



OntarioByBike.ca

Digital Partner Report – Preliminary

Sponsored Blog Content: February 2025

Enewsletter Advertisement: April, September 2025

Skyscraper Advertisement: May & July 2025

Leaderboard Advertisement: August, September, October 2025



For more information or to rebook advertisements, contact:

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Note: 2026 marketing partnership opportunities and media kit will be emailed direct early October 2025

Sponsored Blog Content Feature Month: February 2025

Date Published: February 1, 2025

Blog Link:

www.ontariobybike.ca/winter-fat-biking-adventures-in-south-eastern-ontario

Content: Created by OBB

Promotions & Engagement:

Total Content Views Across Platforms: 27,812

Total Blog Page Views: 386

Website Module Views: 16,877 (blog promoted on OBB Homepage & All Pages Sidebar Module in February)

E-Newsletter: Sent to 15,193 subscribers, 7,877 opens/views

Facebook Post: 9,877 followers, 1,623 views on post

Instagram Post: 6,382 followers, 1,049 views on post

Note: Blog remains live and page views/reads will continue to grow in perpetuity.

Winter Fat Biking Adventures in South Eastern Ontario

Print Friendly



Winter trail adventures are calling and fat biking is the answer! Cyclists don't need to hibernate when there is a snowy playground beckoning enthusiasts to South Eastern Ontario. With the key to any winter fat bike ride being the surface you choose to ride on, you can easily find lots of trail, forest, frozen water and beach riding options.

Fat bikes are a wider tire sturdy bike – built to tackle all Ontario seasons and a variety of terrain. If you own one or are looking to rent for a trial there are a few tips to make the most of a winter ride. Just like any trip or outing, it's wise to be prepared and plan ahead. Check the weather conditions and forecast, look for advice and info online, and talk to snow sport fans and riders. Milder winter temperatures may mean less snow on trails. A fat bike works best on trails with low snow depth, groomed or pre-existing tracks. Low-pressure set tires and those with studs provide increased traction and are best for variable conditions that may see trails freeze and unfreeze creating ice patches. Groomed or tracked trails tend to be more hard-packed and resilient to thaws. Most importantly dress according to the weather, and don't forget a helmet to safety guard against any slips or slides.

With a number of ride destinations that stretch across the expanse of South Eastern Ontario – from the Bay of Quinte to Cornwall and north, here is a selection to consider.



Sponsored Blog Content Feature Month: June 2025

Feb/Mid-Winter 2025 Enewsletter



Explore
Ontario By Bike!
Stop at bicycle friendly places to eat, visit & sleep.

**Ontario By Bike E-News:
Mid Winter 2025**

Special mid winter edition of our popular e-newsletter.
Be sure to look out for our regular monthly e-newsletters commencing mid March.
Read on to start making plans for your 2025 Ontario cycling adventure.

**Winter Fat Biking Adventures in
South Eastern Ontario**



Winter trail adventures are calling and fat biking is the answer! Cyclists don't need to hibernate when there is a snowy playground beckoning enthusiasts to South Eastern Ontario. With the key to any winter fat bike ride being the surface you choose to ride on, you can easily find lots of trail, forest, frozen water and beach riding options.

With a number of ride destinations that stretch across the expanse of South Eastern Ontario – from the Bay of Quinte to Cornwall and north, here is a selection to consider. We've also included places to rent fat bikes and bicycle friendly stops for your 'apres bike' experience.

[Read Blog](#)

Email Performance

See how your emails are doing with your audience.

• Turn on

Sent

15193

Open Rate

53.5%



Boost

...

×

Winter trail adventures are calling and fat biking is the answ...
7 February 2025, 08:00
ID: 1042011264638056

Interactions
7 reactions 0 comments 3 shares

Overview

Performance

Feed preview

Facebook Post

Performance

Overview

VIEWS 1,623

REACH 1,014

INTERACTIONS 10

LINK CLICKS 12



Boost

...

