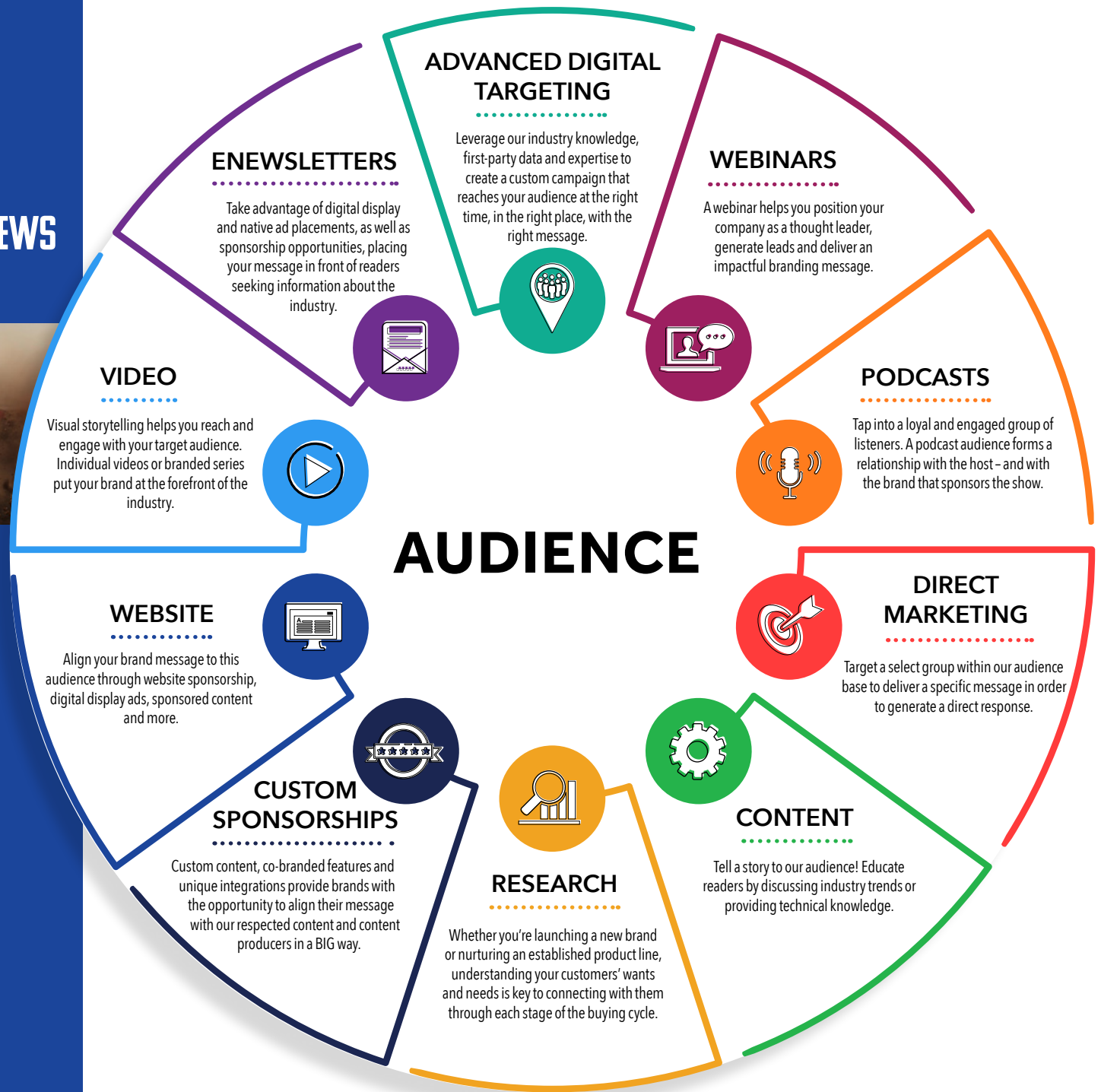




Motorcycle & Powersports News delivers business intelligence to powersports dealers and other industry professionals who sell and service motorcycles, scooters, UTVs, ATVs and more in the United States. If a powersports dealer carries it, MPN covers it. Dealers have come to count on Motorcycle & Powersports News as their No. 1 resource for researching products and services.





CONTENT

Tell a story to our audience! **Sponsored Content** allows you to write an article for MotorcyclePowersportsNews.com. Educate readers by discussing industry trends or providing technical knowledge. Prominent positioning and promotion are included. Marketers also turn to us for custom content creation and creative services including but not limited to:

- Case Studies & Whitepapers
- Infographics
- Reviews
- How-Tos, Lists or Guides
- Landing Pages



CUSTOM SPONSORSHIPS

Align your brands with our respected content with custom sponsorships.

- Website Sponsorships
- Event Sponsorships
- Garage Studio Sponsorships



ENEWSLETTERS

Take advantage of digital display and native ad placements, as well as sponsorship opportunities, placing your message in front of Dealership Owners and Managers while they're proactively seeking information about the industry.

- **MPN eNewsletter** - 4x/week (Mon-Thu)
Subscribers: 8,307 | Monthly Opens: 53,869
- **Off-Road eNewsletter** - 1x/week (Fri)
Subscribers: 4,243 | Monthly Opens: 8,741
- **V-Twin eNewsletter** - 2x/month (2nd & 4th Fri)
Subscribers: 1,025 | Monthly Opens: 1,244
- ***NEW - The Ride of the Week** 1x/week (Sat) -
Subscribers: 8,307



PODCASTS

Podcasts allow you to tap into a loyal and engaged group of listeners. A podcast audience forms a relationship with the brand that sponsors the show. Align your brand with the *MPN* podcast. Sponsorships include:

- Sponsor attribution in each episode
- Promotion via eNewsletter, website and social media
- Posting of the episodes to MotorcyclePowersportsNews.com and syndication to all major podcast platforms



RESEARCH

From surveys to focus groups, our experienced powersports industry research team leverages deep industry knowledge to craft research campaigns that deliver accurate and reliable data that can help you take the pulse of the market, court new business, gain customer insights and track and predict trends.

[Request more info](#)



WEBINARS

A **webinar** helps you:

- Position your company as a thought leader
- Generate leads
- Deliver an impactful branding message

It doesn't matter if you already have a topic and presenters in mind, or if you need help creating an idea from scratch. Our team of experts makes it easy by managing the process from start to finish.



WEBSITE

MotorcyclePowersportsNews.com provides a trustworthy source of news and information to decision makers in the motorcycle and powersports market. Align your brand message to this audience through:

- Website Display Ads
- High-Impact Ads
- Content Targeting Ads
- Site Sponsorship
- Sponsored Content
- Digital Supplements

[Babcox.com Ad Demos](#)

Monthly Pageviews: **73,296**



VIDEO

Video is not only popular but also has great visual storytelling capabilities to help you reach and engage your target audience.

Align your brand with MPN-produced videos like **Project X**.

- Sponsor attribution in each video
- Promotion via eNewsletter, website and social media
- Product Placement
- Custom Video
- Booth/Trade Show Video
- Interactive Video

[Garage Studio and Training Center](#)
[Why Video is Significant](#)



DIRECT MARKETING

We offer several direct marketing tools that leverage our first-party data to locate and engage your target audience. As a third-party sender, you can rent our list to deploy single or multi-send email campaigns to specific demographics of the *MPN* subscriber audience, segmented by job title, business classification, sales volume, and geography. You can also serve a custom topical targeting ad to visitors who have previously engaged with content relevant to your brand on MotorcyclePowersportsNews.com. Reporting included.



ADVANCED DIGITAL TARGETING

Leverage our industry knowledge, first-party data and expertise to create a custom campaign that reaches your audience at the right time, in the right place, with the right message.

Connected TV
Audio Ad Delivery
Native Ads
Keyword Targeting
Weather Targeting
Retargeting
Contextual Targeting
Social Retargeting

Audience Targeting:

- Behavioral
- NAICS/SIC Codes

- CRM Targeting
- Look-alike Audience
- Predictive Targeting
- Audience Excluding

Facility Targeting:

- IP Targeting
- Geofencing
- Historical Targeting