



PARTNERSHIP GUIDE

IAM THE NERO SHOW

Represented by
INSPIRE ATHLETE MANAGEMENT





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ABOUT THE NERO SHOW

The NERO Show is a weekly video podcast that serves up unfiltered road-cycling chat on YouTube and all major audio platforms. Hosts Chris Miller and professional cycling coach Jesse Coyle dive into breaking gear launches, performance science, training debates and the quirks of bunch-ride culture, wrapping serious detail in a relaxed Australian tone. The show holds a 4.8-star rating on Spotify with over 800 ratings and more than 150 episodes have aired since its launch in 2023, proof of a loyal global audience that keeps coming back for practical insight and a good laugh.

Listeners praise the mix of authority and humour. One popular TrainerRoad forum thread calls it “a really good down-to-earth take on cycling tech, training and the culture in general... a refreshing podcast,” noting that even bold claims land because the hosts never take themselves too seriously. Fans return for the honest gear reviews, the willingness to challenge industry marketing, and the candid storytelling that makes each episode feel like a post-ride coffee chat.

Regular guest episodes with leading cycling content creators and insiders from the industry’s top brands reinforce the program’s status as a meeting point for the sport’s biggest voices. Forum jokes about seeking the “NERO Show stamp of approval” before buying a new bike, along with lively episode debriefs on platforms like Reddit, show how each discussion shapes community opinion and purchasing decisions. Thanks to that influence, The NERO Show is now mentioned in the same breath as GCN, Lanterne Rouge and Bike Radar, giving partners a direct line to one of the most engaged and respected roadcycling audiences online.





CHRIS MILLER

Chris Miller established the Nero racing team in 2017 with a primary objective of providing a developmental pathway for young elite cyclists. Simultaneously, the team engaged an online community through a YouTube channel that chronicled the riders' journeys. From its inception, the team achieved UCI international accreditation and nurtured riders who subsequently qualified for the World Tour.

Recognising the challenges posed by unsustainable domestic racing, the team made the decision to discontinue its elite program. However, Chris collaborated with Jesse, the team's head coach and rider, to pivot their focus towards a long-format cycling podcast. This initiative aimed to revolutionise the discourse surrounding cycling content.

The factors contributing to the success of the Nero Show remain elusive; nevertheless, Chris and Jesse consistently endeavoured to replicate the conversations and topics that resonate with ordinary cyclists during group rides. They maintained a commitment to staying abreast of cycling developments and providing authentic, well-informed opinions from experienced riders.

Chris is a father of two young daughters, aged 12 and 10. Despite his family responsibilities, he continues to engage in cycling at an elite level, having won multiple age group state and national road race championships. His primary focus has been on road cycling. However, his participation in gravel events such as "Dirty Warrny" (8th Elite Men) has broadened his perspective.





JESSE COYLE

Jesse Coyle is an ex-elite road cyclist and professional cycling coach with a Bachelor of Exercise and Sports Science. Since 2017 he has guided riders of all levels and is now Jesse's own rise from club grades to racing UCI Continental events across Europe, Asia and the USA grounds his science-based approach in hard-earned experience.

Prior to The NERO Show he gained popularity through his own YouTube channel, recognised by outlets like Zwift Insider for its clear, evidence-based takes on training and nutrition. Listeners on the TrainerRoad forum praise him for "fantastic commentary" and for keeping discussions "down to earth" while still asking the hard questions, a style he brings to The NERO Show alongside co-host Chris Miller. The result is knowledgeable analysis delivered with humour and approachability, making Jesse a trusted and entertaining voice within the global cycling community.





YOUR CUSTOMERS ARE WATCHING THE CHANNEL

Last 28 days February to April 2025

VIEWS

 560k

554% MORE THAN CYCLING WEEKLY

WATCH TIME (hours)

 116k

662% MORE THAN BIKE RADAR

AVG WATCH TIME

 21m 35s

223% MORE THAN BIKE RADAR

IMPRESSIONS

 12.3M

49% MORE THAN SEP 28 – DEC 31, 2024

TOP GEOGRAPHIES

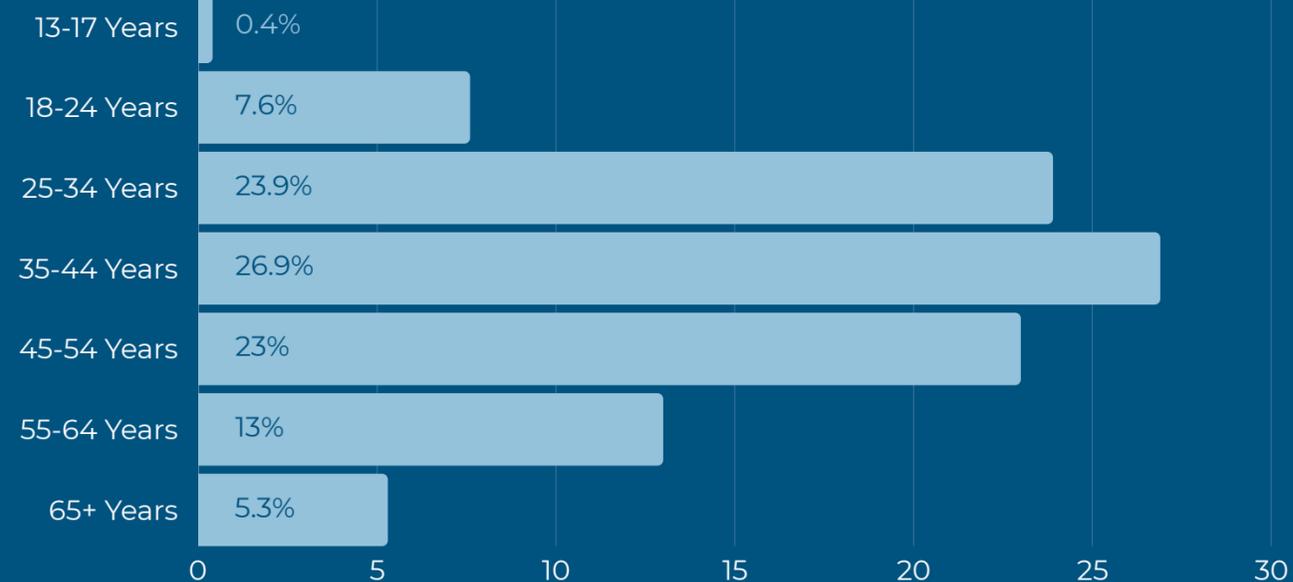
United States 31.4%

United Kingdom 14.7%

Australia 12%

Germany 5.2%

Canada 4.6%



RANKING

-  Most viewed unbranded long format cycling channel on YouTube Globally
-  Fastest growing unbranded long format cycling channel on YouTube Globally (200k views per 28 days to 1.1 million per 28 days)
-  Longest average watch time per video in cycling YouTube 21m 35s
-  Highest audience engagement on cycling YouTube (avg. 400 comments per video)



YOUR CUSTOMERS ARE LISTENING TO THE PODCAST

LAST 6 MONTHS JUNE TO DECEMBER 2024

TOTAL DOWNLOADS

↓ 365k

TOP 3 RANKED CYCLING PODCAST GLOBALLY

LISTEN TIME (hours)

⌚ 255.9k

662% MORE THAN BIKE RADAR

LISTENS PER EPISODE

👂 55k

RANKS TOP 100 IN SPORTS CATEGORY GLOBALLY

GROWTH

📈 34%

MONTHLY GROWTH PER EPISODE

TOP GEOGRAPHIES

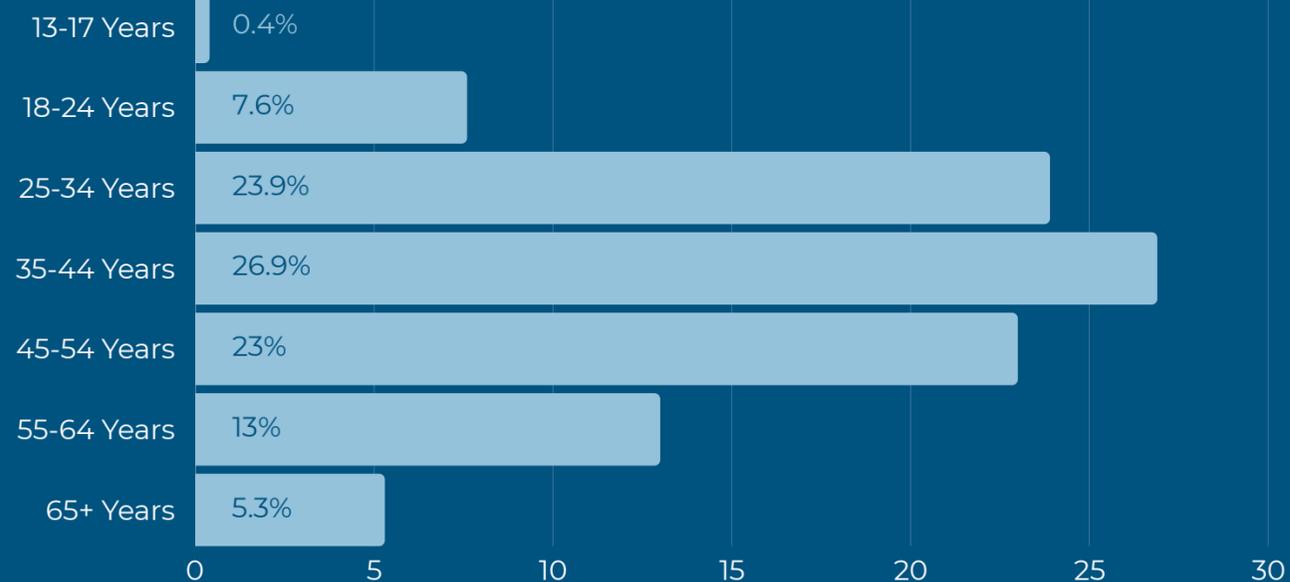
United States 22.7%

Australia 21.3%

United Kingdom 11.7%

Germany 8.4%

Canada 3.6%



RANKING

- 🏆 Top 3 ranked cycling podcast on Apple & Spotify (Globally)
- 🏆 Fastest growing non-branded cycling podcast in 2023
- 🏆 Most consistent viewership across entire year (not reliant on pro cycling season)
- 🏆 Top 100 global sports podcast on Apple Podcasts in 2023



ADVERTISING OPPORTUNITIES

OPTION 1

AD READ

In-Show ad reads by hosts Chris and Jesse

6 x 60 second ad reads on
The Nero Show

Link to your website in video
and podcast descriptions

Direct access to over 60,000 of
your customers on a weekly basis

Cost: \$850 USD per read

OPTION 2

PRODUCT SEGMENT

Sponsored segment on The NERO Show

10 minute dedicated segment on
The NERO Show

Discussing our positive experience
with your product

Segment clearly highlights features and use
of your product to our audience

Cost: \$6,000 USD per segment

OPTION 3

SHOW PARTNER

Official NERO Show Naming Partner

Ad reads in each episode as per Option 1

Product segment as per Option 2
(frequency to be discussed)

Naming rights to the show
e.g. The NERO Show by Red Bull

Chris and Jesse available for in-person
event attendance or brand activations

Cost: Pricing to be discussed



OPTION 1: AD READ

CASE STUDY : PILLAR PERFORMANCE

60 second product specific ad read:

- Discussion of the product
- Experience using the product
- Benefits of the product
- Call To action



WATCH ON YOUTUBE

PILLAR PERFORMANCE

Section 1: Introduction

Traditional nutrition products like hydration and carbohydrates will take you through to the finish line. Whereas PILLAR'S mission is to get you to the start line in the best condition, over and over again.

Section 2: Product

In this episode, PILLAR wants to bring awareness to the benefits that magnesium supplementation can have for you as a cyclist, particularly as it relates to sleep and recovery. Do you have trouble getting to sleep each night? or do you suffer from reduced sleep quality, particularly after your biggest training days? If so, magnesium supplementation can help improve all areas of your sleep by regulating melatonin production and reducing cramps that interrupt sleep quality. PILLAR's Triple Magnesium is a 300mg blend of absorbable forms of magnesium that tastes great and is informed sport batch tested to be free from banned ingredients.

Section 3: CTA

If you would like to try PILLAR today, get 15% off by using code NERO at pillarperformance.shop or for North American listeners, head to TheFeed.com/pillar and enter code NERO for 15% off.



OPTION 2 : PRODUCT SEGMENT

CASE STUDY : SILCA STRIP CHIP

10 minute segment featuring:

- Our positive experience with the product
- Product features and technical specs
- Use case for the product
- Call to action

SILCATM

M @Michael-x5b8g 1 year ago

If Silca is reading this, these guys (and your strip chip innovation) finally now made me want to try vaxxing my chains. Purchasing your products right now! More hepful sponsorships like this for the show please! Keep it up guys! Love the show

👍 17 🗨️ Reply

H @hugoarraiolos8665 1 year ago

This channel is growing on me. In my humble opinion this is what great looks like when being open promoting a product (Silca in this case) but at same time able to be objective. Love the comment that you feel like the product works great but at same time saying that we need to wait and see objective testing....

👍 5 🗨️ Reply

WATCH ON YOUTUBE



Watch on YouTube



FOR MORE INFORMATION



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