

TCX Boots Monthly Focus – November 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 43, 45, 47
- Motocross Action, December Issue



- RacerX - February issue



- Transworld – November 2016
- PSB Issue 14, 15

Print and Online Publications

CycleNews 43 – Nov 1, 2016

VOICES - Page 6
Jared Mees Callout

Captured - Page 25
Mario Roman photo



Captured - Page 17
Johann Zarco photo

TCX Boots Ad, Page 45



IN THE WIND - Page 48
Jarvis wins Getzenrodeo
Race wrap-up with photoCN Archives, Page 102-103

Cycle News 44, Nov. 8, 2016

TOC, COMP EVO Michelin photo from Page 80 article: Project KTM 690 Enduro



IN THE WIND: Super Weekend for Shirey at Gorman Big 6 Dalton wears Scuba Blue Comp Evo Michelin (Big Pic) Teammate Shane Logan also wears Scuba Blue Comp Evo Michelin (Smaller pic)



PROJECT: Backcountry Assault, Page 80 - 88 Project KTM 690 Enduro / COMP EVO Michelin White



Cycle News issue 45, Nov. 15, 2016

Motorex - Rider Support Ad



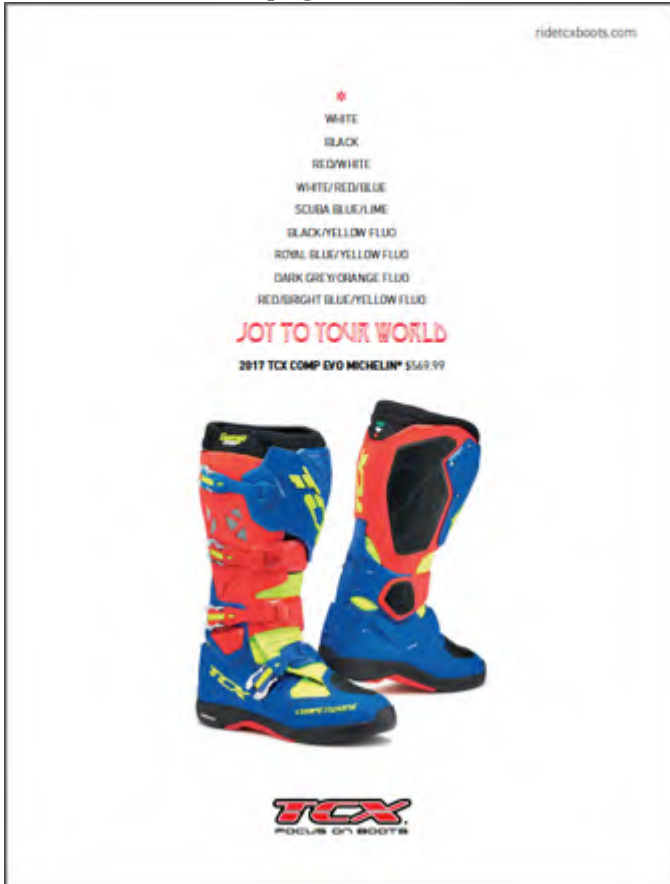
TCX Boots USA Ad, Page 43



CycleNews 47 – Nov 27, 2016

BAKER, HALBERT RIDE WITH **ROSSI**, Page 27
Sammy Halbert (FlatTrack) rides with Rossi. No images.
Note: Lots of Facebook and instagram pics.

TCX Boots USA Ad, page 57



2016 MOTOCROSS ACTION MAGAZINE December

MXA Race Test, Pages 84-90
2017 Husqvarna TC 125 Test
Comp Evo Michelin Red, White, Blue Boots



Moto In Motion, Page 180-181
Todd DeHoop, Edge of Summer Spread - Comp Evo Michelin Red, White, Blue Boots



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

Online Articles and Press Releases

Revzilla Web Link
Common Thread
X-Helium featured



http://www.revzilla.com/common-tread/2016-zla-awards-moto-gear?utm_source=Sailthru&utm_medium=email&utm_campaign=11/19/2016&utm_term=Common%20Tread%20%7C%20Combined

Bike EXIF, Press Release, Nov 12, 2016
Subject: New and Noted: Motorcycle Gear



Boot Review with video.
<http://equipment.bikeexif.com/sp/tcx-fuel-goretex-waterproof-boots-black.html>

Bell Helmets, Press release, Nov. 8, 2016
Subject: Bell Helmets Race Report

BIG 6 GRAND PRIX SERIES

Prospectors Motorcycle Club - Garman, CA - November 5-6, 2016

It was a great day for Bell Helmets' Dallas Shirey as he placed his Moto-9 race on top of the podium in the Pro class. Shirey grabbed the lead early and led through the finish. "I planned to stay in to give my lead and time for a pace and created some of the race in the finish."

