

MPN MOTORCYCLE & POWERSPORTS NEWS

MotorcyclePowersportsNews.com



ABOUT US

Motorcycle & Powersports News covers all segments of the powersports industry including motorcycles, UTVs, ATVs, SxSs, personal watercraft, snowmobiles, apparel, accessories and more. Our business-related and consumer-oriented content helps more than 14,000 powersports businesses grow and improve in all aspects of general operation and customer relations, with a unifying direction to propel the powersports industry well into the future. **MPN's** staff shares the experience and knowledge gained worldwide at powersports events and shows, as well as interesting and upbeat stories from industry leaders, experienced shops and newcomers into the business.

PRINT

Total Circulation:	14,000
Frequency:	12x
Established:	1974

WEBSITE

Average Monthly Page Views:	41,929
Average Monthly Unique Visitors:	16,185
Average Time on Page:	1:39

MPN ON OTHER PLATFORMS

Facebook Likes:	5,010
Twitter Followers:	1,404
eNewsletter Subscribers:	10,589
eNewsletter Monthly Opens:	35,096



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JANUARY	FEBRUARY	MARCH
<ul style="list-style-type: none"> • Feature: Software, Technology, Marketing • Apparel: Safety, Armor • Products: Consumables, Cleaning Products <p>COLUMNS IN EVERY ISSUE:</p> <ul style="list-style-type: none"> • Editor's Notes • Changing Lanes • Pit Pass • Rick Fairless: Can Ya Dig It? • Destination Dealership • NPA Pre-Owned Monthly Recap • PWC Update • Apparel Pro • F&I • Shop Talk • Tech Tips 	<ul style="list-style-type: none"> • Feature: Maximizing Dealer Success at Auctions • Apparel: Eyewear, Open-Face Helmets • Products: Grips, Pegs <p>COLUMNS IN EVERY ISSUE:</p> <ul style="list-style-type: none"> • Editor's Notes • Changing Lanes • Pit Pass • Rick Fairless: Can Ya Dig It? • Destination Dealership • NPA Pre-Owned Monthly Recap • PWC Update • Apparel Pro • F&I • Shop Talk • Tech Tips 	<ul style="list-style-type: none"> • Feature: Industry Profile, Pre-Season Outlook • Apparel: Boots • Products: Luggage, Seats, Mirrors <p>COLUMNS IN EVERY ISSUE:</p> <ul style="list-style-type: none"> • Editor's Notes • Changing Lanes • Pit Pass • Rick Fairless: Can Ya Dig It? • Destination Dealership • NPA Pre-Owned Monthly Recap • PWC Update • Apparel Pro • F&I • Shop Talk • Tech Tips
<p>Ad Closing: December 30 Ad Materials Due: January 6</p>	<p>Ad Closing: January 29 Ad Materials Due: February 5</p>	<p>Ad Closing: February 27 Ad Materials Due: March 5</p>
APRIL	MAY	JUNE
<ul style="list-style-type: none"> • Feature: UTVs • Apparel: Helmet Communication Systems • Products: ATV/UTV Accessories, UTV Tires <p>COLUMNS IN EVERY ISSUE:</p> <ul style="list-style-type: none"> • Editor's Notes • Changing Lanes • Pit Pass • Rick Fairless: Can Ya Dig It? • Destination Dealership • NPA Pre-Owned Monthly Recap • PWC Update • Apparel Pro • F&I • Shop Talk • Tech Tips 	<ul style="list-style-type: none"> • Feature: V-Twin • Apparel: Half Helmets • Products: Street Tires, Aftermarket Parts and Accessories <p>COLUMNS IN EVERY ISSUE:</p> <ul style="list-style-type: none"> • Editor's Notes • Changing Lanes • Pit Pass • Rick Fairless: Can Ya Dig It? • Destination Dealership • NPA Pre-Owned Monthly Recap • PWC Update • Apparel Pro • F&I • Shop Talk • Tech Tips 	<ul style="list-style-type: none"> • Feature: Off-Road, AMA Vintage Days Preview • Apparel: Racing Gear (Jerseys, Gloves, Boots, Off-Road Helmets, Braces) • Products: Off-Road Tires <p>COLUMNS IN EVERY ISSUE:</p> <ul style="list-style-type: none"> • Editor's Notes • Changing Lanes • Pit Pass • Rick Fairless: Can Ya Dig It? • Destination Dealership • NPA Pre-Owned Monthly Recap • PWC Update • Apparel Pro • F&I • Shop Talk • Tech Tips
<p>Ad Closing: March 27 Ad Materials Due: April 3</p>	<p>Ad Closing: April 27 Ad Materials Due: May 4</p>	<p>Ad Closing: May 29 Ad Materials Due: June 5</p>

JULY	AUGUST	SEPTEMBER
<ul style="list-style-type: none"> • Feature: Scooters/Urban Commuting, AMA Vintage Days Recap • Apparel: Full-Face Helmets • Products: Windshields/ Fairings, Lights <p>COLUMNS IN EVERY ISSUE:</p> <ul style="list-style-type: none"> • Editor's Notes • Changing Lanes • Pit Pass • Rick Fairless: Can Ya Dig It? • Destination Dealership • NPA Pre-Owned Monthly Recap • PWC Update • Apparel Pro • F&I • Shop Talk • Tech Tips 	<ul style="list-style-type: none"> • Issue 1: International Issue (Extra Distribution at InterMot) • Feature: HJC Grand Prix • Issue 2: Electric, e-Bikes, Bicycles, Industry Trends • Apparel: Jackets • Products: Batteries, Filters, Sportsman Equipment (Hunting) <p>COLUMNS IN EVERY ISSUE:</p> <ul style="list-style-type: none"> • Editor's Notes • Changing Lanes • Pit Pass • Rick Fairless: Can Ya Dig It? • Destination Dealership • NPA Pre-Owned Monthly Recap • PWC Update • Apparel Pro • F&I • Shop Talk • Tech Tips 	<ul style="list-style-type: none"> • Feature: Market Update/ End of Summer Recap, Trade Shows (AIMExpo/SEMA) • Apparel: Pants • Products: Suspension, Aftermarket Parts and Accessories <p>COLUMNS IN EVERY ISSUE:</p> <ul style="list-style-type: none"> • Editor's Notes • Changing Lanes • Pit Pass • Rick Fairless: Can Ya Dig It? • Destination Dealership • NPA Pre-Owned Monthly Recap • PWC Update • Apparel Pro • F&I • Shop Talk • Tech Tips
<p>Ad Closing: June 26 Ad Materials Due: July 3</p>	<p>Ad Closing: July 23 Ad Materials Due: July 30</p>	<p>Ad Closing: August 24 Ad Materials Due: September 4</p>
OCTOBER	NOVEMBER	DECEMBER
<ul style="list-style-type: none"> • Feature: Tires and Wheels • Apparel: Half Helmets • Products: Tires, Wheels <p>COLUMNS IN EVERY ISSUE:</p> <ul style="list-style-type: none"> • Editor's Notes • Changing Lanes • Pit Pass • Rick Fairless: Can Ya Dig It? • Destination Dealership • NPA Pre-Owned Monthly Recap • PWC Update • Apparel Pro • F&I • Shop Talk • Tech Tips 	<ul style="list-style-type: none"> • Feature: Snowmobiling • Apparel: Snow Apparel • Products: Tracks, Dual-Sport Tires <p>COLUMNS IN EVERY ISSUE:</p> <ul style="list-style-type: none"> • Editor's Notes • Changing Lanes • Pit Pass • Rick Fairless: Can Ya Dig It? • Destination Dealership • NPA Pre-Owned Monthly Recap • PWC Update • Apparel Pro • F&I • Shop Talk • Tech Tips 	<ul style="list-style-type: none"> • Issue 1: 2020 Buyer's Guide • Issue 2: Selling ATV/UTV Add-ons, Winter Service/Storage • Apparel: Gloves • Products: ATV/UTV Add-ons, Covers <p>COLUMNS IN EVERY ISSUE:</p> <ul style="list-style-type: none"> • Editor's Notes • Changing Lanes • Pit Pass • Rick Fairless: Can Ya Dig It? • Destination Dealership • NPA Pre-Owned Monthly Recap • PWC Update • Apparel Pro • F&I • Shop Talk • Tech Tips
<p>Ad Closing: September 30 Ad Materials Due: October 7</p>	<p>Ad Closing: October 29 Ad Materials Due: November 5</p>	<p>Ad Closing: November 27 Ad Materials Due: December 4</p>

