

CycleNews

AMERICA'S MOTORCYCLE NEWS SOURCE



2023 MEDIA KIT
And
PROPOSAL EXAMPLES

Cycle News Overview

Cycle News is one of the most respected media outlets in the motorcycle market. The weekly magazine has been published for over 50 years and it continues to lead the market with the timeliest feature coverage of events, news and motorcycle reviews.

- Robust Website
- 50 Weekly Digital Magazine Issues Averaging 140 Pages
- Over 100 New Motorcycle Reviews Per Year
- Motorcycle Racing Coverage From Around the World
- Motorcycle Industry News, Features, Interviews, Product Reviews and New Products.

What are the benefits of advertising in Cycle News?

- You can reach enthusiast within days, surrounded by stories and features that are relevant and timely.
- You can embed video into your magazine ads to provide a powerful message and far more information.
- Coverage of all segments of the motorcycle market with industry news, bike tests, new product information and event coverage.
- The magazine provides large ad space and ability to link directly to multiple sections/products on your website from one ad.

[Click here to see the latest issue](#)

CycleNews



Readership and Reach Stats



Cycle News readers are serious motorcycle enthusiasts with high household income and have interest in all types of motorcycling. Most of the readers own multiple bikes and are likely heavy influencers to friends and acquaintances.

- 96% Own a motorcycle
- 43% Own 4 or more bikes
- 86% Perform their own maintenance
- Household Income: \$98,000
- Median Age: 45

Cycle News Magazine

- Published 50 times per year
- 18,000 Unique Visitors per week and 40,000 Unique Visitors per month (not the same 18,000 people every week)
- Average Time Spent: Over 12 Minutes per session

Cycle News Website

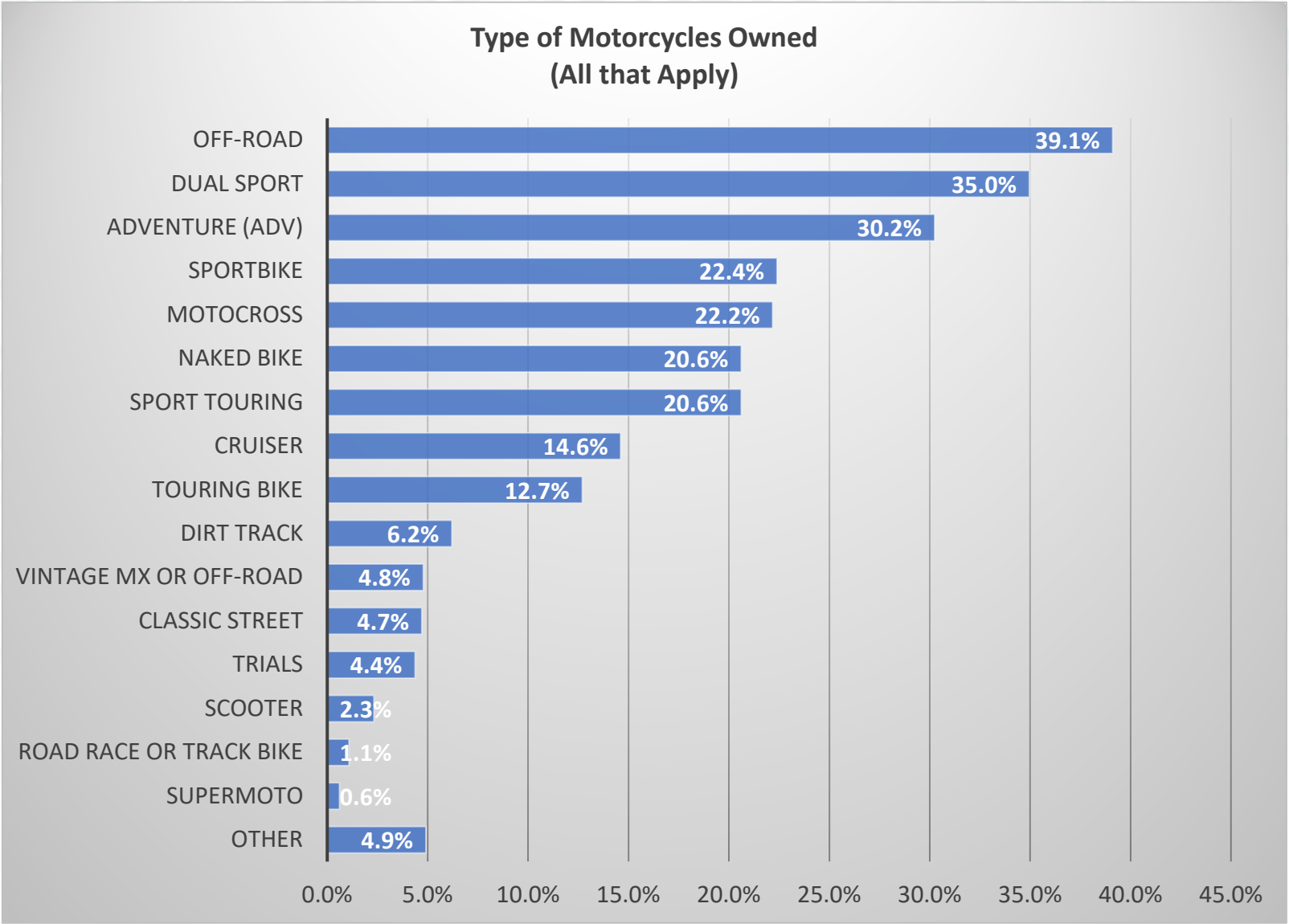
- 224,116 Monthly Unique Visitors
- 392,010 Sessions
- 784,190 Page Views