CTM/RPM Racing's Eric Yohe put in another consistent ride to finish second overall. After a tough get-off this morning, Yohe was not sure he would even make it to the start line for the Pro event. "I honestly got really, really lucky," Yohe explained. "I was able to line up for the final event and come away with a solid finish and maintain the lead in the championship."





In the Women's Pro Class, it was Bell Helms' Tanya Sisk who took the crown for the third event in a row.



Dallas Shirey and Eric Yohe took first and second place in podium finishes.

Revzilla, Press Release Nov. 3, 2016
Subject: Our Holiday Gift Shop Is Now Open

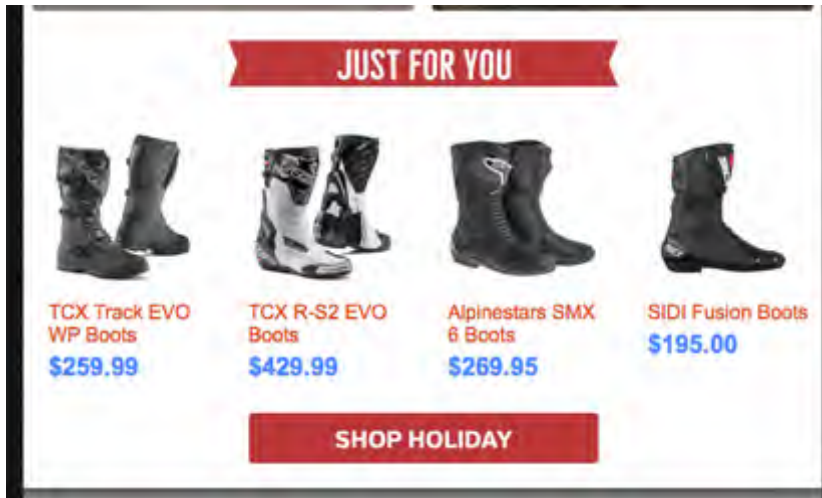
JUST FOR YOU

			
TCX X-Blast Boots \$199.99	TCX X-Wave Air Shoes \$179.99	TCX X-Tour EVO Gore-Tex Boots \$429.99	AGV Corsa Rossi Mugello 2015 Helmet \$999.95





SHOP HOLIDAY

Revzilla Press Release, Nov. 7, 2016

Subject: Hold The Phone - 34% Off Schuberth C3 Pro Dark Classic Helmet



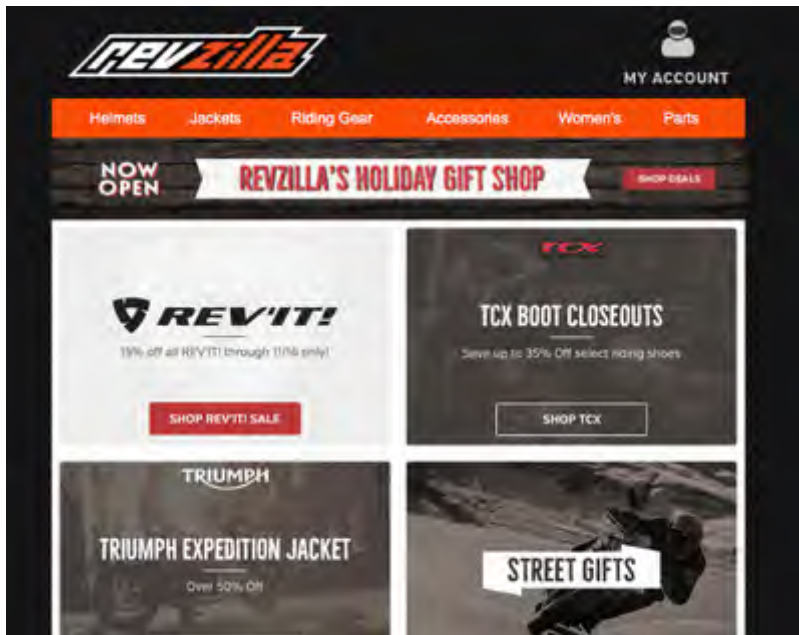
JUST FOR YOU

 TCX Track EVO WP Boots \$259.99	 TCX R-S2 EVO Boots \$429.99	 Alpinestars SMX 6 Boots \$269.95	 SIDI Fusion Boots \$195.00
---	---	--	---

SHOP HOLIDAY

Revzilla Press Release, Nov. 10, 2016

Subject: One. Week. Only. Get 15% Off All REV'IT!