×

Winter trail adventures are calling and fat biking is the answ...
7 February 2025, 08:00
ID: 17918172462060769

Interactions
50 likes 0 comments

Overview

Performance

Feed preview

Instagram Post

Performance

Top performer

Continue getting results when you boost this post and spend \$3 each day

Estimated daily results 212-614 more reach

Boost

Overview

VIEWS 1,049

REACH 817

INTERACTIONS 51

Enewsletter Banner Advertisement on OntarioByBike Enewsletter

April 2025 Enewsletter

Enewsletter Link:

- www.conta.cc/4cDzZR4

Provided Link for Banner Clicks:

- www.southeasternontario.ca/itineraries/kingston-k-p-trail

Total Sent: 16,297

Total Page Opens & Ad Views: 9,321 (59.2%)

Ad Clicks: 87

CTR: 0.93%



Ride the Rail Trail
Kingston

[VIEW ROUTE →](#)

2025 Ontario By Bike Rides

**** Limited Spaces Left ****

The 2025 destinations and dates for our Ontario By Bike Rides were announced just over a month ago and we are pleased to see all the ride routes and destinations for 2025 are popular. If you haven't ridden with us before consider coming along on one of the four fabulous weekend rides this year exploring new trails and unique Ontario destinations. See below for more info.



Just bring your bike and ride!

Join us on a weekend tour this summer to explore Ontario by bike. All rides are small group (~45 cyclists) and include hotel accommodations, luggage transfer if needed, lunches, mid-ride snacks and water, ride ambassadors, optional social gathering and route maps. Let us take care of the logistics while you ride along enjoying these four cycling getaways.

2025 Ride Details: OntarioByBike.ca/Rides



Ride the Rail Trail
Kingston

[VIEW ROUTE →](#)

LAST CHANCE TO BOOK:
Niagara Falls & Circle Route North

Enewsletter Banner Advertisement on OntarioByBike Enewsletter

September 2025 Enewsletter

Enewsletter Link:

- www.conta.cc/4nrWnB5

Provided Link for Banner Clicks:

- www.southeasternontario.ca/itineraries/brockville-brock-trail

Total Sent: 16,548

Total Page Opens & Ad Views: 7,903 (49.2%)

Ad Clicks: 14

CTR: 0.18%

Cafe Gems & Gravel Rides in Hastings County



Hastings County is a scenic outdoor playground of forests, lakes, and low-traffic gravel backroads, with authentic and historic small communities that are a joy to explore by bike.

Across Hastings County, tight-knit communities have a tradition of celebrating local food and ingredients, blending recipes passed down for generations with fresh ideas from young entrepreneurs. This has created a dynamic culinary scene from rustic bakeries to modern cafes.

It's well known that cyclists love cafes – they provide a window into a local community and are perfect places for rest and refreshments on bike rides. Given this natural connection, we wanted to share with you some of Hastings County's most unique and delicious cafes paired with cycling routes from the county's growing collection of signature gravel and adventure rides.

[Read Blog](#)

  **Pedal the past**
Brockville
[VIEW ROUTE →](#)



Pedal the past
Brockville

[VIEW ROUTE →](#)

Featured Banner Advertisement on OntarioByBike.ca (*All Subpages*)

SKYSCRAPER BANNER

DURATION: MAY 1 – 31, 2025

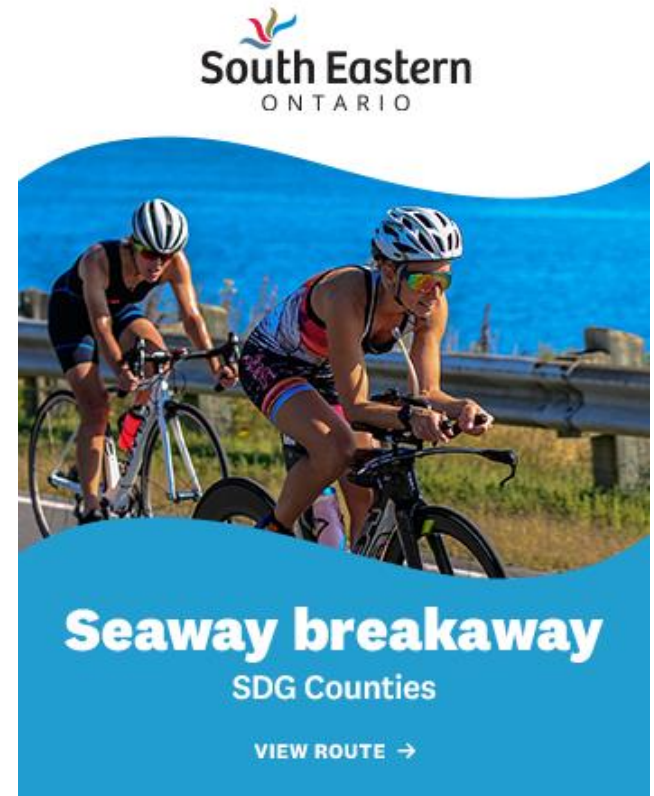
Provided Link for Banner Ad Clicks:

www.southeasternontario.ca/itineraries/sdg-counties-park-it-and-parkway

Ad Views: 75,574

Total Clicks: 31

User CTR: 0.04%



Featured Banner Advertisement on OntarioByBike.ca (*All Subpages*)

SKYSCRAPER BANNER

DURATION: JULY 1 – 31, 2025

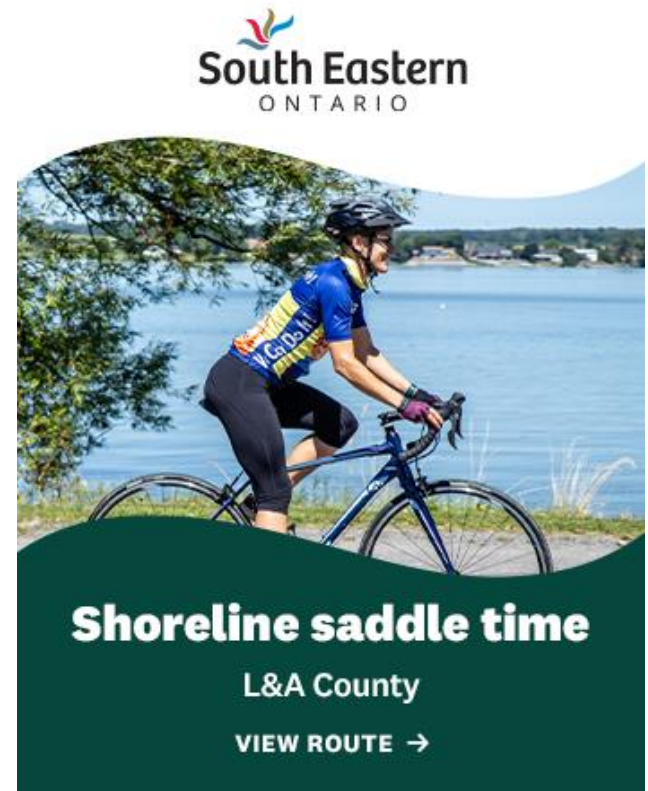
Provided Link for Banner Ad Clicks:

www.southeasternontario.ca/itineraries/lennox-addington-county-shoreline-route

Ad Views: 89,237

Total Clicks: 60

User CTR: 0.07%



Featured Banner Advertisement on OntarioByBike.ca (*Homepage & All Subpages*)

LEADERBOARD BANNER

DURATION: AUGUST 1-31, 2025

Provided Link for Banner Ad Clicks:

- www.southeasternontario.ca/itineraries/1000-islands-gananoque-100-islands-parkway

Ad Views: 95,870

Total Clicks: 113

User CTR: 0.11%



Featured Banner Advertisement on OntarioByBike.ca (*Homepage & All Subpages*)

LEADERBOARD BANNER

DURATION: SEPT 1-30, 2025

Provided Link for Banner Ad Clicks:

- www.southeasternontario.ca/itineraries/bay-of-quinte-west

Ad Views: TBD

Total Clicks: TBD

User CTR: TBD%



Featured Banner Advertisement on OntarioByBike.ca (*Homepage & All Subpages*)

LEADERBOARD BANNER

DURATION: OCTOBER 1-31, 2025

Provided Link for Banner Ad Clicks:

- www.southeasternontario.ca/itineraries/cornwall-urban-loop

Ad Views: TBD

Total Clicks: TBD

User CTR: TBD%



Lap the urban loop

Cornwall

VIEW ROUTE →



Thank You For Your Partnership

www.OntarioByBike.ca

For more information contact

Ontario By Bike / Transportation Options

Phone: 416-827-2774 / 1-866-701-2774

Email: info@ontariobybike.ca

***T*ransportation
*O*ptions**