Cycle News YouTube

- 31,361 Subscribers
- 1.7 Million Views Last 12 Months (Jan 2023)

Social Media

- Facebook: 193,400 followers
- Instagram: 37,200 followers



CycleNews

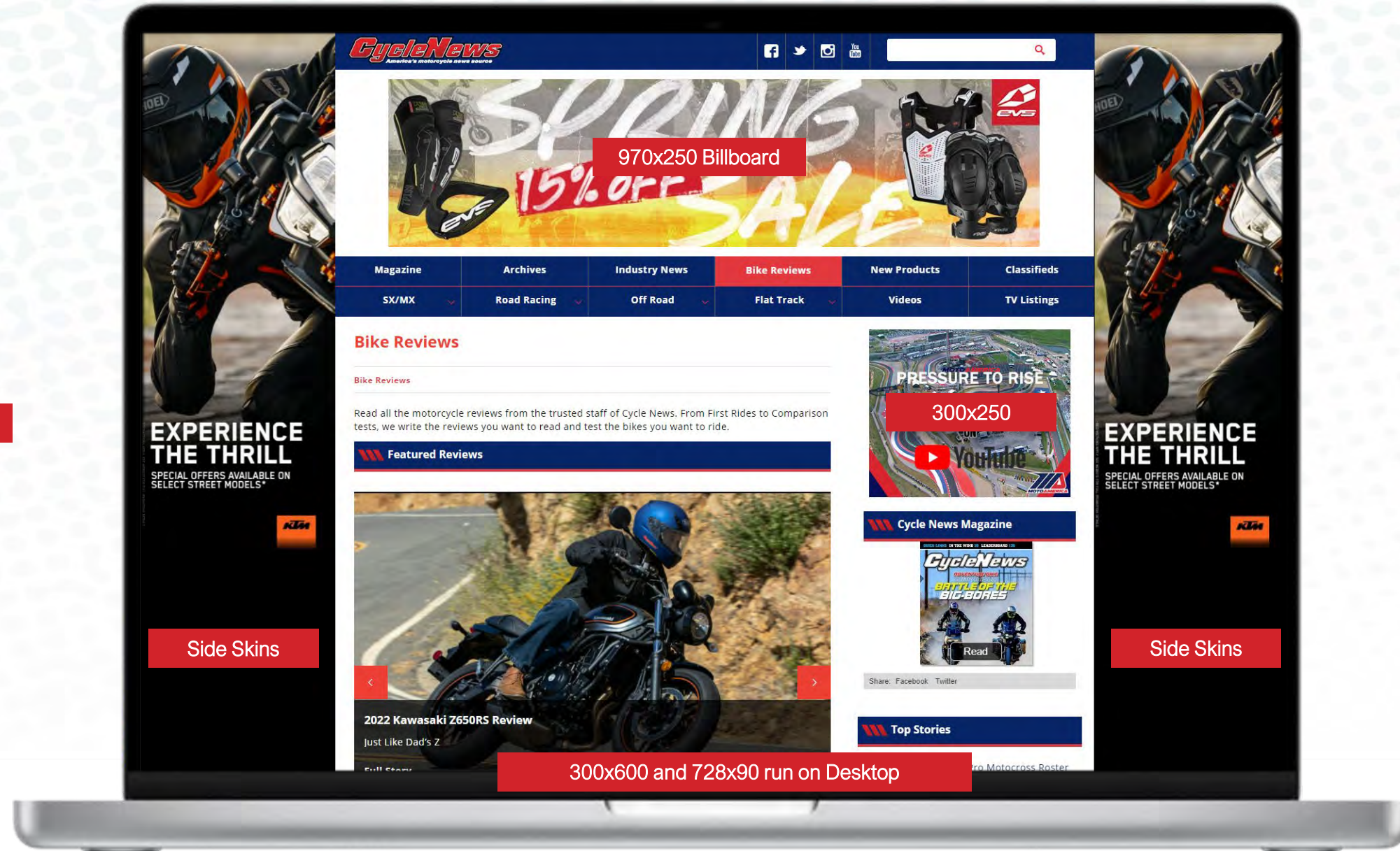
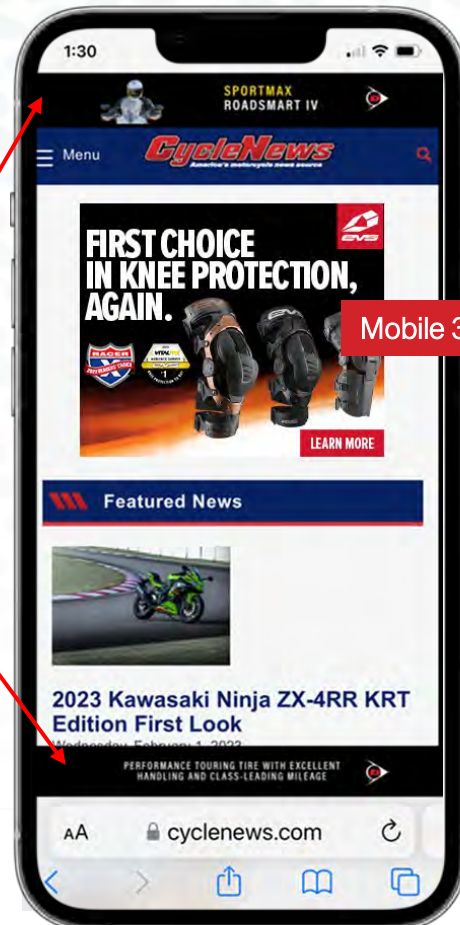
-
- CARVE
CLOSER
TO THE
EDGE**
- READY TO RACE
- Lightweight, compact, and supremely agile, the KTM 890-Duke R is a groundbreaking instrument designed to carve through corners with unrivaled accuracy.
- SEE MORE AT KTM.COM
- KTM**



Website Advertising Options



- Standard Banners
 - 970x250
 - 300x250
 - 300x600
 - 728x90
- High Impact Skins
 - Desktop 300x800 each side
 - Mobile 320x50 top and bottom



Cycle News Partner Social Media Ads

Most of your customers spend an enormous amount of time online and a large portion of that time is spent on Social Media channels.

Facebook and Instagram Advertising Works

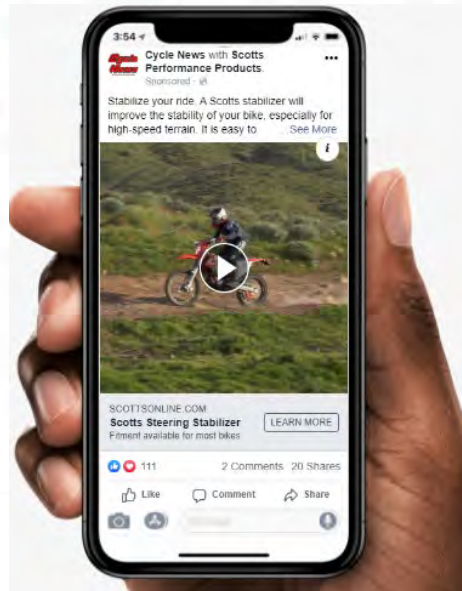
Every company should have an active Social Media channel but if you want to make a real impact, you must have a strategic **paid advertising plan**.

- On average, less than 10% of your followers will see any companies' organic posts.
- Your organic Social Media posts are only reaching people that are already familiar with your brand. Paid ads allow you to expand your reach and target people that are interested in the types of products that you make.
- Using the **Boost Post** button helps reach more of your organic followers and people that are similar to people that follow your channel, but this option usually has a relatively high CPM and does not perform as well as paid ads.

Cycle News Partner ads via Facebook and/or Instagram

In addition to utilizing our Digital Throttle targeting and social media advertising expertise, we can run partner ads via *Cycle News*. Advertising is posted via the *Cycle News* Facebook and/or Instagram feeds. Goal is “editorial-like” advertising with a third-party endorsement from a well-known and respected media outlet.

The content is produced using client provided photos / video and product information or we can amplify *Cycle News* editorial content.



CycleNews

How We Target Your Ads



LOOKALIKE & RETARGETING

Our code, installed on your website, will enable us to prospect ads to people similar to your site visitors. We will also build “retargeting” lists when site visitors look at specific content or complete key activities.



FACEBOOK GROUPS

Facebook groups allow people to connect around a common idea, interest or product. Groups are the ideal method to target owners of specific make/model vehicles.



INTEREST

Target people that have connected with Facebook pages by direct “likes”, adding comments or sharing page posts. This is also how you can target similar companies, brands or even competitors.



EMAIL ADDRESSES

We will target specific people using their email address, assuming they use these emails to login into Social Media



B2B TARGETING

We’ve developed multiple strategies to reach trade and business with your social media message



LOCATION

We’re able to target your ads to very precise locations, even down to cities or zip codes.

Example Partner Social Media Ads

Facebook and Instagram ads can use videos or images. “Square” or 1x1 ratio images or videos are recommended because they maximize the space available and typically perform better but standard 9:16 ratio images or videos can be used.

Cycle News with Works Connection.
Sponsored · 🌐

WORKS CONNECTION produces your proven moto products. Everything from starting devices, to more durable throttle ...See more



worksconnection.com
Proven Moto Products

Learn more

Brandon Baldwin... 1 Comment 2 Shares


Like

Comment

Share

Cycle News with EVS Sports.
Sponsored · 🌐

Designed for Travis Pastrana, the TP199 Knee Pad offers everything for the rider looking for complete support without the bulk ...See more



evs-sports.com
EVS TP199 Youth Knee Pads
Key Features Polyflex Shin ...

Shop now

You, Keith Dowdle ... 2 Comments 2 Shares

Like

Comment

Share

Cycle News with Scotts Performance Products.
Sponsored · 🌐

Stabilize your ADV bike. A Scotts steering stabilizer will improve the stability of your bike and make it easier to manage in ...See more



SCOTTSONLINE.COM
Stabilize your ADV Bike
Fitment for most bikes

Learn more

Bill Ponce ... 7 Comments 13 Shares


Like

Comment

Share

Cycle News with Aprilia.
Sponsored · 🌐

Are you looking for the best naked sportbike? The Aprilia Tuono 660 combines light weight and comfort. And the Tuono V4 ...See more



aprilia.com
Aprilia Tuono 660 and V4

Learn more


Tommy Brunton... 4 Comments 8 Shares

Like

Comment

Share

cyclenews
Sponsored




Learn more

Paid partnership with thormxofficial
cyclenews The THOR MX 2022 collection is available now. Learn more at THORMX.com.

Cycle News with Arai Helmet Americas.
Sponsored · 🌐

Arai's mission has always been the protection and comfort of every person who chooses an Arai helmet. Our foundational ...See more



araiamericas.com
The Arai Difference
Glancing Off

Learn more

Robert Moran an... 1 Comment 4 Shares

Like

Comment

Share

Cycle News
Sponsored · 🌐

The GIVI Corium line of soft luggage provides a rugged soft luggage options that are clean and stylish. There are 7 pieces of ...See more



giviusa.com
Classic MC Luggage

Learn more

Like

Comment

Share

Weekly Newsletter Advertising Options

Every week, *Cycle News* releases a new magazine issue and we send out an email to 22,000 active subscribers. The email is sent on Monday night (sometimes on Tuesday if there is a Monday holiday). A reminder email is sent on Friday morning each week.

Cycle News Magazine Subscribers

- Cycle News subscribers are serious motorcycle enthusiasts that follow motorcycle news, racing and new motorcycle information closely.
- The readers and especially the subscribers, are likely heavy influencers in the market.

Only One Sponsor for Each Weekly Email

- You will have exclusive placement within the weekly email.

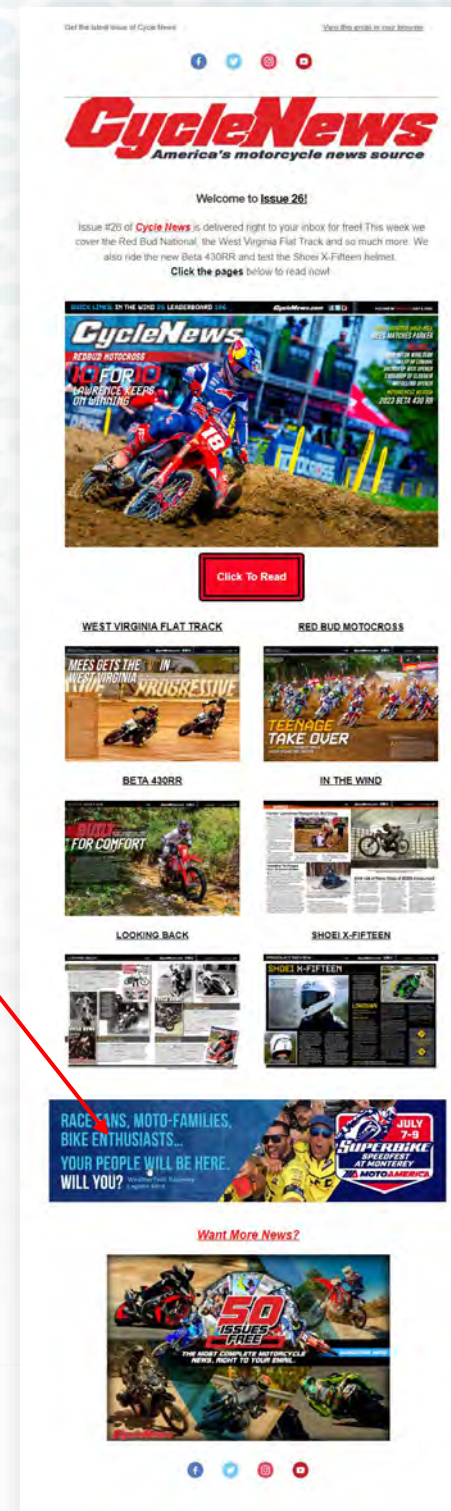
Stats

- 22,000 Email Subscribers
- Average of 9,300 confirmed opens on first email.
- Average of 8,100 confirmed opens on second email.

Ad Specs

- Provided static image or banner ad (no animated GIF or other animated image files).
- We can not use ad tags because they can negatively impact the delivery of the emails in some email systems.
- You can provide a trackable click URL.
- 970x250 is the recommended banner ad size but we may be able to use other sizes.

Sponsored
970x250
banner ad
placement
example.
This can be an
image with
caption or other
banner ad size.



CycleNews



Example using
a provided
image and
contest
message.

YouTube



Cycle News has a strong and growing YouTube channel with over 30,000 subscribers and 1.4 million video views over the past year (Aug 2022).

Partners can work with Cycle News to get product placement, mentions or special projects.

Content is primarily new motorcycle reviews and comparisons.

Collaboration Example

KLIM apparel partnered with Cycle News to create a multi-part video series showcasing the AMA Hard Enduro Championship series.

SUPERHARD ▶ **PLAY ALL**

2022 Grinding Stone Hard Enduro: SUPERHARD! Cycle News 9.1K views • 4 months ago	2022 Bentonite Brawl Hard Enduro: SUPERHARD! Cycle News 12K views • 3 months ago	2022 Donner Hard Enduro: SUPERHARD! Cycle News 6.3K views • 2 months ago	2022 Silver Kings Hard Enduro: SUPERHARD! Cycle News 6.4K views • 1 month ago

Cycle News
29.4K subscribers

2023 Yamaha MT-10 First Ride Review - Cycle News 125 views • 1 hour ago	Ducati DesertX First Ride Review - Cycle News 5.6K views • 7 days ago	Kawasaki Z900RS SE Ride Review - Cycle News 23K views • 13 days ago	In Depth Aprilia Tuareg 660 Ride Review - Cycle News 6.5K views • 2 weeks ago
2023 Honda CRF450R First Ride - Cycle News 2K views • 3 weeks ago	2022 Silver Kings Hard Enduro: SUPERHARD! 6.4K views • 1 month ago	First Ride On The 2023 Husqvarnas - Cycle News 3.2K views • 2 months ago	2022 Donner Hard Enduro: SUPERHARD! 6.3K views • 2 months ago

2023 Magazine Schedule



Published 50 Times Per Year

Issues go live every Monday night except for a few holidays and two weeks off between Christmas and New Years.

With prior arrangement, “Race Win” ads can be placed on Mondays with ads provided on Monday.

