

TCX Boots Monthly Focus – December 2016

ridetcxboot.com

<http://www.ridetcxboots.com/>

- US Dealer Finder, 2017 Collection, Technology, US Riders, Become a Dealer, Contact Us.
 - Print and web articles

TCX Current Advertising

Web Advertising

- PSB Oct – Dec.

Print/Online Advertising

- CycleNews Issue 49, 50 (additional ad)
- RacerX - February issue
- PSB Issue 2 (2017)

Print and Online Publications

CycleNews 49 – Dec 13, 2016

TCX Boots USA Ad, Page 35



SHOOTOUT, Page 48-49

Cycle News Editor Kit Palmers wears X-Street WP Blue Boots



Cross-Ruttred, Page 106-107

Do Widzenia, Taddy

Editorial on Taddy Blazusiak, including photos of Taddy in Pro 2.1's



Cycle News Issue 50, Dec 20, 2016

TCX Boots USA, Page 49



Page 127

TCX Rider #89

Boots Pro 2.1

2017 450 Motocross Shootout

Page 146 - COMP EVO Michelin



Cycle World - Jan / Feb

Boot: Infinity Evo Gore-Tex®

COVER:



CW First Ride, Pages 24-29
2017 Ducati Scrambler Desert Sled
Boot: Infinity Evo Gore-Tex®



View all print articles at <http://www.ridetcxboots.com/print-articles/>

Online Articles and Press Releases

Racer X Online

<http://raceronline.com/2016/12/03/between-the-motos-ricky-carmichael>

Between the Motos: Ricky Carmichael, December 3, 2016 6:00am



Can Tickle continue to improve on his podium finishes last year?

Ultimate Motorcycling - Dec 14, 2016

2017 Triumph Bonneville Bobber First Ride Test | 12 Fast Facts

Boots: TCX X-Blend WP

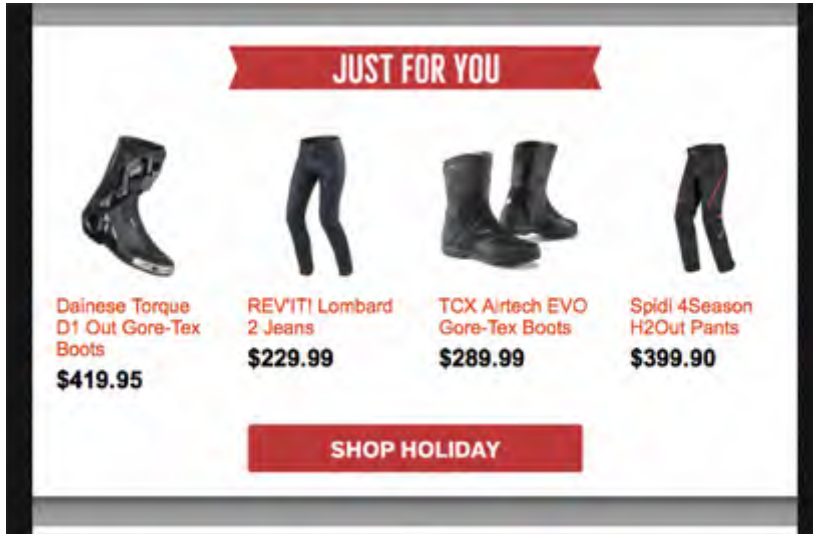
<https://ultimatemotorcycling.com/2016/12/14/2017-triumph-bonneville-bobber-first-ride-test-motorcycle/>





2017 Triumph Bonneville Bobber First Ride Photo Gallery



Revzilla, Press Release Dec. 7, 2016

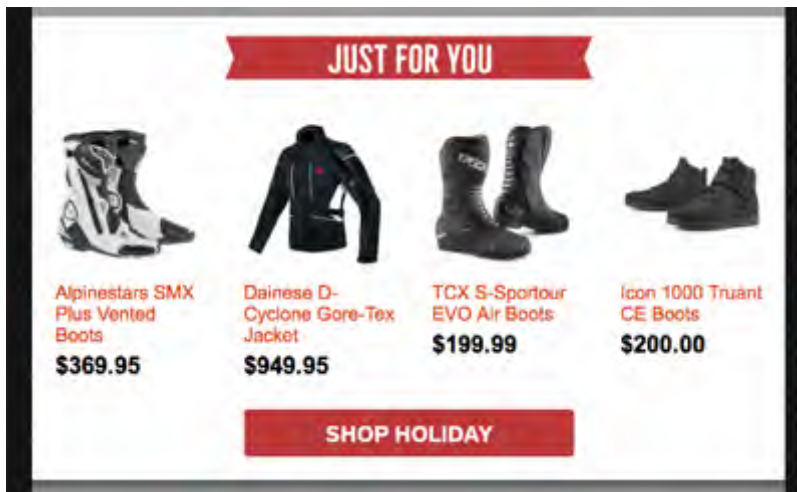
Subject: Get Greedy With 15% Off Spidi - Only Till Friday!







JUST FOR YOU			
			
Dainese Torque D1 Out Gore-Tex Boots \$419.95	REV'IT! Lombard 2 Jeans \$229.99	TCX Airtech EVO Gore-Tex Boots \$289.99	Spidi 4Season H2Out Pants \$399.90
SHOP HOLIDAY			

Revzilla Press Release, Dec. 11, 2016

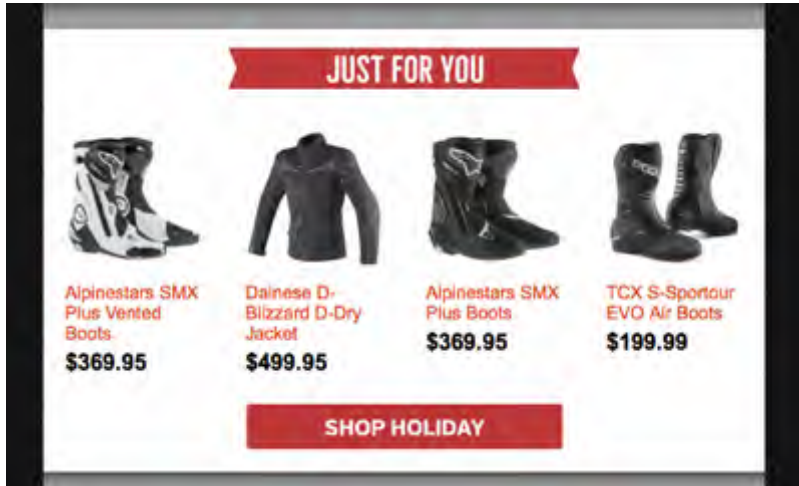
Subject: Holiday Closeouts on Alpinestars, Arai, and More







JUST FOR YOU			
			
Alpinestars SMX Plus Vented Boots \$369.95	Dainese D-Cyclone Gore-Tex Jacket \$949.95	TCX S-Sportour EVO Air Boots \$199.99	Icon 1000 Truant CE Boots \$200.00
SHOP HOLIDAY			

Revzilla Press release, Dec 16, 2016

Subject: Free Shipping On The Whole Site - Today Only!



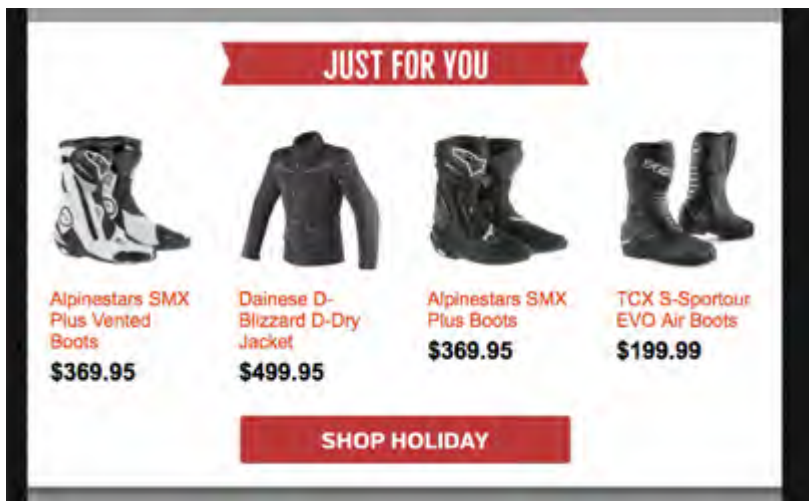
JUST FOR YOU

 Alpinestars SMX Plus Vented Boots \$369.95	 Dainese D-Blizzard D-Dry Jacket \$499.95	 Alpinestars SMX Plus Boots \$369.95	 TCX S-Sportour EVO Air Boots \$199.99
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SHOP HOLIDAY

Revzilla Press release, Dec 16, 2016

Subject: Don't Miss Site-Wide Free Shipping!



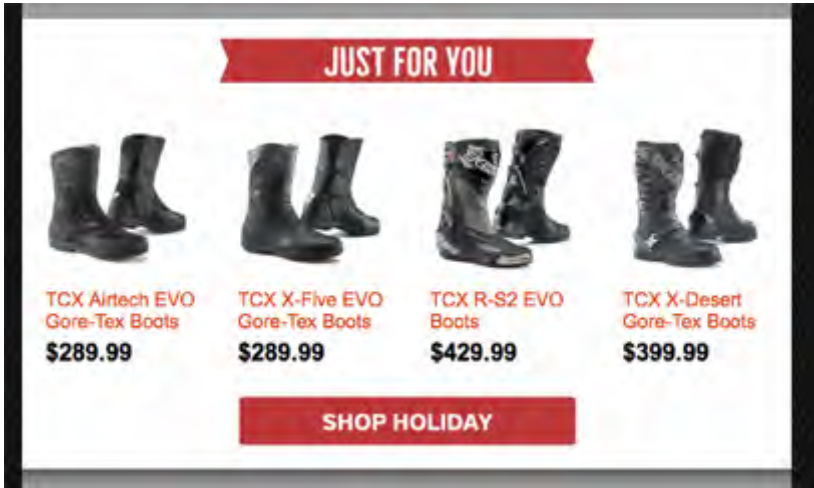
JUST FOR YOU

 Alpinestars SMX Plus Vented Boots \$369.95	 Dainese D-Blizzard D-Dry Jacket \$499.95	 Alpinestars SMX Plus Boots \$369.95	 TCX S-Sportour EVO Air Boots \$199.99
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SHOP HOLIDAY

