



Motorcycle**Mojo**
magazine®

MAGAZINES ARE CREDIBLE, TARGETED AND COLLECTIBLE

Yearly Audience 951,285 passionate readers

(ANNUAL MOTORCYCLE MOJO REACH - not including shows)



READER PROFILE:

- Average age 27-64
- Average HHI: \$125,215
- 99% Own at least one motorcycle
- 71% Have partners who ride
- 23% Have children who ride
- 65% Own SUV/truck
- 85% Own their home

Yearly estimated readership **477,728**

(8 ISSUES PER YEAR offered in **PRINT & DIGITAL** plus pass around readership)

62,216 per issue **COMBINED PRINT & DIGITAL**

Social Media Reach 2024

Monthly Page Views 22,307 **267,684** yearly

Newsletter Subscribers 9,876 **193,512** yearly



5721



1,703



4.937

For over 23 years we have brought our readers on journeys around the globe. Our readers live the lifestyle in every aspect of our magazine from adventure stories to bike reviews, news and safety tips and techniques. Our audience actively engage with our Mojo community through our magazine in both print and digital issues, website, Facebook, E-newsletter, Instagram, YouTube and more.

Reviews are written by respected and trained professionals who deliver trusted and engaging content.

One-on-one connections at multiple events throughout the year truly make Motorcycle Mojo a fan favourite.

Motorcycle Mojo is the most cost-efficient magazine in its category and consistently delivers the highest quality of editorial content to keep our readers engaged.

SALES DEPARTMENT: sales@motorcyclemojo.com

Vernon, British Columbia Canada

motorcyclemojo.com

613-399-2809 • 1-877-330-3737

RATE CARD

RATES INCLUDE BOTH OUR DIGITAL AND PRINT ISSUES (cost per issue)

	(width x height)	1x	4x	8x
FULL PAGE	8.125 x 10.875 + bleed	3,800	3,500	3,200
2/3 PAGE VERTICAL	4.75 x 9.75	2,500	2,000	1,700
1/2 PAGE HORIZONTAL	7.25 x 4.75	1,900	1,750	1,575
1/4 PAGE SQUARE	4.75 x 4.75	1,200	1,000	900
1/3 PAGE VERTICAL	2.25 x 9.75	1,400	1,200	1,000
BACK COVER*	8.125 x 10.875 + bleed	4,900	4,400	4,100
IFC*	8.125 x 10.875 + bleed	4,200	3,800	3,300
IBC*	8.125 x 10.875 + bleed	3,900	3,400	3,100
DOUBLE PAGE	10.875 x 16.25 + bleed	6,200	5,300	5,100

Polybag sponsorship (with personal message) \$800.

Prices subject to change

(last half of magazine)

	(width x height)	1x	4x	8x
1/2 PAGE	7.25 x 4.75	850	755	600
1/4 PAGE	3.5 x 4.75	550	475	450
1/6 VERTICAL	2.25 x 4.75	375	350	300
1/6 HORIZONTAL	4.75 x 2.25	375	350	300
1/12 PAGE	2.25 x 2.25	325	300	275

CONTEMPORARY DIGITAL SOLUTIONS: quoted to your specific needs.

SPECIFICATIONS:

- Trim Size 8.125" w X 10.875" h
- Full Page ads: add .125" for bleed on all sides
- Type safety .25" from all sides

PREPARING YOUR FILE:

- Resolution for cmyk and grayscale images should be 300 DPI
- Black and White (line art) bitmap images should be 1200 DPI
- Do not resize (enlarge) an image to the requested resolution in an image editing application
- Internet images and ads from Microsoft Word are not acceptable

SENDING YOUR FILES:

- PDF/x-1a is our preferred format.
- For large files WeTransfer is ideal.
<https://wetransfer.com/>

8 ISSUES PER YEAR

Quotes for polybagging and tipping-in of promotional brochures available upon request.

Leverage the **emotional connection** and **loyalty** we have developed with our audience through multiple channels to **increase brand awareness and sales.**

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WHY PRINT?

**It's sensory, it's credible,
it's targeted, it's nostalgic,
it's eternal, it's simple!**

Magazines are looked at over and over again.
Your ads can be read on the beach or in
the middle of nowhere - no internet required.

Magazines are collectible.

PUBLISHING DATES

MotorcycleMojo
magazine

DIGITAL AND PRINT PUBLISHING DATES (8 ISSUES/YEAR)

Cover Date	Material Due	Space Closing	In Mail	Digital Issue	On Sale
MARCH 2024	January 25	January 23	February 13	February 20	March 5
APRIL 2024	February 22	February 20	March 12	March 19	April 2
MAY 2024	March 28	March 26	April 16	April 23	May 7
JUNE 2024	May 2	April 30	May 21	May 28	June 11
JULY/AUG 2024	June 6	June 4	June 25	July 2	July 16
SEPT/OCT 2024	August 8	August 6	August 27	September 3	September 17
NOV/DEC 2024	October 31	October 29	November 19	November 26	December 3
JAN/FEB 2025	November 28	November 26	December 17	December 23	December 30
Dates subject to change					

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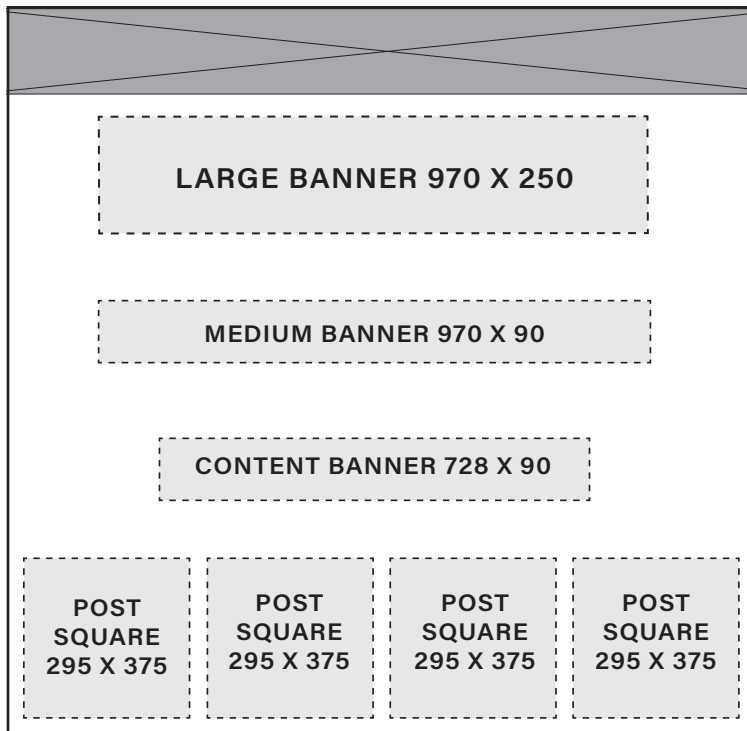
WEB RATES

Monthly pricing.

Yearly rates - quoted separately

HOME PAGE AD PRICING

LARGE BANNER	970 X 250	\$900
MEDIUM BANNER	970 X 90	\$700
CONTENT BANNER	728 X 90	\$600
POST SQUARE	295 X 375	\$500



SPONSORED NEWSLETTERS

Promote your business to our subscribers with your own branded newsletter delivered by *Motorcycle Mojo* to our dedicated subscribers. **\$1200 per newsletter**

9,876 + NEWSLETTER
SUBSCRIBERS EACH MONTH

MONTHLY NEWSLETTER AD RATES

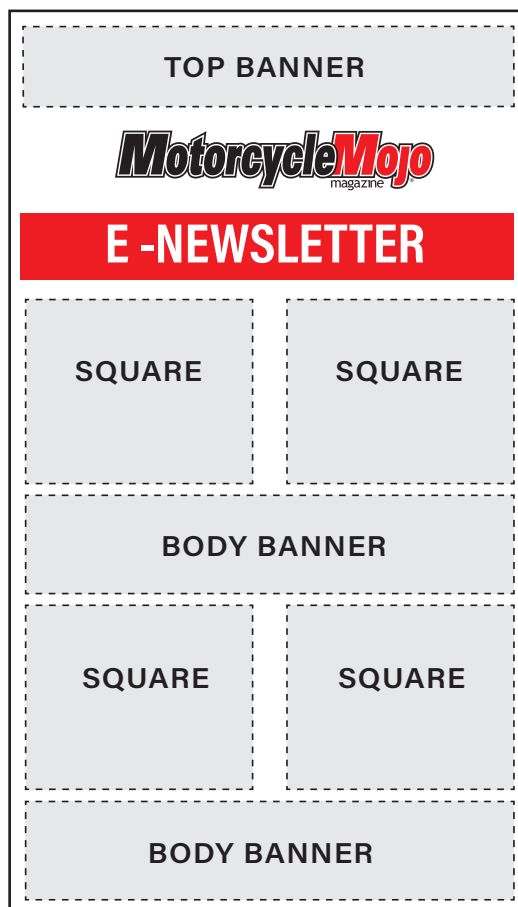
BODY BANNER	570 x 100	\$300
SQUARE	270 x 270	\$300
TOP BANNER	570 x 100	\$500

AVERAGE
OPEN RATE

45%

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E-NEWSLETTER



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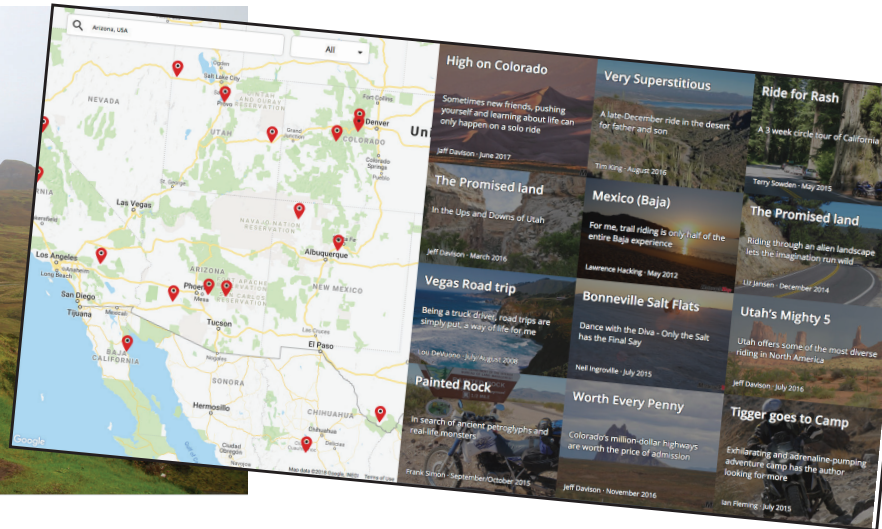
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INTERACTIVE MAP

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INTERACTIVE MAP SPONSORSHIP INCLUDES:

- Top Banner Logo promoting map with your image on website
- "Sponsored by" logo on Map main page
- Your ad on each article opening page
- Sponsorship on our map print ad in every issue of Motorcycle Mojo Print and Digital issues for the year, varying in size of 1/2 to Full Page
- Social Media promotion

\$12,000 (1 year commitment)

Our **Interactive Map** has had tremendous success on our website. With over **278** exciting trips to explore around the world, it's a great tool for planning your next adventure.

Check it out at

MotorcycleMojo.com

...OUR HIGHLY ANTICIPATED

MotorcycleMojo magazine CALENDAR

- Polybagged with our Jan/Feb double issue.
- Additional distribution at motorcycle shows.

Banner ad: \$1,000. (size is 10.375" x 1")

Half Banner ad: \$550 (size is 5" x 1")



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Press launches, new products and accessories.

PRESS LAUNCH

2024 BMW R1250

ELEGANT ROADSTER

The bike that continues to celebrate 100 years of motorcycle production

STORY BY EMILY ROBERTS
PHOTOS BY MARKUS JAHN

Revently, in the south of Spain, inside the narrowest generation of the R series: the R1250 street, through the Andalusian mountains. It's short, it's light, it's agile. The R series. Since its launch in 2015, I've found myself riding in the classic roadster that took cycling cars from the 1910s to the very first BMW motorcycle, released in 1921.

The BMW R1250 was originally released as a celebration project for the 100th anniversary of BMW. In the past, the R1250 might be perceived as "classy," with designers in the team looking from head to tail. BMW took care when styling the new R1250 from the plethora of customized R1250s already on the road and focused on creating fluid lines from front to back to the rear, for a slender design, integrated design (some would say the

BMW styling team has the custom suit, the fit and look matter and from front back with more than the R1250 itself. The styling project team has understood finding a comfortable roadster for a variety of sizes.

"THE REAR SHOCK IS MOUNTED VIA A SINGLE-STRUT PARALEVER SWINGARM AND OFFERS AN ADJUSTABLE, PROGRESSIVE SPRING STRUT"

source) of under the fuel tank which helps create a fluid line from the tank through the seat and to the tail. The tail also has a "Zero Edge" exhaust system with two air silencers ensuring that theory meets reality while upholding the Euro 5 emission standards. The new R1250 has a three-spoke exhaust from 1.170 to engine fire pressure (100 km/h to 2,000 rpm) and 40 lbs of weight at 6,700 rpm. It is modified as a completely new steel structure with a built-in subframe, which not only reduces weight but also contributes to much cleaner lines to the frame.

10 MOTORCYCLE MAGAZINE SEPTEMBER/OCTOBER 2024

SEPTEMBER/OCTOBER 2024 MOTORCYCLE MAGAZINE

Incredible trips from Alaska to Zimbabwe.

[illegible]

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Motorcycling generated \$2.68 billion in Canada in 2014.



Many different economic areas are impacted by motorcycling including tourism, purchasing and repairing motorcycles, insurance and safety apparel.

MOTORCYCLISTS ARE A POWERFUL GROUP!

There are over **700,000** motorcyclists across Canada
looking for what you have to offer!

- The majority of registered motorcyclists are located in Quebec, Ontario and Alberta
- Canadians spend **\$702 million annually** on on-road motorcycle equipment and parts
- Canadians spend **\$110 million annually** on off-road motorcycle safety gear
- Motorcyclists raise **\$11.8 million annually** for Canadian charities through locally organized fundraising events

In 2014, MCC commissioned a socio-economic study to take a close look at the economic impact of both on-road and off-road motorcycling from a provincial and national level. In August 2015, Smith-Gunther completed their comprehensive report "Recreational Motorcycling in Canada and its Provinces – 2014-2040" The study forecasts that the annual direct and indirect economic impact of recreational motorcycling will climb to \$4 billion annually by 2040!

Learning more about the economic power of our industry confirmed that motorcycling is not only a fun and convenient form of recreational activity, it's also big business in this country.

MOTORCYCLING IN CANADA	OFF-ROAD	ON-ROAD
Safety Apparel (includes the purchase of protective gear and clothing)	\$110 Million spent	\$114 Million spent
Gasoline (spent when using a motorcycle for transportation)	\$102 Million spent	\$63 Million spent
Equipment and Parts (purchase of new and used motorcycles, equipment and parts)	\$321 Million	\$702 Million spent
Accommodations (spent by motorcyclists when traveling)	\$3.3 Million	\$15 Million
Food and Beverage (spent by motorcyclists when traveling)	\$4.6 Million	\$5 Million
Jobs (full-time equivalent jobs dependent on the motorcycling industry)	10,794	12,306

This information made possible by the



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