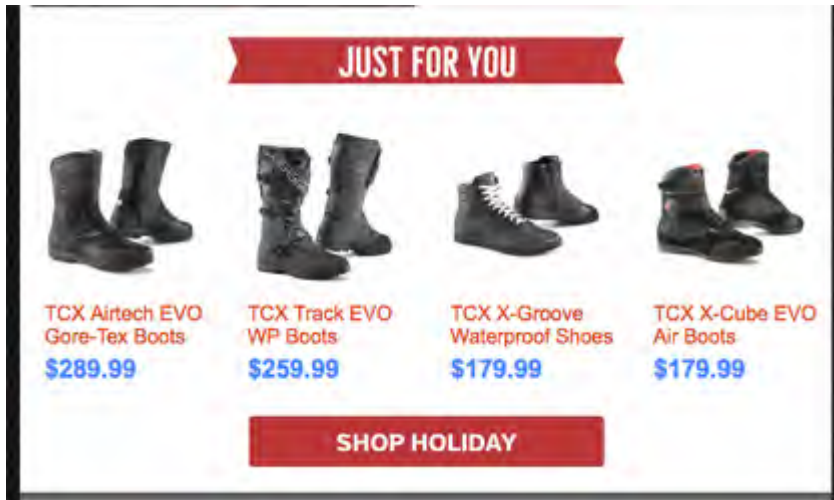


REVILLA'S HOLIDAY GIFT SHOP





- REV'IT!** 15% off all REV'IT! through 11/16 only! [SHOP REV'IT! SALE](#)
- TCX BOOT CLOSEOUTS** Save up to 35% Off select riding shoes. [SHOP TCX](#)
- TRIUMPH EXPEDITION JACKET** Over 50% Off
- STREET GIFTS**

Revzilla Press Release, Nov. 13, 2016

Subject: Only 3 Days Left To Get 15% Off All REV'IT! Gear



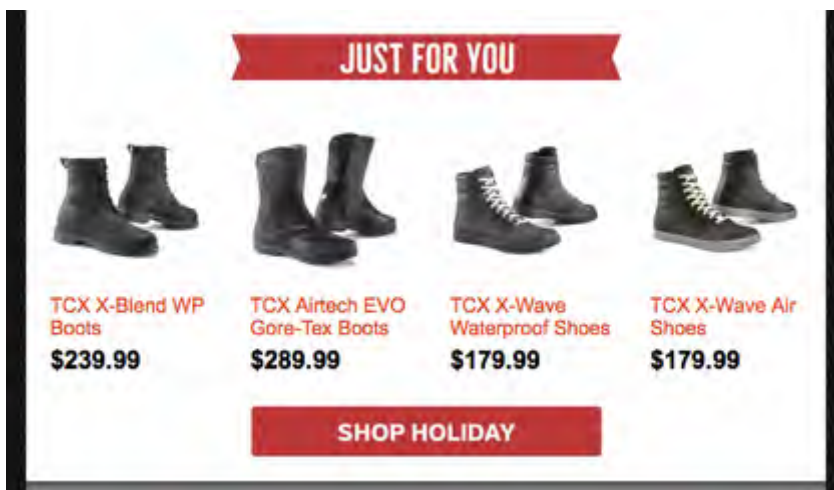
JUST FOR YOU

			
TCX Airtech EVO Gore-Tex Boots \$289.99	TCX Track EVO WP Boots \$259.99	TCX X-Groove Waterproof Shoes \$179.99	TCX X-Cube EVO Air Boots \$179.99