Issue #	Issue Live Date	Space Confirmation	Ads Due
Vol. 60 Issue 1	Tuesday, January 10, 2023	Wednesday, January 4, 2023	Thursday, January 5, 2023
Vol. 60 Issue 2	Wednesday, January 18, 2023	Thursday, January 12, 2023	Friday, January 13, 2023
Vol. 60 Issue 3	Tuesday, January 24, 2023	Wednesday, January 18, 2023	Thursday, January 19, 2023
Vol. 60 Issue 4	Tuesday, January 31, 2023	Wednesday, January 25, 2023	Thursday, January 26, 2023
Vol. 60 Issue 5	Tuesday, February 7, 2023	Wednesday, February 1, 2023	Thursday, February 2, 2023
Vol. 60 Issue 6	Tuesday, February 14, 2023	Wednesday, February 8, 2023	Thursday, February 9, 2023
Vol. 60 Issue 7	Wednesday, February 22, 2023	Thursday, February 16, 2023	Friday, February 17, 2023
Vol. 60 Issue 8	Tuesday, February 28, 2023	Wednesday, February 22, 2023	Thursday, February 23, 2023
Vol. 60 Issue 9	Tuesday, March 7, 2023	Wednesday, March 1, 2023	Thursday, March 2, 2023
Vol. 60 Issue 10	Tuesday, March 14, 2023	Wednesday, March 8, 2023	Thursday, March 9, 2023
Vol. 60 Issue 11	Tuesday, March 21, 2023	Wednesday, March 15, 2023	Thursday, March 16, 2023
Vol. 60 Issue 12	Tuesday, March 28, 2023	Wednesday, March 22, 2023	Thursday, March 23, 2023
Vol. 60 Issue 13	Tuesday, April 4, 2023	Wednesday, March 29, 2023	Thursday, March 30, 2023
Vol. 60 Issue 14	Tuesday, April 11, 2023	Wednesday, April 5, 2023	Thursday, April 6, 2023
Vol. 60 Issue 15	Tuesday, April 18, 2023	Wednesday, April 12, 2023	Thursday, April 13, 2023
Vol. 60 Issue 16	Tuesday, April 25, 2023	Wednesday, April 19, 2023	Thursday, April 20, 2023
Vol. 60 Issue 17	Tuesday, May 2, 2023	Wednesday, April 26, 2023	Thursday, April 27, 2023
Vol. 60 Issue 18	Tuesday, May 9, 2023	Wednesday, May 3, 2023	Thursday, May 4, 2023
Vol. 60 Issue 19	Tuesday, May 16, 2023	Wednesday, May 10, 2023	Thursday, May 11, 2023
Vol. 60 Issue 20	Tuesday, May 23, 2023	Wednesday, May 17, 2023	Thursday, May 18, 2023
Vol. 60 Issue 21	Wednesday, May 31, 2023	Thursday, May 25, 2023	Friday, May 26, 2023
Vol. 60 Issue 22	Tuesday, June 6, 2023	Wednesday, May 31, 2023	Thursday, June 1, 2023
Vol. 60 Issue 23	Tuesday, June 13, 2023	Wednesday, June 7, 2023	Thursday, June 8, 2023
Vol. 60 Issue 24	Tuesday, June 20, 2023	Wednesday, June 14, 2023	Thursday, June 15, 2023
Vol. 60 Issue 25	Tuesday, June 27, 2023	Wednesday, June 21, 2023	Thursday, June 22, 2023
Vol. 60 Issue 26	Tuesday, July 4, 2023	Wednesday, June 28, 2023	Thursday, June 29, 2023
Vol. 60 Issue 27	Tuesday, July 11, 2023	Wednesday, July 5, 2023	Thursday, July 6, 2023
Vol. 60 Issue 28	Tuesday, July 18, 2023	Wednesday, July 12, 2023	Thursday, July 13, 2023
Vol. 60 Issue 29	Tuesday, July 25, 2023	Wednesday, July 19, 2023	Thursday, July 20, 2023
Vol. 60 Issue 30	Tuesday, August 1, 2023	Wednesday, July 26, 2023	Thursday, July 27, 2023
Vol. 60 Issue 31	Tuesday, August 8, 2023	Wednesday, August 2, 2023	Thursday, August 3, 2023
Vol. 60 Issue 32	Tuesday, August 15, 2023	Wednesday, August 9, 2023	Thursday, August 10, 2023
Vol. 60 Issue 33	Tuesday, August 22, 2023	Wednesday, August 16, 2023	Thursday, August 17, 2023
Vol. 60 Issue 34	Tuesday, August 29, 2023	Wednesday, August 23, 2023	Thursday, August 24, 2023
Vol. 60 Issue 35	Wednesday, September 6, 2023	Thursday, August 31, 2023	Friday, September 1, 2023
Vol. 60 Issue 36	Tuesday, September 12, 2023	Wednesday, September 6, 2023	Thursday, September 7, 2023
Vol. 60 Issue 37	Tuesday, September 19, 2023	Wednesday, September 13, 2023	Thursday, September 14, 2023
Vol. 60 Issue 38	Tuesday, September 26, 2023	Wednesday, September 20, 2023	Thursday, September 21, 2023
Vol. 60 Issue 39	Tuesday, October 3, 2023	Wednesday, September 27, 2023	Thursday, September 28, 2023
Vol. 60 Issue 40	Tuesday, October 10, 2023	Wednesday, October 4, 2023	Thursday, October 5, 2023
Vol. 60 Issue 41	Tuesday, October 17, 2023	Wednesday, October 11, 2023	Thursday, October 12, 2023
Vol. 60 Issue 42	Tuesday, October 24, 2023	Wednesday, October 18, 2023	Thursday, October 19, 2023
Vol. 60 Issue 43	Tuesday, October 31, 2023	Wednesday, October 25, 2023	Thursday, October 26, 2023
Vol. 60 Issue 44	Tuesday, November 7, 2023	Wednesday, November 1, 2023	Thursday, November 2, 2023
Vol. 60 Issue 45	Tuesday, November 14, 2023	Wednesday, November 8, 2023	Thursday, November 9, 2023
Vol. 60 Issue 46	Tuesday, November 21, 2023	Wednesday, November 15, 2023	Thursday, November 16, 2023
Vol. 60 Issue 47	Tuesday, November 28, 2023	Wednesday, November 22, 2023	Thursday, November 23, 2023
Vol. 60 Issue 48	Tuesday, December 5, 2023	Wednesday, November 29, 2023	Thursday, November 30, 2023
Vol. 60 Issue 49	Tuesday, December 12, 2023	Wednesday, December 6, 2023	Thursday, December 7, 2023
Vol. 60 Issue 50	Tuesday, December 19, 2023	Wednesday, December 13, 2023	Thursday, December 14, 2023

Magazine Ad Specifications

MAGAZINE AD SPECIFICATIONS

High-Res PDF, (300 DPI, fonts embedded). 11 Point font recommended for readability. RGB Color Recommended.

Please link all desired elements (website URL, Social Media Icons, Products, etc.).

DO NOT INCLUDE CROP MARKS OR BLEEDS

DIMENSIONS

SPREAD: (Provide as two separate 7.00 x 9.25-inch pages in a single PDF file). 14.00 wide x 9.25 inches tall

FULL PAGE: 7.00 wide x 9.25 inches tall

2/3rd PAGE (Vertical Only): 4.67 wide x 9.25 inches tall

½ Page (Horizontal Only): 7.00 wide x 4.63 inches tall

EMBEDDED VIDEO INSTRUCTIONS

- Provide link to YouTube or Vimeo video that you want to place in the ad.
- Within the ad, leave a space for the video to be placed (Ideally, place a box in the size you want to have the video). The video will be placed over the top of that box or over the open space within the ad. Videos use a 16x9 ratio.



Two Page Spread



Full Page



Half Page



Full Page
With Video

Advertising Rates



MAGAZINE ADVERTISING RATES (Net)

AD SIZE	1x	12x	25x	38x	50x
Spread	\$1,350	\$1,170	\$1,080	\$990	\$900
Full Page	\$750	\$650	\$600	\$550	\$500
2/3 Page	\$520	\$450	\$415	\$380	\$345
1/2 Page	\$395	\$340	\$315	\$290	\$265

WEBSITE BANNER ADVERTISING RATES

300x250, 300x600, 728x90 banners	\$8.00 CPM
970x250 Header and Side Skins	\$15.00 CPM

PARTNER SOCIAL MEDIA ADVERTISING RATES

\$1,000 monthly minimum for three months. Rates vary for Facebook/Instagram with Net CPM in the \$3.00 to \$20 range depending on the targeting and goals for the campaign.

WEEKLY MAGAZINE EMAIL SPONSORSHIP AD RATES

\$300 per weekly issue email (sent 2x in one week)

YOUTUBE PARTNERSHIPS

Custom programs available.

Example Budget Options



CYCLE NEWS MAGAZINE OPTIONS

- Various options for Full Page or Half Page ads.

Ad Size	# of Issues	Rate	Total Budget	Notes
Full Page	50	\$ 250	\$ 12,500	Assumes running all 50 weekly issues.
Full Page	35	\$ 300	\$ 10,500	35 of 50 weekly issues
Full Page	25	\$ 350	\$ 8,750	25 of 50 weekly issues
Half Page	50	\$ 150	\$ 7,500	Assumes running all 50 weekly issues.
Half Page	35	\$ 175	\$ 6,125	35 of 50 weekly issues
Half Page	25	\$ 200	\$ 5,000	25 of 50 weekly issues

FACEBOOK / INSTAGRAM ADS – VIA THE CYCLE NEWS FEED

- Six Months @ \$1,000 per month = \$6,000 Total Budget
- \$7 CPM = 142,857 Impressions per month (This will likely over deliver on impressions for reduced CPM)

CYCLE NEWS WEBSITE BANNER ADS

- A lot of motorcycle riders as well as industry and dealer staff use the Cycle News website to keep up to date on the latest motorcycle news.
- **Proposed Budget:** Twelve Months @ \$500 each = \$6,000 Total Budget
 - 300x250 and 300x600 @ \$6.50 CPM = \$4,200 total budget with 646,154 impressions
 - Side Skins / 970x250 @ \$15.00 CPM = \$1,800 total budget with 120,000 impressions
 - Total impressions 766,154 = eCPM of \$7.83.

CYCLE NEWS WEEKLY EMAIL SPONSOR

- \$300 per weekly issue email (sent 2x in one week)