PRINT RATES & SIZES

Ad Unit Size	OPEN	3X	6X	12X	18X	24X
FULL PAGE <i>Trim size 7.875" x 10.75"</i> <i>Live Area 0.5" inside trim</i> <i>Full Page Bleed, add 0.125" all sides past trim</i>	\$6,150	\$6,020	\$5,810	\$5,740	\$5,570	\$5,150
1/2 PAGE HORIZONTAL <i>7" x 5"</i> 1/2 PAGE VERTICAL <i>3.375" x 10"</i>	\$4,910	\$4,800	\$4,605	\$4,520	\$4,410	\$4,195
1/3 PAGE HORIZONTAL <i>7" x 3.3125"</i> 1/3 PAGE VERTICAL <i>2.125" x 10"</i>	\$3,655	\$3,580	\$3,485	\$3,365	\$3,265	\$3,120
1/4 PAGE HORIZONTAL <i>7" x 2.5"</i> 1/4 PAGE VERTICAL <i>4.5" x 3.75"</i>	\$3,250	\$3,190	\$3,065	\$3,035	\$3,000	\$2,895
1/6 PAGE HORIZONTAL <i>4.5" x 2.5"</i> 1/6 PAGE VERTICAL <i>2.125" x 5"</i>	\$2,950	\$2,870	\$2,785	\$2,745	\$2,705	\$2,705

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DIGITAL RATES & SIZES

Website Ads	IMPRESSIONS PER MONTH	RECTANGLES & LEADERBOARDS Net rate per month	BILLBOARDS Net rate per month	High Impact Ads	
					Net rate per week
Dominant presence	50,000	\$2,800	\$3,500	Top Scroller	\$1,920
Competitive presence	30,000	\$1,750	\$2,175	Sneaker	\$1,280
Essential presence	15,000	\$900	\$1,125	Top Scroller w/Video	\$1,920
				Slide In	\$1,067
				Sticky Note	\$960

eNewsletter	TITLE SPONSOR	FEATURED VIDEO	FLEX A	FLEX B	FLEX C	FLEX D	FLEX E
MPN eNewsletter	\$1,050	\$875	\$725	\$725	\$500	\$500	\$500
Frequency: 2 issues per week All rates above are per week							

Digital Edition Sponsorship	Banner Ads- 728x90 (desktop/tablet) 320x50 (mobile) Two eBlasts w/logo + 250x250 display ad Interstitial Ad	\$5,000/month
Sponsored Content Program	Contact your Babcox Media sales representative for more information	\$1,200

Download our Digital Advertising Guide at Babcox.com/digitalguide

For detailed ad specifications, visit <http://ads.babcox.com>

Questions: Amanda Wingerter - awingerter@babcox.com • 330.670.1234 x223

Advertising Terms and Conditions:

INVOICES, CREDIT, & CONDITIONS

Our invoices are NET 30 Days on approved credit for all services, payable in US Dollars. Extension of credit is subject to approval of our Credit Department. Payments received will be credited to the oldest outstanding balance.

SEQUENTIAL LIABILITY

Publisher holds advertiser and/or its advertising agency jointly and severally liable for payment due to Publisher. This applies even when a sequential liability clause is included in a submitted contract or insertion order. In the case of any Agency listed on the insertion order, Babcox Media, Inc. will hold Agency and Advertiser jointly and severally liable for payments. Should sums not be cleared to the Agency, Agency agrees to make every reasonable effort to collect and clear payment from the Advertiser on a timely basis. Upon Babcox Media's request, Agency will make available written confirmation of the relationship between Agency and Advertiser. Such confirmation will include, for example, Advertiser's acknowledgment that Agency is its agent and is authorized to act on its behalf in connection with the Insertion Order and confirm these Advertiser Terms and Conditions.

PUBLISHER'S LIABILITY

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