

2024 MEDIA KIT

Yearly Audience **949,526**
passionate readers

(ANNUAL MOTORCYCLE MOJO REACH - not including shows)

READER PROFILE:

- Average age 25-64
- Average HHI: \$105,215
- 99% Own at least one motorcycle
- 67% Have partners who ride
- 23% Have children who ride
- 59% Own SUV/truck
- 87% Own their home

PHOTO: JASON SPAFFORD



Yearly estimated readership **477,784**

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

59,723 per issue COMBINED PRINT & DIGITAL

Social Media Reach 2023

Monthly Page Views 21,657 **259,884** yearly

Newsletter Subscribers 9,835 **196,500** yearly



5683



4015



1,508



4.857

For over 22 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, Twitter, 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

Prince Edward County, Ontario Canada

motorcyclemojo.com

613-399-2809 • 1-877-665-6624

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
1/3 PAGE SQUARE	4.75 x 4.75	1,400	1,200	1,000
1/3 PAGE VERTICAL	2.25 x 9.75	1,400	1,200	1,000
BACK COVER *	8.125 x 10.875 + bleed	4,800	4,300	4,100
IFC *	8.125 x 10.875 + bleed	4,200	3,700	3,300
IBC *	8.125 x 10.875 + bleed	3,900	3,400	3,000
DOUBLE PAGE	10.875 x 16.25 + bleed	6,100	5,400	5,000

Polybag sponsorship (with personal message) \$800.

Prices subject to change

MARKETPLACE AD RATES (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



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....Discounted yearly rates - quoted separately

Home Page Ad Pricing	
(A) HOME PAGE TOP LEADERBOARD 1250 X 155	\$1000
(B) HOME PAGE LEADERBOARD 1250 X 155	\$1200
HOME PAGE BANNER 470 X 315	\$400
AD SQUARE (appears on reviews page as well) 295 X 375	\$500
Article Post Pricing	
POST SIDEBAR BLOCK 300 X 250	\$300
LOWER AD BANNER 1250 X 155	\$300
Review Page Ad Pricing	
SPONSORED VIDEO OR AD SPACE 1400 X 318	\$700
SPONSORED CONTENT BANNER 730 X 188	\$500
SPONSORED CONTENT SECONDARY BANNER 500 X 188	\$350

<div><div><div>MotorcycleMojo</div><div>magazine</div></div><div><div>Subscribe</div><div></div></div></div>			
Leaderboard same ad as home page (B)			
Sponsored Video or ad space 1400 x 318			
REVIEWS			
Sponsored Content Banner 730 x 188		Sponsored Content Secondary Banner 500 x 188	
Brand	Brand	Ad Square 295 x 375	Brand
Ad Square 295 x 375	Brand	Brand	Brand
Brand	Brand	Brand	Ad Square 295 x 375

Top Leaderboard 1250 x 155 (A)			
<div><div><div>MotorcycleMojo</div><div>magazine</div></div><div><div>Subscribe</div><div></div></div></div>			
Leaderboard 1250 x 155 (B)			
Featured Content		Home Page Banner 470 x 315	
New Post	Ad Square 295 x 375	New Post	New Post
New Post	New Post	Ad Square 295 x 375	New Post
New Post	Ad Square 295 x 375	New Post	New Post

Category Title			
Post Title			
			Post Sidebar Block 300 x 250
			Post Sidebar Block 300 x 250
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Gallery or Videos			Post Sidebar Block 300 x 250
Lower Ad Banner 1250 x 155			

SPONSORED NEWSLETTERS

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

9,835 + NEWSLETTER SUBSCRIBERS EACH MONTH

MONTHLY NEWSLETTER AD RATES

BODY BANNER	570 x 100	\$300
SQUARE	270 x 270	\$300
TOP BANNER	570 x 100	\$400

AVERAGE
OPEN RATE
42%

MotorcycleMojo
magazine

Top Banner

MotorcycleMojo
magazine

E -NEWSLETTER

NEWS

Square

Body Banner

NEWS

NEWS

Body Banner

...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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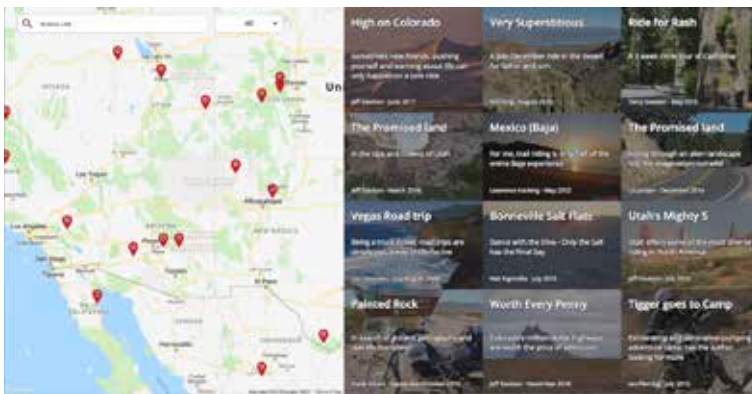
INTERACTIVE MAP

MotorcycleMojo
magazine



Our **Interactive Map** has had tremendous success on our website. With over **250** exciting trips to explore around the world, it's a great tool for planning your next adventure.

Check it out at
MotorcycleMojo.com



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)

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Press launches, new products and accessories.

PRESS LAUNCH 2023 KAWASAKI ZX-4RR

CONFIDENCE INSPIRING STABILITY

*This new bike shows adequate street
bike really shines on the track*

STORY BY COSTA MOUDOURIS
PHOTOS BY KEVIN WING

Only a handful of 400-cc bikes have reached into Canada over the last few decades. Some Honda CBR400 Super Sport, CBR1, Suzuki (Honda 400) and Yamaha FZR400. These high-revving engines, light weight, nimble handling and extremely low rider made these race machines desirable among collectors, and they have developed a sort of following in the U.S. market. While Kawasaki has produced 400-cc bikes for over 40 years, none have been the same as the ones that have come out of the home market — where thrumming is more sought after for larger-displacement motorcycles — none of them have ever made it to Canada, other than perhaps an individual import model, for collectors.

That has changed this year, as Kawasaki picks the 400-cc class with the introduction of the 2023 Kawasaki Ninja ZX-4RR and ZX-4RR. We're focusing primarily on the latter, which we made exclusively at the technically challenging Thunderbolt Raceway Park in California, though we also rode the 400-trial on the track.

Like mid-range bikes, nimble, angular styling, and a ready-to-charge, nose-down attitude. Unlike its supermoto brethren, however, which are all fully enclosed aluminum frames, the ZX-4RR utilizes a steel-tube frame design. Steering geometry is so far

“THE ZX-4RR FEATURES AGGRESSIVELY ANGULAR STYLING, AND A READY-TO-POUNCE, NOSE-DOWN ATTITUDE.”

10 MOTORCYCLE WORLD NOVEMBER/DECEMBER 2022 NOVEMBER/DECEMBER 2022 MOTORCYCLE WORLD 11

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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