Revzilla Press release, Dec 19, 2016

Subject: Naughty or Nice? Juggernaut Gifts For Whichever List You're On



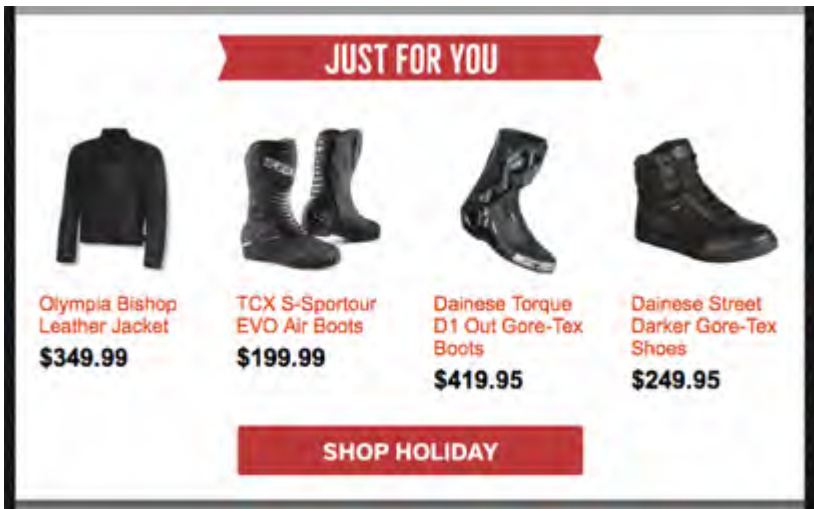
JUST FOR YOU

			
TCX Airtech EVO Gore-Tex Boots \$289.99	TCX X-Five EVO Gore-Tex Boots \$289.99	TCX R-S2 EVO Boots \$429.99	TCX X-Desert Gore-Tex Boots \$399.99





SHOP HOLIDAY

Revzilla Press release, Dec 19, 2016

Subject: Guaranteed Free Shipping Ends Tomorrow!



JUST FOR YOU

			
Olympia Bishop Leather Jacket \$349.99	TCX S-Sportour EVO Air Boots \$199.99	Dainese Torque D1 Out Gore-Tex Boots \$419.95	Dainese Street Darker Gore-Tex Shoes \$249.95

SHOP HOLIDAY

Social Media

Facebook Fan Page “TCX Boots USA”

Total Likes – 10,818

Total Reach – 19,385 (up 65%)

Post Engagement – 1,397

Largest Audience – Male 18-24 (49%)

Audience Engaged (like, click, comment or share posts) – Male 25-34

Best Post – 12.16.16 "TCX Boots USA Spent the Day ..."

- Reach 3.3K

Twitter “TCXBootsUSA”

Followers – 263

1.6k impressions



Dec 2016 • 31 days

TWEET HIGHLIGHTS

Top Tweet earned 125 impressions

Can Tickle continue to improve on his podium finishes last year? #focusonboots racerxonline.com/2016/12/03/bet... via @racerxonline

Top mention earned 185 engagements

Broc Tickle @Broctickle · Dec 13

Full house @rchracing @fifthletterE @suzukicycles @vexeamx @araiamericas @tcxbootsusa...
instagram.com/p/BN93Fu-jdnx/

View Tweet activity View all Tweet activity

4v1 123 7

Instagram @tcxbootsusa

Total Followers – 3,701 thru Jan 1, 2016

Average 142 likes per post

Most Engagement: COMP EVO Series pics.

Most Engagement:



tcxbootsusa Follow

354 likes 2M

tcxbootsusa I think @broctickle is pretty excited about his new #compevo @michelinmotorcycle #sole boots for this upcoming @monsterenergy @supercrosslive season! #tcxoutofthebox #focusonboots #newfor2017 #getsome #cecertified #protection #comfort #newkicks

camden_stiehl 😄😄

Jim.daniel66 Who wouldn't be excited! Those look sweet!! #focusonboots #michelinsole @tcxbootsusa @tcxboots

mcpowersports 🙌🙌

justin_hill_11 Those r nice 🙌🙌

Log in to like or comment.



tcxbootsusa Follow

330 likes 2M

tcxbootsusa Merry Christmas from your friends at TCX BOOTS #focusonboots

mrmandarino16 Wow want one! 😄

tysonemery122 @tcxbootsusa don't be scared to send some my way 😄

jeremygracey Now these are nice. Here ya go @jacobgracey and @nathanielgracey_14

romildo_cavalcante Dream Dream Dream Dream Dream

tcxbootsusa @jeremygracey 🙌

tcxbootsusa @tysonemery122 🙌

tcxbootsusa @romildo_cavalcante 😄

ykkup Very cool | want this boots(“▽”) |

tcxbootsusa @ykkup yes yes you do

Log in to like or comment.



Least Engagement:

