Motorcyclist

MEDIA KIT 2020

BONNIER
MOTORCYCLE GROUP
MISSION STATEMENT

Today’s savvy motorcyclists want far more than new-bike tests and specs from their favorite motorcycle brand. They want to be immersed in the culture, places, stories, and personalities that make motorcycling such an exciting pastime and rich community. *Motorcyclist* provides everything from inspirational people profiles to behind-the-scenes insights and analysis, plus beautiful photo essays from around the world, exciting feature stories that inspire readers to ride, technical how-to pieces, expert riding tips, and useful gear information that will help them maximize readers entire riding experience.
BRAND OVERVIEW

ONLINE

1,146,091 AVERAGE MONTHLY PAGE VIEWS

413,967 AVERAGE MONTHLY UNIQUE VISITORS

1,161,886 FACEBOOK FANS

80,855 INSTAGRAM FOLLOWERS @motorcyclistonline

20,278 TWITTER FOLLOWERS @motorcyclistmag

88,000 E-NEWS /motorcyclistmag

Source: Omniture May 2018-November 2018, Social as of December 2018, Email as of July 2018
AUDIENCE SNAPSHOT

TARGET MARKET

97.9% / 1.8% MALE/FEMALE

65.6% AGE 50+

51 AVERAGE AGE

$122,423 AVERAGE HHI

15.2% AGE 18-34

2.6 AVERAGE NUMBER OF MOTORCYCLES OWNED

69.3% EMPLOYED

19.2% AGE 35-49

66.9% MARRIED

Source: Bonnier Custom Insights Rider Study 2018
TARGET MARKET

AUDIENCE SNAPSHOT

- The *Motorcyclist* audience rides an average of 126 days, and approximately 288 miles a year
- 80.5% plan to purchase motorcycle apparel from an online retailer in the next 12 months, while 41.7% said they would also purchase apparel from a dealership
- On average, the *Motorcyclist* audience plans to spend $635 on motorcycle apparel, and $722 on parts/accessories in the next 12 months
- 14.6% of the *Motorcyclist* audience have introduced 20 or more people to motorcycling

Source: Bonnier Custom Insights Rider Study 2018
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