SHOP HOLIDAY

Revzilla Press Release, Nov 14, 2016

Subject: Quiet, Light, and 35% Off?! The Bell MX-9 ADV Helmet



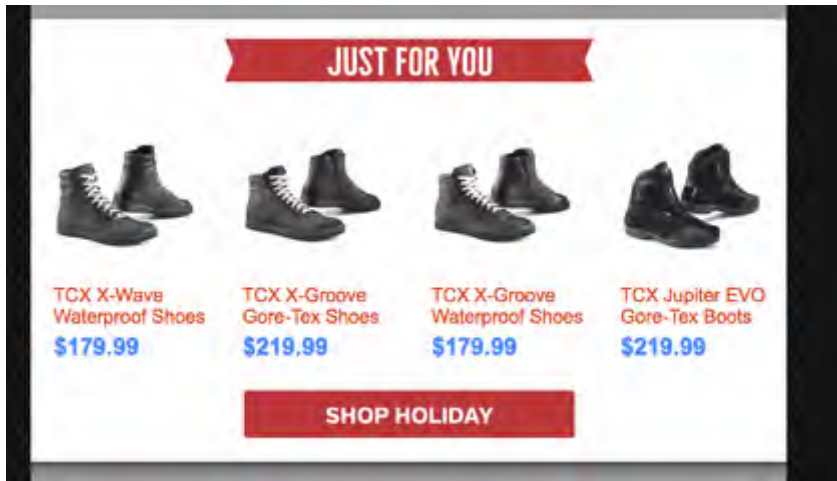
JUST FOR YOU

			
TCX X-Blend WP Boots \$239.99	TCX Airtech EVO Gore-Tex Boots \$289.99	TCX X-Wave Waterproof Shoes \$179.99	TCX X-Wave Air Shoes \$179.99

SHOP HOLIDAY

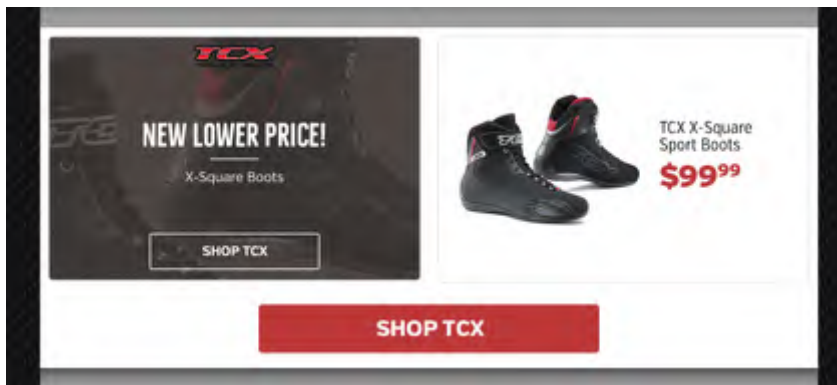
RevZilla Press release, Nov. 16, 2016

Subject: Stay Dry & Save Big on Klim Traverse Gear + ZLA Awards 2016 Are Here!



Revzilla Press Release, Nov 21, 2016

Subject: More Pre-Black Friday Goodness: 40% Off Bell Bullitt Helmets



<https://ultimatemotorcycling.com/2016/10/03/2016-ducatti-hypermotard-939-sp-review-unwavering-dedication/>

Social Media

Posts of note:



Facebook Fan Page "TCX Boots USA"

- Total Likes - 10,688
- Total Reach - 17,625 (up 111%)
- Post Engagement - 4,023 (up 425%)
- Largest Audience - Male 18-24 (49%)
- Audience Engaged (like, click, comment or shred posts) - Male 45-54
- Best Post - 11.17.16 "Sometimes you just want to ..."
 - Reach 3.3K

Twitter "TCXBootsUSA"

- Followers - 258
- 2.1k impressions

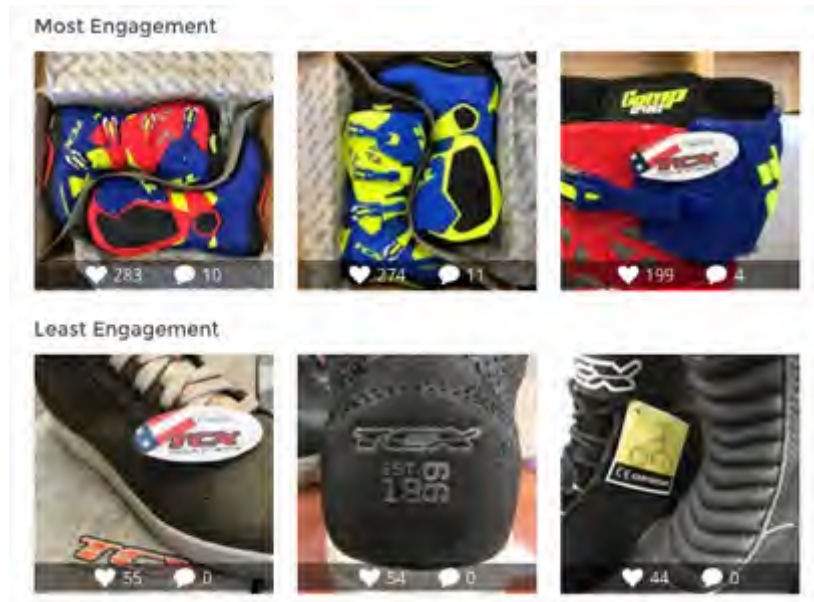


Instagram @tcxbootsusa

Total Followers – 3559 thru Nov. 30, 2016

Average 120 likes per post

Most Engagement: COMP EVO Series pics.



Most Engagement:



Least Engagement:

