 · 95.8% of views come from Reels

INSTAGRAM FOLLOWERS

548K

+2,807

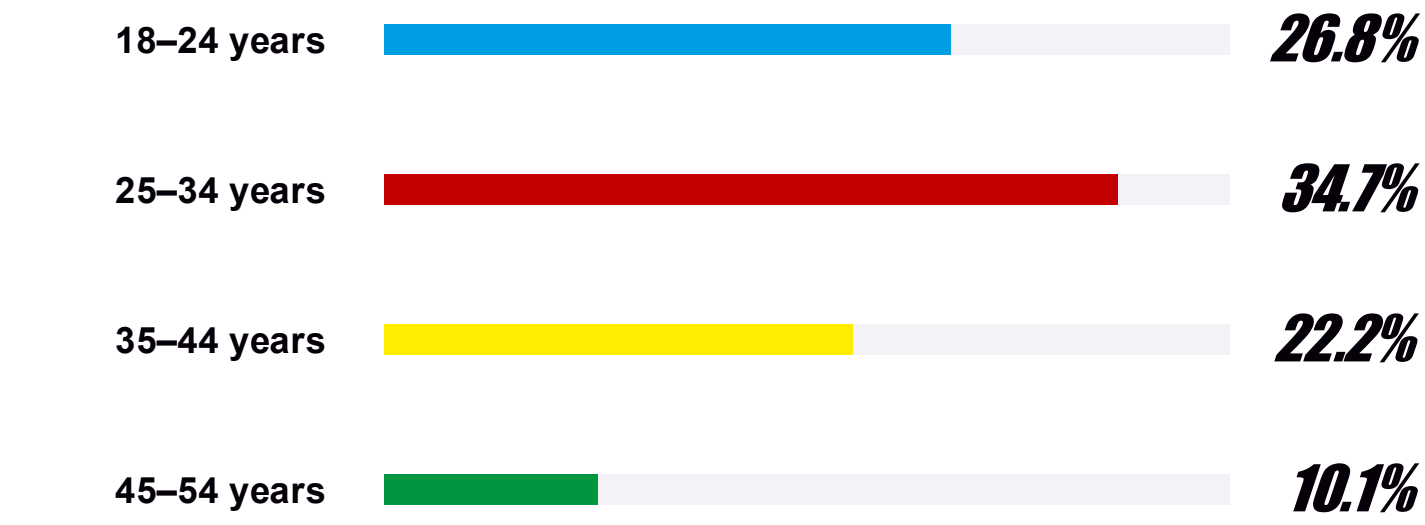
As of October 2026

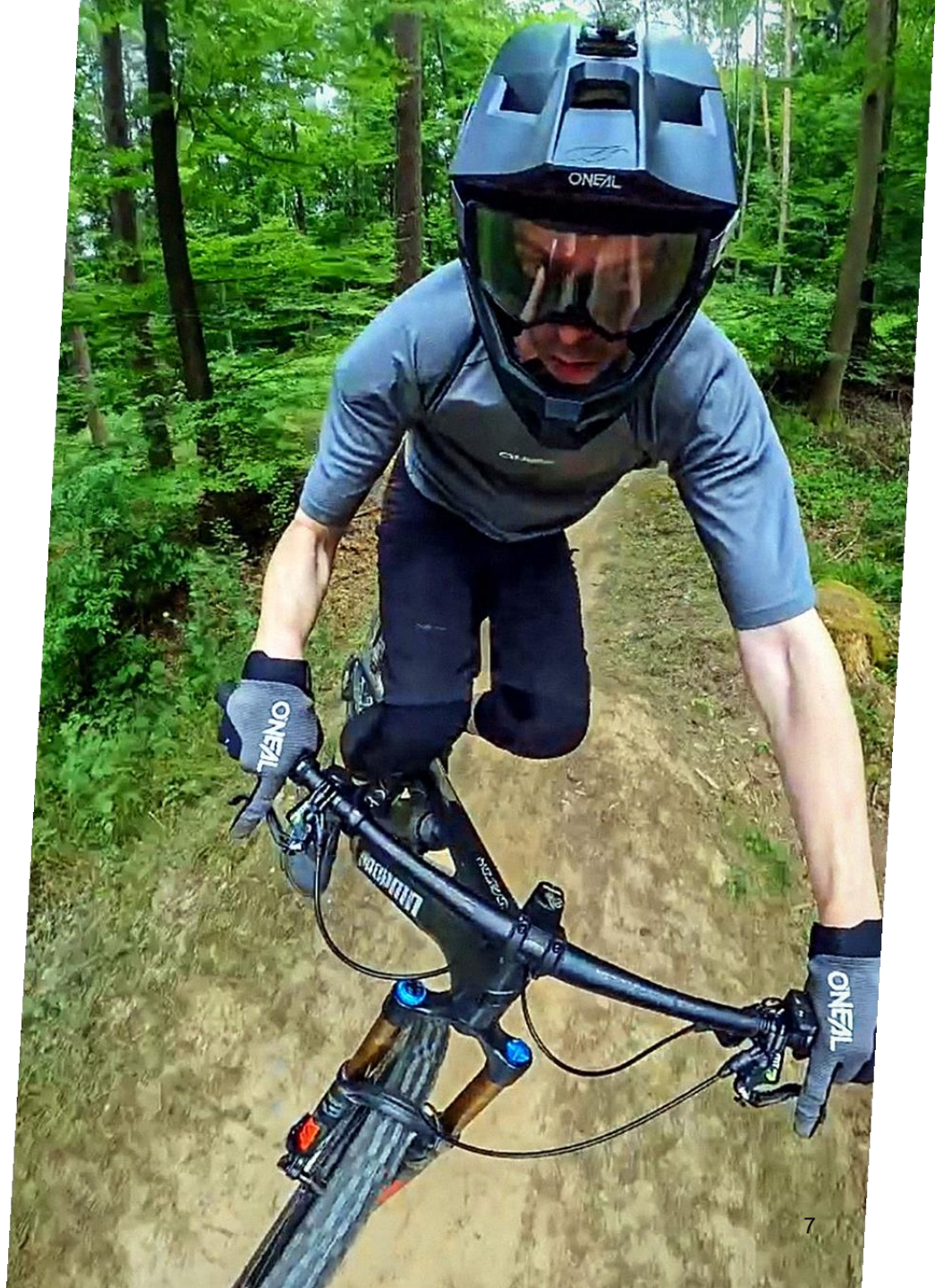
A community that shows up: riders from every corner of the sport, following, sharing and riding with us.



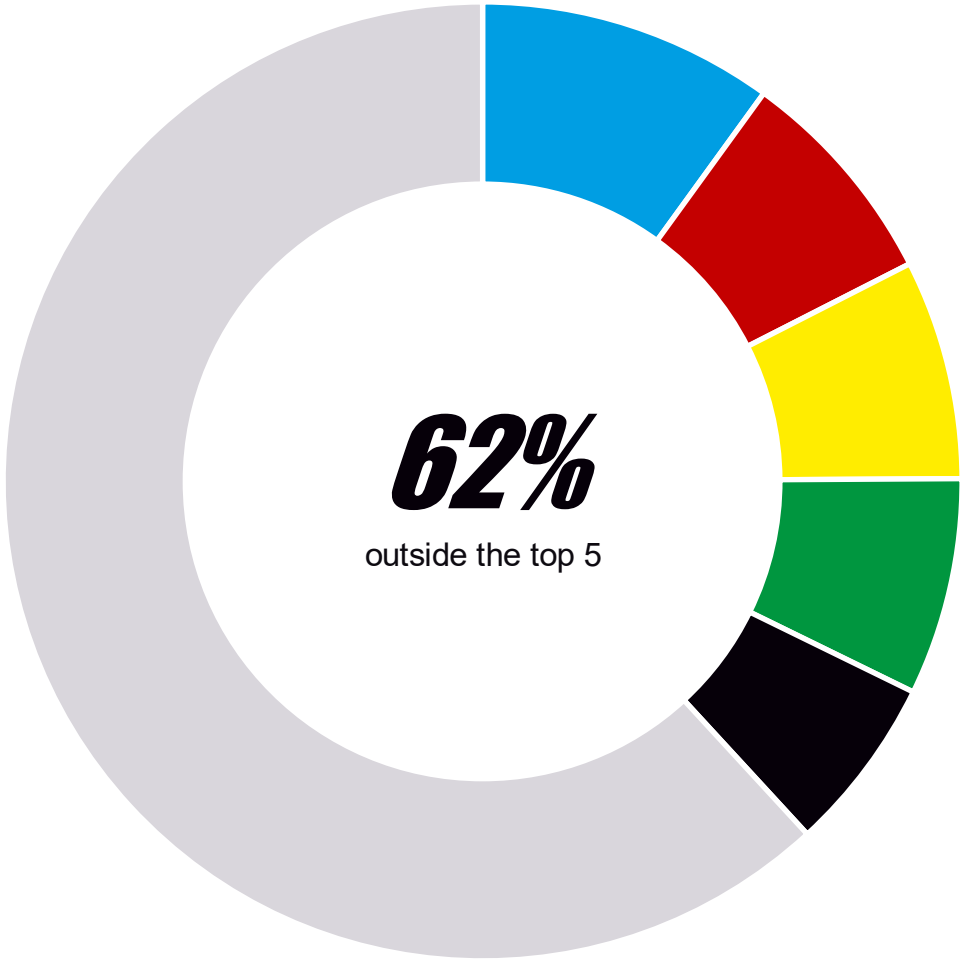
FOLLOWER DEMOGRAPHICS

Thanks to our extensive content offerings in trail riding, enduro and downhill, we reach a wide audience across all age groups. Our in-depth expertise and years of experience in the MTB market let us create tailored content that resonates with this diverse community.





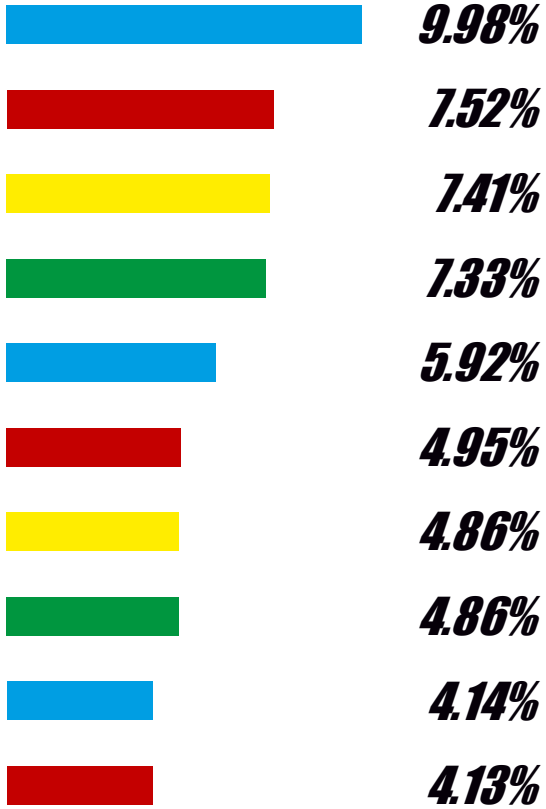
FOLLOWERS BY COUNTRY



USA	10.0%
United Kingdom	7.5%
Brazil	7.4%
Germany	7.3%
Italy	5.9%
Other countries	61.8%

TOP 45 COUNTRIES

TOP 10 61.1% of followers



1	United States	9.98%
2	United Kingdom	7.52%
3	Brazil	7.41%
4	Germany	7.33%
5	Italy	5.92%
6	France	4.95%
7	Mexico	4.86%
8	Chile	4.86%
9	Spain	4.14%
10	Indonesia	4.13%

11–20 21.7%

11	Poland	4.00%
12	Colombia	3.46%
13	Australia	2.94%
14	Argentina	2.31%
15	Canada	2.10%
16	Austria	1.48%
17	Russia	1.45%
18	Portugal	1.39%
19	Czech Republic	1.32%
20	Switzerland	1.29%

