MEDIA KIT · OCTOBER 2026

AFA BIKER

Trail and adventure motorcycling in Spanish. Real, long-term experience.

KOVE · CFMOTO · VOGE · ZXMOTO · TRAIL



1.40M
views on YouTube

12,094
subscribers on YouTube

10,160
followers on Instagram

6,181
followers on Facebook

31,300
total social media community

Córdoba, Spain · Spanish-speaking audience · afabiker@gmail.com



MY CHANNEL

REAL EXPERIENCE, LONG TERM

I'm Isidro Álvarez, **AFA**, and from Córdoba I make AFA BIKER: trail and adventure motorcycling in Spanish, with **Chinese trail bikes** at its core. My group and I ride them every day on dirt tracks, routes and trips, and I tell how they perform, how they age and what they cost to maintain, with an honest opinion.

Whoever lands on my channel is thinking about a KOVE, a CFMOTO or a Voge, or already owns one and is looking for what to fit or how to get more out of it. **That is exactly your brand's customer.**

371
videos published on YouTube

22,000
unique viewers a month on YouTube

2,880
followers on TikTok (26,500 likes)

YouTube Studio and TikTok, 30 Oct 2026.

WHERE THE PURCHASE IS DECIDED

899,700

impressions of my KOVE 800 at 15.000 km video: the times YouTube has put it in front of someone.

#1 ON YOUTUBE WHEN SEARCHING "KOVE 800 25000 KM"

101,700
views of that video in the last 12 months

6.4%
click-through rate on that video

57%
still watching at 30 seconds in verdict videos

WHERE YOUR BRAND GOES

In the format that works best on my channel: **a specific bike, a specific component and a verdict**. Those videos keep showing up in searches long after they are published: traffic that doesn't expire.

YouTube Studio, 20 Sept and 21 Oct 2026.

EXECUTIVE SUMMARY

A PROFITABLE NICHE, IN FULL GROWTH

LAST 12 MONTHS · YOUTUBE
LAST 28 DAYS · META

778,700
views on YouTube in 12 months

+172%
watch time versus the previous 12 months (17,300 hours)

+193%
Instagram views versus the previous period (621,900 in 28 days)

81%
of the YouTube audience is over 35; 97% are men

1

AN ADULT AUDIENCE WITH PURCHASING POWER

Men aged **35 to 54** for the most part, owners of mid and large-displacement trail bikes. A profile with **real buying power** , people who come to the channel looking for which bike to buy or what to fit on theirs.

2

PURCHASE INTENT, HIGH TICKET

Spare parts, riding gear, luggage, protection and motorcycle accessories have a **high average ticket**: every conversion brings a high return to the campaign. The channel ranks #1 on YouTube for buying searches like “KOVE 800 25000 km”.

3

CREDIBILITY THAT CONVERTS

Honest opinions and long-term tests: that's why the audience trusts the channel and the content keeps being found in searches months later. Retention of **57% at 30 seconds** in verdict videos, up to 62% in the latest releases.

YouTube Studio and Meta Business Suite, 30 Oct 2026.

YOUTUBE · PERFORMANCE

MORE REACH, MORE WATCH TIME

30 OCT 2025 – 29 OCT 2026

778,700
views

17,300
hours of watch time
+172%

+7,100
new subscribers
+49%

1.7M
thumbnail impressions (long videos)
+141%

6.7%
thumbnail CTR (long videos)

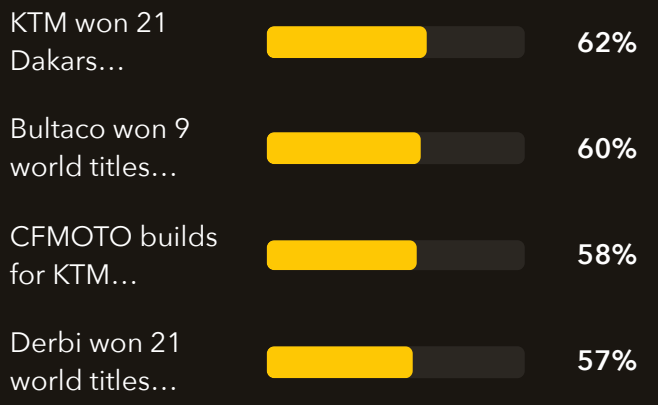
4:09
average view duration per long video

22,000
unique viewers a month (monthly audience)

504,200
Shorts views

26,600
hours of watch time since launch

RETENTION AT SECOND 30



The last four releases, from the series **History of Motorcycles**, are **above typical intros** on YouTube: more than half of the audience is still watching at 30 seconds.

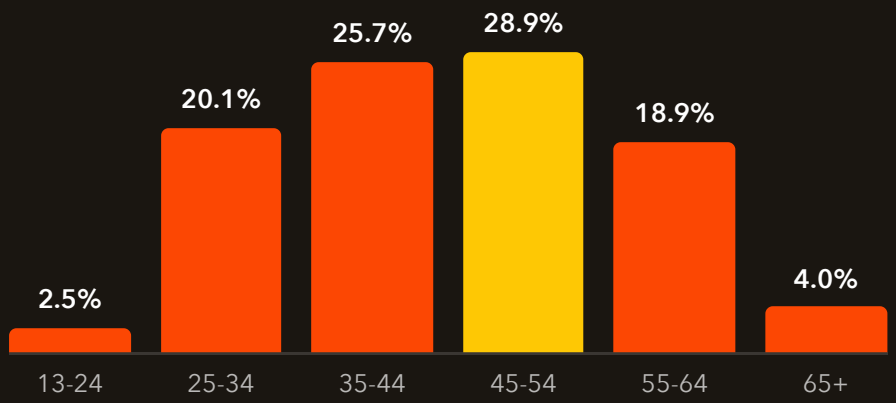
YouTube Studio, last 365 days, read on 30 Oct 2026. Growth versus the previous 365 days.

YOUTUBE · AUDIENCE

35 TO 54: THE MOTORCYCLE BUYER

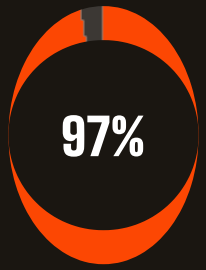
LAST 365 DAYS

AGE OF THE CHANNEL'S VIEWERS



54.6% are between 35 and 54, and **77.5%** are over 35: the age group that buys mid and large-displacement bikes, gear and accessories.

GENDER



97.1% men · 2.9% women.
A homogeneous audience: campaign targeting lands without dispersion.

COUNTRIES

Spain	60.0%
Argentina	12.7%
Colombia	6.3%
Mexico	2.9%
Italy	2.3%

DEVICE

Mobile	48.8%
TV	33.9%
Computer	11.8%
Tablet	5.4%

A third, on the TV at home: long, attentive viewing.

YouTube Studio, age and gender by views, last 365 days, read on 21 Oct 2026.

YOUTUBE · CONTENT

WHAT GETS WATCHED MOST: A SPECIFIC BIKE AND A VERDICT

LAST 365 DAYS

LONG VIDEOS

	Video	Avg.	Views
1	The KOVE 800 at 15.000 km: owner's experience Plus 899,700 impressions since release	4:31	101,680
2	We thought we were Dakar riders… on two Yamaha Ténérés	4:57	49,201
3	The new ZXMoto 820 RR, with date and price in Spain	2:46	34,135
4	The Chinese queens of trail: KOVE 800 or CFMOTO 800 MT-X	3:11	21,040
5	My KOVE 800 keeps up with the Fantic 450 Rally	2:02	9,727
6	The Rapid Bike ECU module for the KOVE 800X Pro	4:46	9,662

SHORTS

	Short	Views
1	0-100 km/h on the KOVE 800 X	71,638
2	Never dropped, always garaged	30,016
3	How to fit the GPS on the KOVE	8,300
4	Akrapovic for the KOVE 800	7,800

504,200 Shorts views and **243,900** engaged views in 12 months. A product fitted on a bike is a natural Short: 26% of their views come from search.

YouTube Studio, last 365 days, read on 21 Oct 2026. Titles shortened and translated.

META · INSTAGRAM

REACH THAT GOES BEYOND THE BUBBLE

2 – 29 OCT 2026 · 28 DAYS

621,900
views
+193%

139,700
accounts reached
+233%

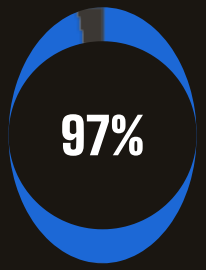
13,800
content interactions
+279%

10,160
followers (+770 net in the period)

TOP-PERFORMING REELS (23 SEPT – 20 OCT)

	Reel	Views	Reach
1	KTM, you're welcome: the KTM 490	114,980	80,292
2	All 3 are Chinese! The podium	32,375	18,328
3	Want to see the test…?	26,140	11,379
4	China vs Spain: what you overpay	20,974	13,088

WHO IT REACHES



Of the reach is **people who don't follow me yet**: a brand with AFA BIKER reaches new audiences, not just the community.

82% of views and 76% of interactions come from non-followers.

Meta Business Suite, Instagram, last 28 days, read on 30 Oct 2026. Growth versus the previous 28 days.

META · FACEBOOK

THE COMMUNITY THAT HAS GROWN THE MOST

2 – 29 OCT 2026 · 28 DAYS

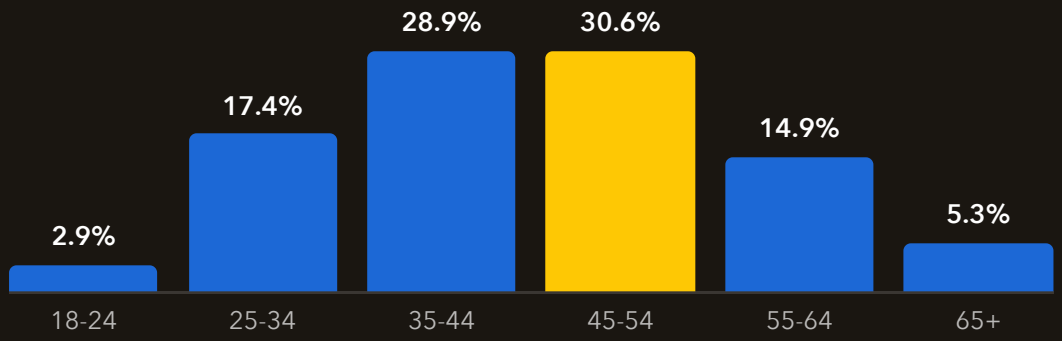
522,400
views
+625%

260,900
viewers
+627%

137,200
video and reel plays

6,181
followers (+352 net in the period)

FOLLOWERS' AGE



96% men, and **59.5%** between 35 and 54: the same profile as on YouTube.

TOP CITIES

Córdoba	2.9%
Madrid	2.5%
Barcelona	1.2%
Málaga	1.2%
Seville	0.9%

Spain, 52% of followers; then Argentina, Mexico and Colombia. **Strong in Andalusia**.

Meta Business Suite, Facebook, last 28 days, read on 30 Oct 2026. Age and cities: total followers, 21 Oct 2026.



THE TYPICAL FOLLOWER

YOUR CUSTOMER, WITH A NAME AND A BIKE

MAN, 35–54
97% men; more than half in that age group

SPAIN AND LATIN AMERICA
60% Spain; strong in Andalusia and Madrid

MID AND LARGE TRAIL BIKES
KOVE, CFMOTO, Voge, Yamaha, KTM, Husqvarna

WATCHES ON THE TV AT HOME
A third of the time, on the big screen

SEARCHES BEFORE BUYING
Arrives through searches for a specific bike and mileage

REALLY RIDES
Dirt tracks, weekend routes and long trips

WHAT IT MEANS FOR A CAMPAIGN

Purchasing power: an adult audience that has already invested in a bike and kits it out.

Purchase intent: they watch the channel to decide what to buy, not just to be entertained.

High average ticket: spare parts, gear, luggage and accessories raise the return per conversion.

WHERE THE CHANNEL IS GOING

PROFESSIONAL PRODUCTION, NEW FORMATS

2026

PROFESSIONAL EDITING

In-house motion graphics, documentary storytelling, animated maps of every route and titles with the channel's identity. Your brand goes into carefully made content, on a par with the big motoring channels.

ROUTES AND EVENTS

Group rides every week and industry events. Next up: the **Xtreme Trail Experience** in Peñarroya-Pueblonuevo (Córdoba), on 20 and 21 November, with around 300 riders and brands on site.

HISTORY OF MOTORCYCLES, WITH AFA PEDIA

A new series telling the story of each brand: it widens the audience beyond product verdicts and gets the **best retention on the channel**, up to 62% at 30 seconds.

DERBI · BULTACO · KTM · CFMOTO · VOGE

MORE PLATFORMS

Every story goes out as a long video, Shorts, Instagram and Facebook reels and TikTok: one integration is seen in four places.

MEASURED GROWTH

Watch time **+172%** and new subscribers **+49%** on YouTube in one year; Instagram views **+193%** in the last month.

YouTube Studio and Meta Business Suite, 30 Oct 2026.



MY BIKES AND THE GROUP'S

THIS IS WHERE YOUR PRODUCT GETS TESTED

My two bikes and several more in the group I ride with: KOVE 800X, Husqvarna Norden 901 and Yamaha Ténéré 700. The long-term test goes on whichever fits your product, **the same bike your customer rides**.

MY BIKES

HUSQVARNA NORDEN 901 EXPEDITION
since September 2026

KOVE 800X
the one I took to Morocco

IN THE GROUP

KOVE 800X
several, to test your product on more than one

YAMAHA TÉNÉRÉ 700

TRIPS AND TESTS

YOUR PRODUCT TRAVELS WITH US

DESERT · TET · MOUNTAINS



MOROCCO 2025

3,000 km: the Merzouga dunes and the Atlas, with the KOVE 800X and the Ténéré 700

16K

views of the trip's most-watched video



PORTUGAL · TET

The Trans Euro Trail, with the KOVE 800 and the Ténéré

9.9K

views



EXTREME CHALLENGE

2025 edition, with the KOVE 800 alongside the Fantic 450 Rally

9.6K

views



HIGH MOUNTAINS

Group crossings on mountain tracks, with my Norden 901 and several KOVE 800X

As a group

with fully loaded bikes

Public view counts of each video, 30 Sept 2026.

FORMATS FOR BRANDS

FROM MOST TO LEAST REACH

EVERYTHING CAN BE COMBINED

1	**LONG-TERM TEST** The product, fitted on my Norden 901, my KOVE 800X or a group bike for thousands of kilometres, with an honest verdict in the mileage updates.	**Up to 899,700** impressions per video, and it keeps being found in searches
2	**LONG-VIDEO INTEGRATION** Mention at the start, a banner when the story calls for it, first link in the description, your own code and end screen.	**22,000 a month** unique viewers watch the channel; average view duration 4:09
3	**INSTAGRAM AND FACEBOOK REELS** The product inside a channel reel, with mention, tag and cross-posting.	**Up to 115,000** views per reel; 139,700 accounts reached a month
4	**SHORTS AND TIKTOK** The product in each video's Shorts and in their TikTok version.	**504,200** Shorts views in 12 months
5	**EVENTS AND ROUTES** Brand presence on group routes and industry events, with coverage on every platform.	**Tailor-made** according to the season's calendar
6	**AFFILIATE** Your own link and code in the description of the videos that fit, on commission per sale.	**Permanent** the link stays on videos that keep being watched

Tailor-made terms: I'll prepare them once we know which product and which campaign fit.

LET'S TALK

ISIDRO ÁLVAREZ

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We can start simple: **a product to test**, **a discount code** or **a trial campaign**. And grow from there.

HOW I WORK

- **Only motorcycle products** that the group and I really use.
- **Honest opinion:** I don't negotiate reviews, which is why viewers trust what I say.
- **Disclosed advertising** and the channel's own editing.