21–45 17.2%

21	India	1.23%	34	Slovakia	0.63%
22	Ecuador	1.18%	35	Netherlands	0.63%
23	Philippines	1.04%	36	South Africa	0.60%
24	Iran	0.99%	37	Ukraine	0.59%
25	Peru	0.93%	38	Sweden	0.49%
26	Venezuela	0.81%	39	Morocco	0.47%
27	Costa Rica	0.81%	40	Algeria	0.45%
28	Turkey	0.78%	41	Japan	0.43%
29	New Zealand	0.77%	42	Greece	0.43%
30	Malaysia	0.75%	43	Thailand	0.40%
31	Romania	0.66%	44	Slovenia	0.40%
32	Belgium	0.65%	45	Bulgaria	0.39%
33	Hungary	0.64%			

INSTAGRAM STATS · OCTOBER 2026

15.7M

Views

679.4K

Accounts reached

980.4K

Interactions

843K

Likes

5,741

Comments

139.8K

Shares

CONTENT FRIENDS OF DOWNHILL24H

BROOK MACDONALD | GREG MINNAAR | JACK READING | THIBAUT DAPRÉLA

STEFAN MÜLLER | MATT MACDUFF | DENNIS SCHRÖTTER | KURTIS DOWNS

DYLAN CRANE | THEO GOODSMITH | TY BOWMAKER | DOUGLAS VIEIRA

DARK FEST SERIES | JULIAN STEINER | ROGER VIEIRA | MIKE ROSS

JOSH TURNER | ELIUS RUSO | SLEEPER FILMS | BACKYARD BATTLE

AND MANY MORE...



DOWNHILL 24

03

CASE STUDIES

PROPAIN

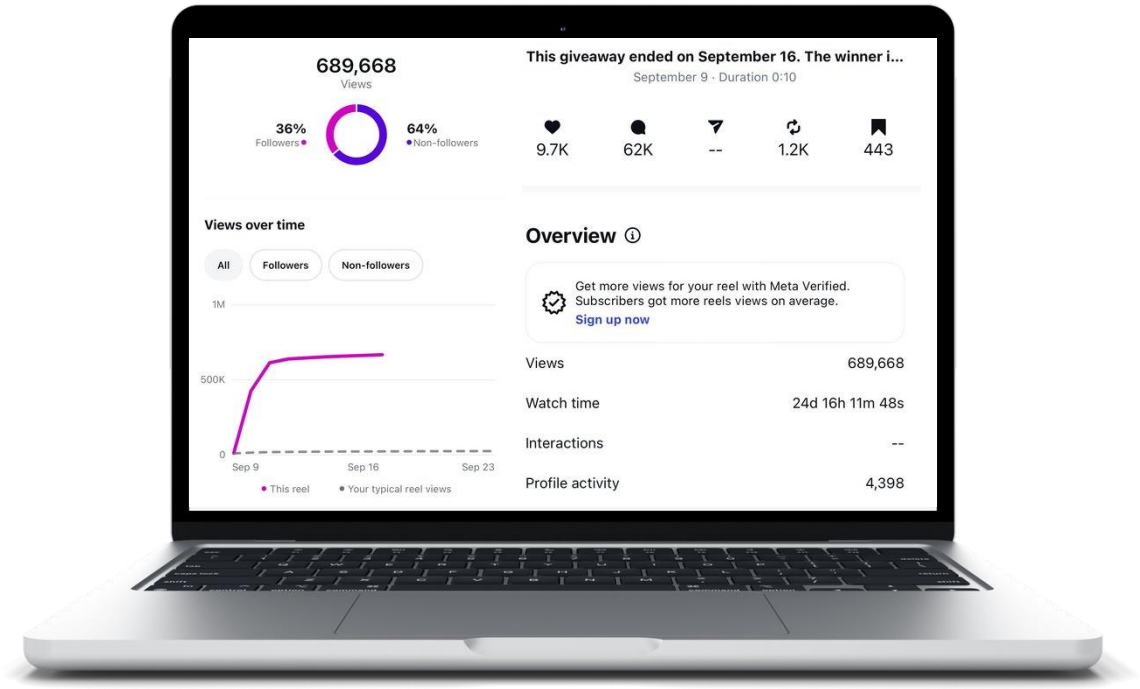
CUSTOM HANDCRAFTED MOUNTAIN BIKES

CASE STUDY

WIN A PROPAIN BIKE

Giveaway post and its Instagram insights.





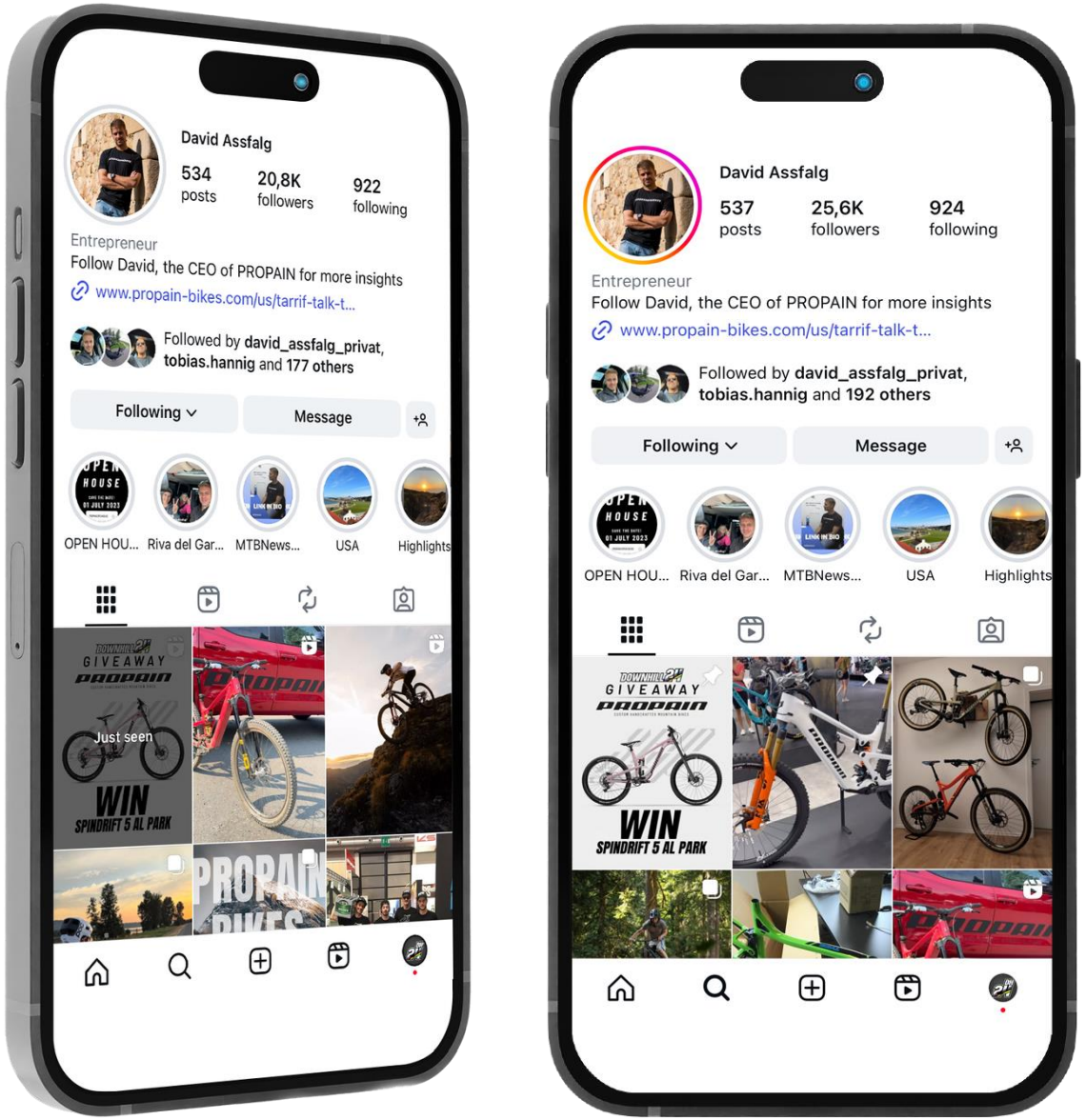
PROPAIN

CUSTOM HANDCRAFTED MOUNTAIN BIKES

CASE STUDY

~5,000

new followers for the Propain CEO’s profile.



PROPAIN

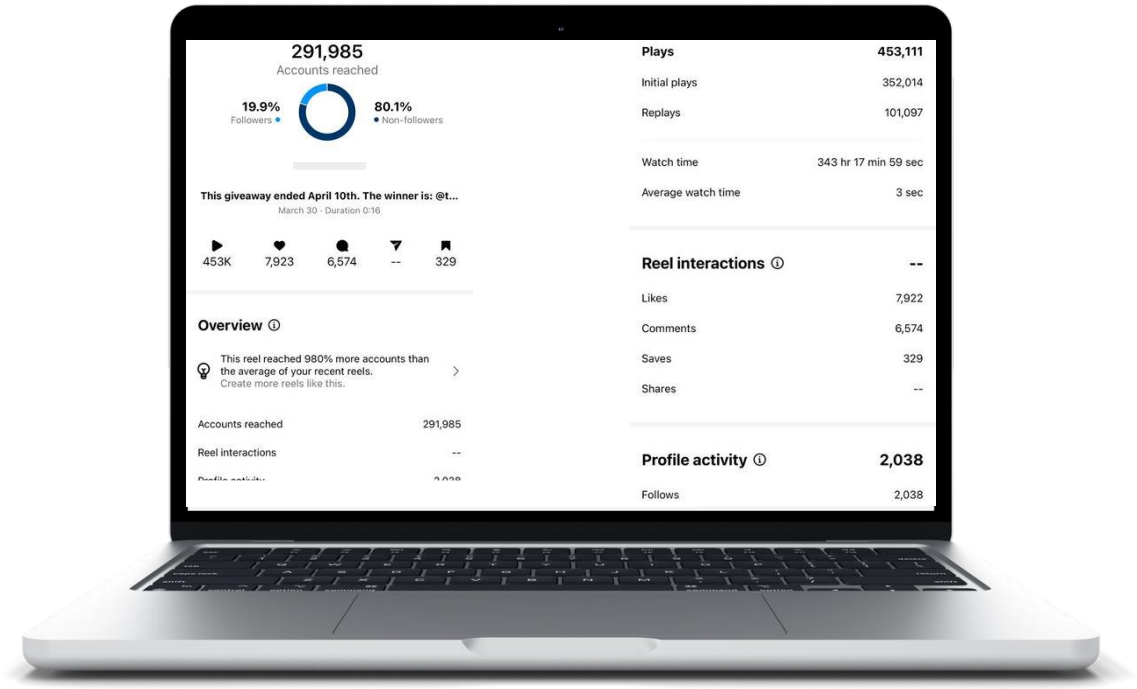
CUSTOM HANDCRAFTED MOUNTAIN BIKES

CASE STUDY

WIN A PROPAIN FRAMESET

Giveaway post and its Instagram insights.





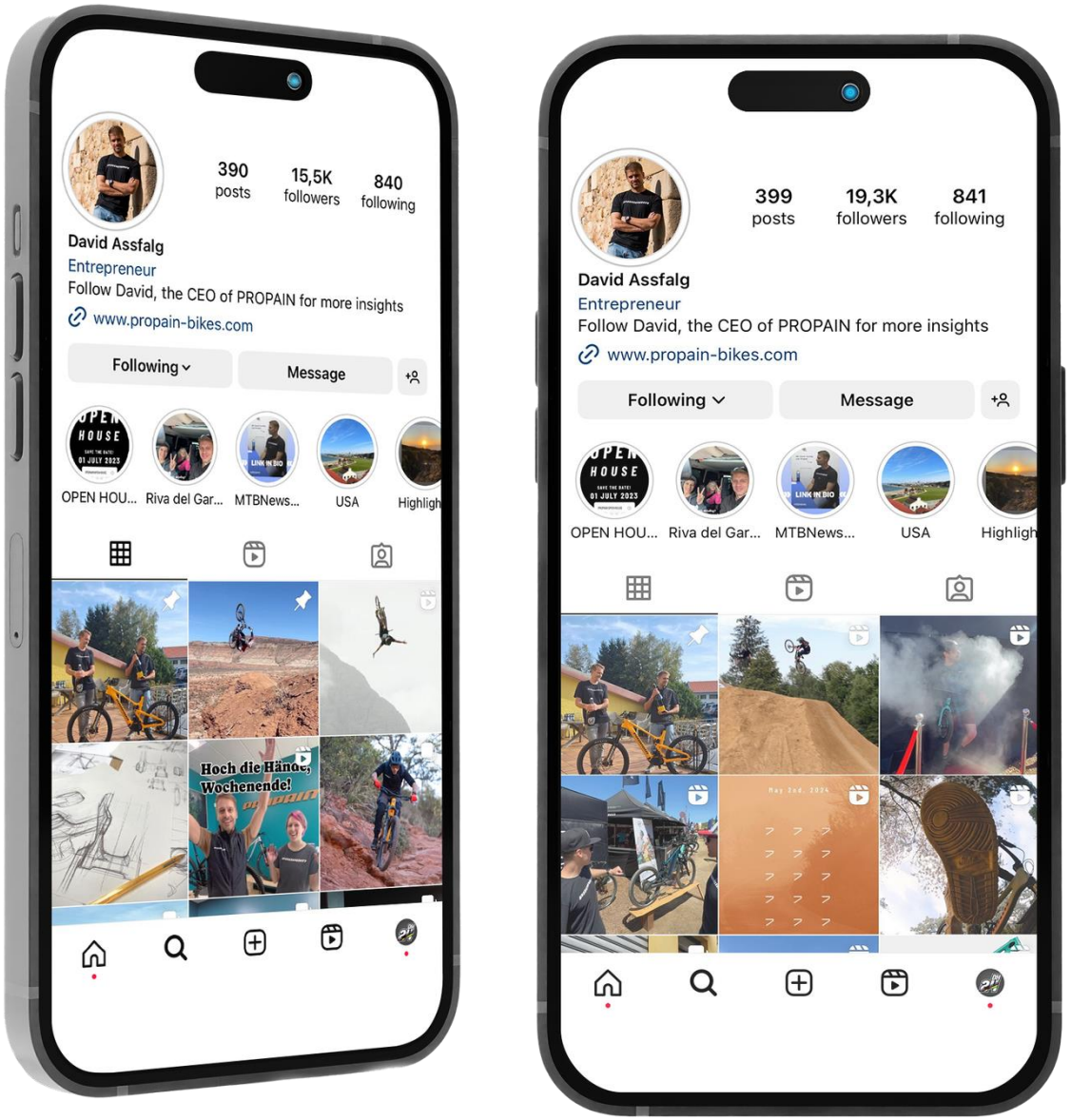
PROPAIN

CUSTOM HANDCRAFTED MOUNTAIN BIKES

CASE STUDY

~4,000

new followers for the Propain CEO’s profile.



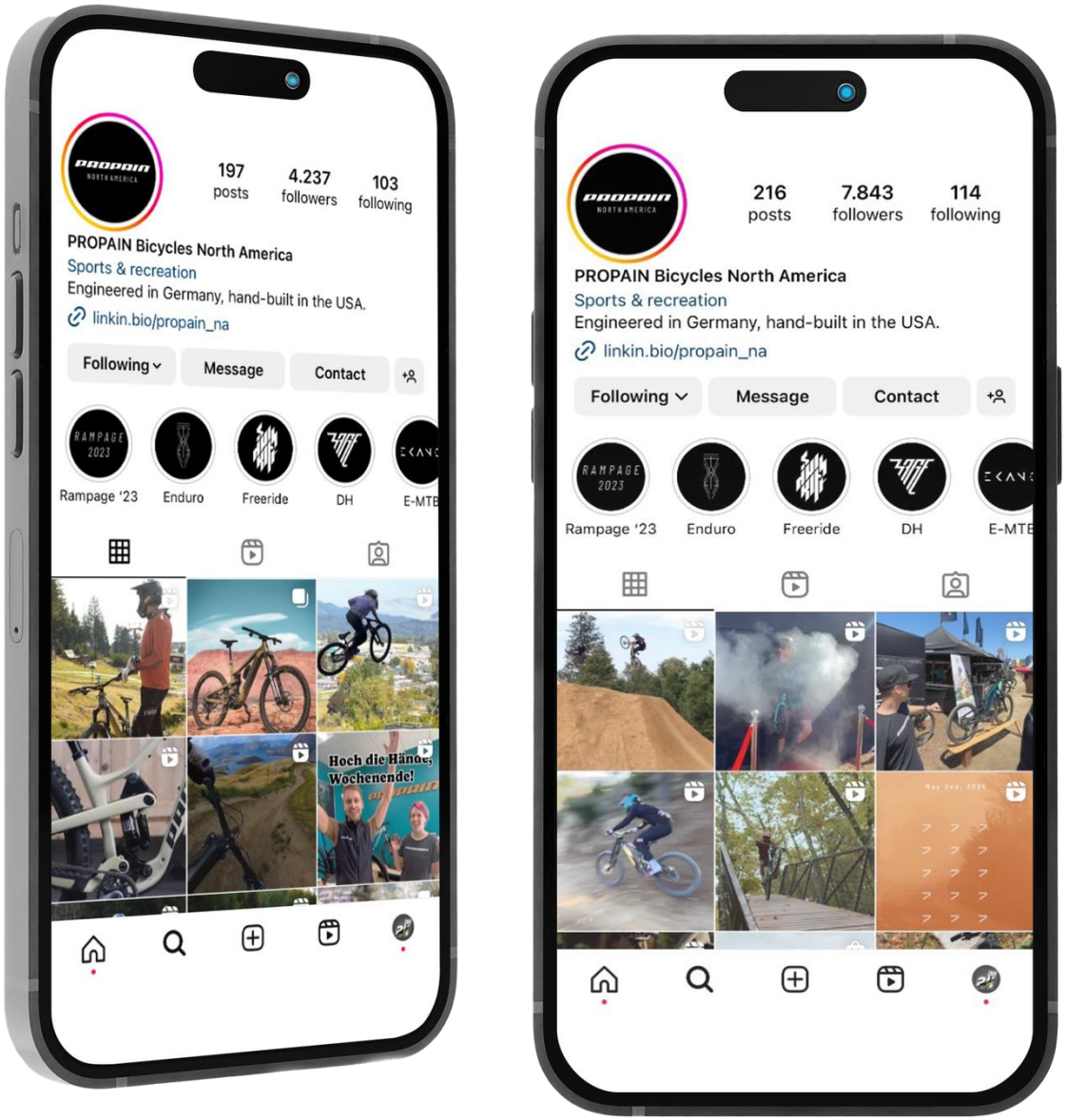
PROPAIN

CUSTOM HANDCRAFTED MOUNTAIN BIKES

CASE STUDY

~4,000

new followers for the Propain North America profile.



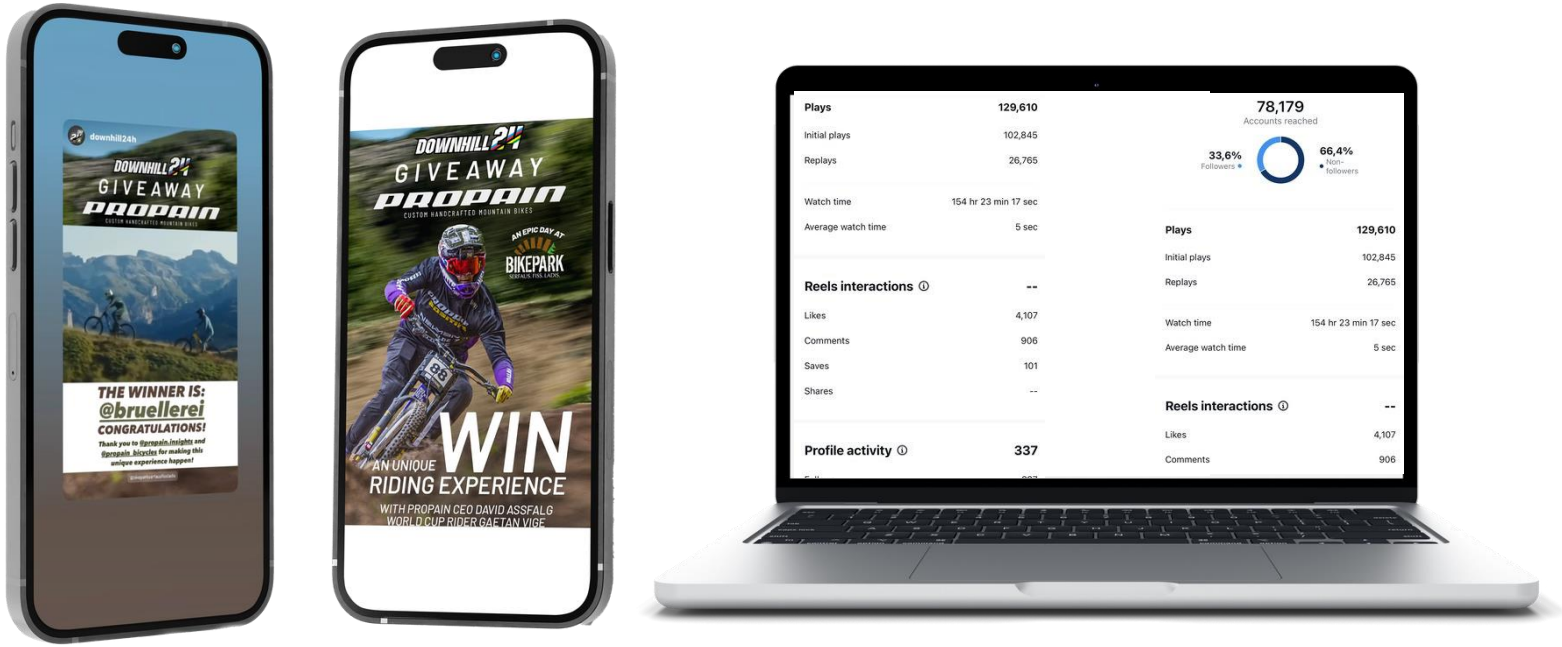
PROPAIN

CUSTOM HANDCRAFTED MOUNTAIN BIKES

CASE STUDY

EPIC DAY AT THE BIKE PARK

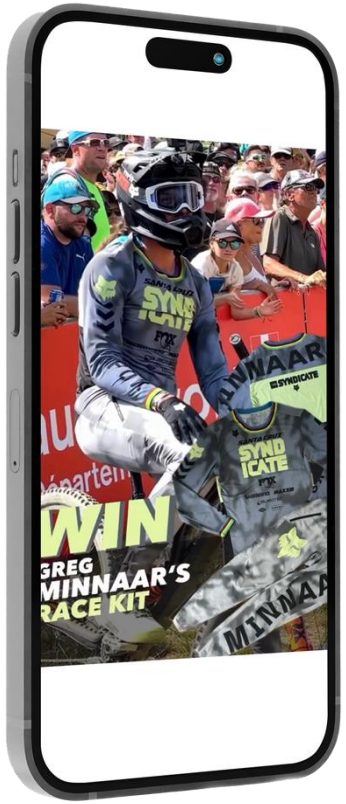
Ride day with Propain bikes – giveaway posts and insights.

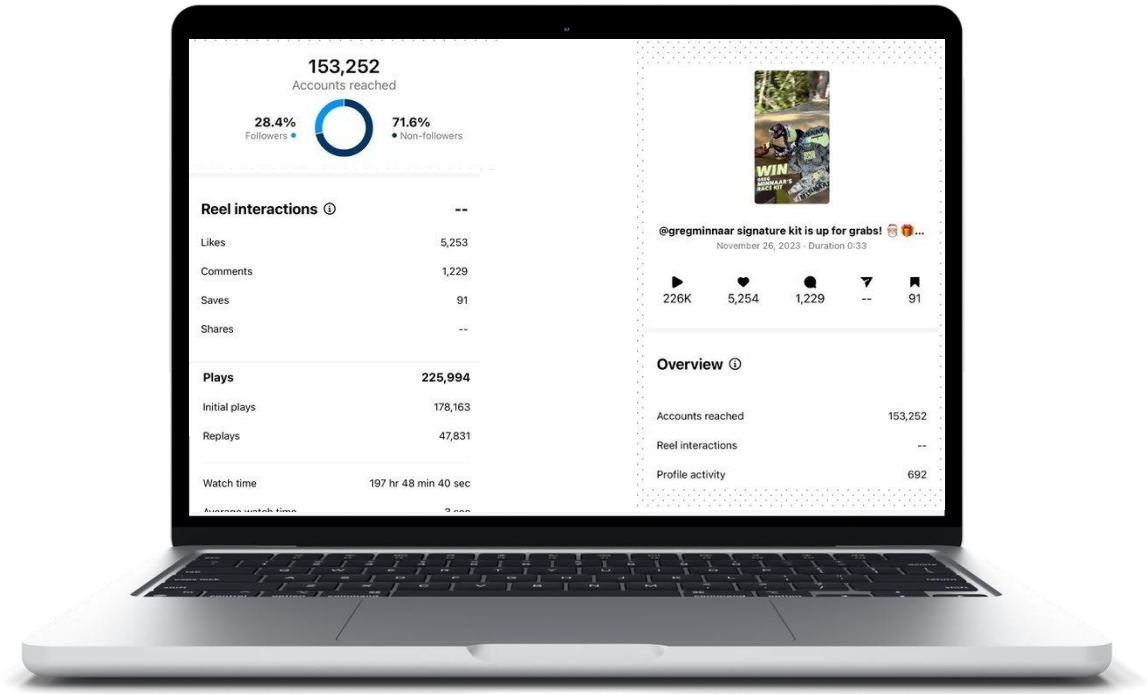


CASE STUDY

WIN GREG MINNAAR'S RACE KIT

Giveaway post and its Instagram insights.



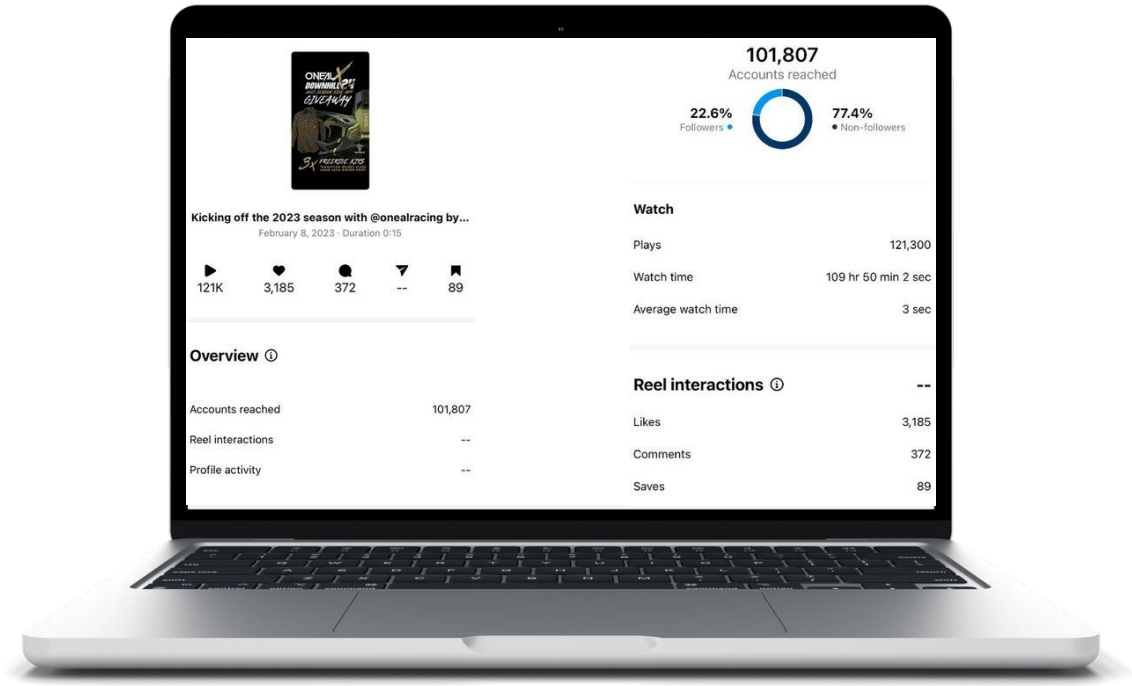


CASE STUDY

WIN A FREERIDE KIT

O’Neal giveaway post and its Instagram insights.



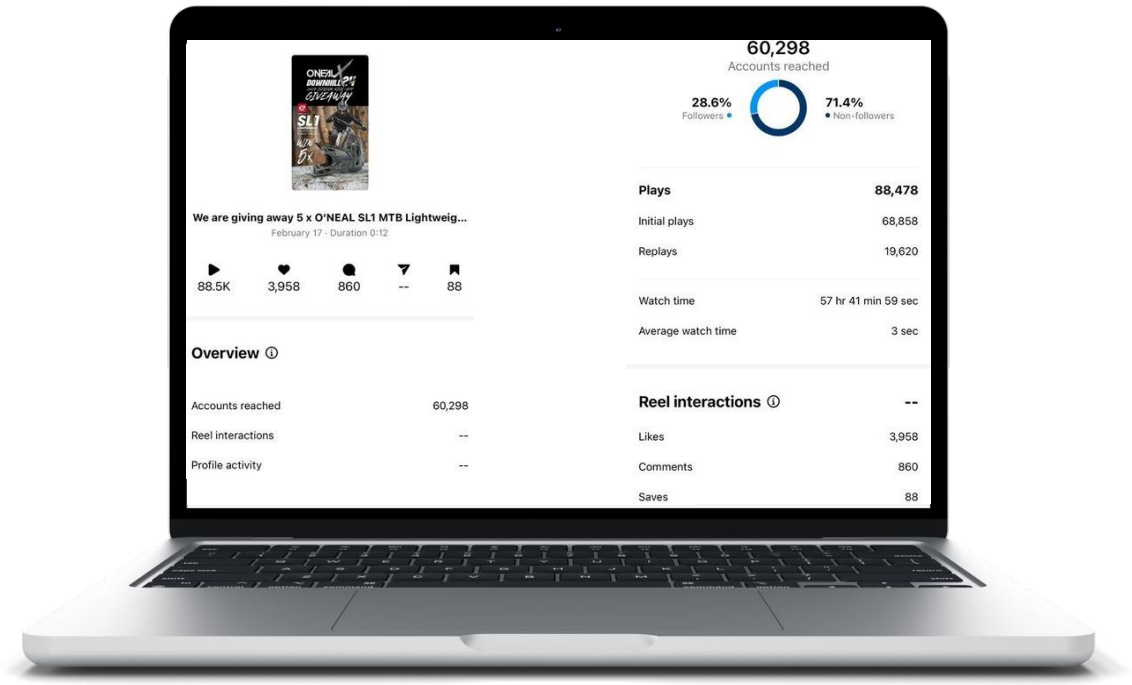


CASE STUDY

WIN AN SL1 HELMET

O’Neal giveaway post and its Instagram insights.





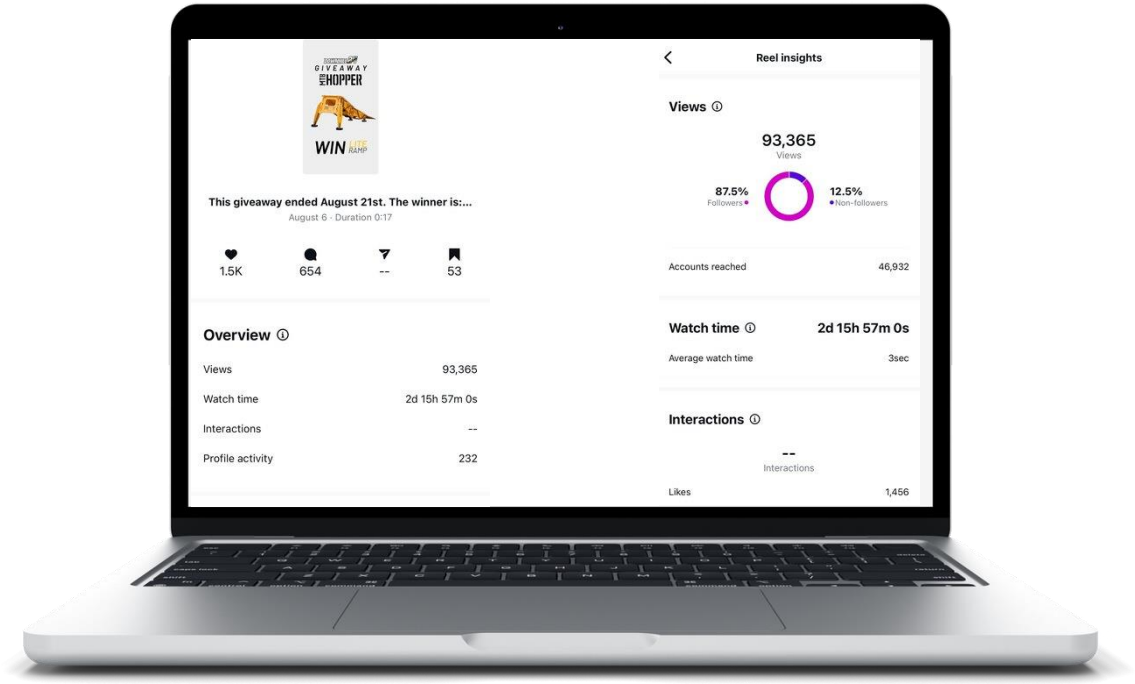
MTB HOPPER

CASE STUDY

WIN AN MTB HOPPER LITE RAMP

Giveaway post and its Instagram insights.





DOWNHILL 24

04

TRUSTED BY



BRANDS THAT RIDE WITH US

Brands, bike parks and events that trust Downhill24h to reach the downhill community.

PROPAIN
CUSTOM HANDCRAFTED MOUNTAIN BIKES

ONEAL

SR SUNTOUR

Reverse components

Insta360

MTB HOPPER

BACKYARD BATTLE

YAKK FEST

ZERODE

BIKEPARK SCHLADMING

EARLY RIDER


DOWNHILL 24
05
PACKAGES

BRAND PACKAGES

BRONZE

€399 /month

- One generic post
- One story*
- Analytics
- Suggestions on content

SILVER

€649 /month

- One post or collab
- Three stories*
- Sharing your content once in our story + tagging
- Analytics

GOLD

€949 /month

- Everything from the Silver plan
- Community polls / market research
- One-hour call with our content marketing expert

10% off quarterly plan | 20% off six-month plan | 30% off annual plan

* with call-to-action to your website

COLLABORATION PACKAGES

VIRAL CONTENT CREATOR

€149 /month

Are you a content creator or part of a gravity MTB racing team making great content?

With this package, we prioritize your content when selecting what to share – and tag you, so more people find your account.

STANDARD COLLABORATION

€499 /month

- One post & one story*
- Sharing your content once in our story + tagging
- Post stays pinned on our IG profile for a month

EXCLUSIVE GIVEAWAY

FREE

Are you an athlete, brand or team with custom frames, bikes, products, signed gear or extraordinary experiences?

Share them for free through our social media – and we'll help grow your account.

10% off quarterly plan | 20% off six-month plan | 30% off annual plan

* with call-to-action to your website



DOWNHILL 24

CONTACT

LET'S RIDE TOGETHER

Tell us about your brand, your product or your idea. We'll come back with a campaign that fits our community and your goals.

hello@downhill24h.com

www.downhill24h.com · Instagram @downhill24h