



AMERICAN MOTORCYCLIST ASSOCIATION

MEDIA KIT

ADVERTISING & SPONSORSHIP
OPPORTUNITIES FOR 2020





THE AMERICAN MOTORCYCLIST ASSOCIATION

Motorcycling's Best Audience

Founded in 1924, the American Motorcyclist Association is the largest membership organization representing motorcycling in North America. Our audience is comprised of heavily engaged motorcyclists that invest \$49 per year in order to help the AMA preserve and protect the motorcycling lifestyle for current and future generations.

AMA members are truly the backbone of motorcycling. From amateur racers feeding off the camaraderie of competition, to generations of motorcycle families enjoying a weekend of trailriding, to long distance riders circumnavigating the 48, to a father teaching his kids to ride a handed-down mini, to a retired couple heading to a rally 10 states away, they care about motorcycling.

The AMA is a multi-faceted organization with a myriad of communication channels, enabling us to deliver your product and brand message on a variety of mediums, including our print and online magazine, *American Motorcyclist*, many digital channels and websites, opt-in e-newsletters, sponsorship of events like the AMA National Riding Series events and AMA Vintage Motorcycle Days. Impressions to AMA Members can be delivered in a unique and efficient manner.

\$85,300
MEDIAN HHI

96%
ARE HAPPY WITH AMA
EXPERIENCE

75%
VERY LIKELY TO RENEW

22%
LIKELY TO RENEW

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AMERICAN MOTORCYCLIST MAGAZINE

12 Issues of Customized Content Reaching Unparalleled Riders

As the publisher of the highest circulated monthly motorcycle print publication in the United States, the AMA delivers the largest and most qualified motorcycling audience. Our riders average 26 years of riding experience and spend a significant amount of time on the road, amassing over triple the average annual mileage.

In addition to delivering the best audience in motorcycling, every issue of *American Motorcyclist* features content tailored to our members based on their recreational or competition membership. Our members expect and deserve relevant content based on their chosen motorcycling activities — which has proven to increase engagement with the magazine. In fact, nearly 72% of AMA members report reading 4 of the last 4 issues.

In addition to supporting the AMA and our mission, advertising in *American Motorcyclist* delivers your brand and product message to a massive group of motorcyclists with substantial buying power. We can customize a campaign based on your budget, seasonality and business model which will increase sales and brand recognition in the motorcycle market.

2

VERSIONS EACH MONTH:
COMPETITION AND STREET

72%

READ 4 OF THE
LAST 4 ISSUES

58%

PLAN TO BUY TIRES
THIS YEAR

61%

PLAN TO BUY
MOTORCYCLE SPECIFIC
OIL THIS YEAR

65%

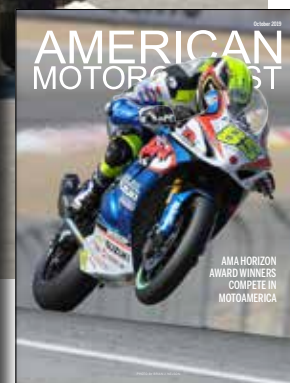
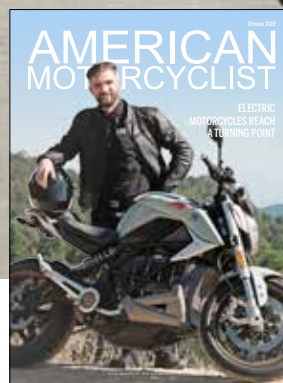
PLAN TO BUY OIL FILTERS
THIS YEAR

39%

PLAN TO BUY A HELMET
THIS YEAR

34%

PLAN TO BUY BOOTS
THIS YEAR



READERSHIP

American Motorcyclist's readers are more than magazine subscribers. They're members of the largest membership organization in the United States, who are deeply involved in the motorcycling lifestyle for the long haul.

Our readers—AMA members—**ride more, do more, see more** and **buy more** than ordinary motorcyclists. On average they lay down a tremendous amount of miles on the road and enter AMA-sanctioned events 900,000 times. They own multiple motorcycles, and have interests in numerous categories of our sport.

Road Riding: *American Motorcyclist* readers ride on average 7,010 miles per year — 3.5 times what an ordinary motorcyclist rides. They are heavily invested in motorcycling, and surround themselves with like-minded riders. There is no better audience for your products than AMA members.

Off-Road Riding: Dirt trails and byways are the native habitat for roughly 115,000 *American Motorcyclist* readers. These riders represent a close-knit family of enthusiasts who ride with parents, children, friends and club members.

Actively Racing: The AMA is the largest motorsports-sanctioning body in the world. *American Motorcyclist* reaches roughly 70,000+ active racers. Our readers aren't just casual observers of the sport. They represent active racers who invest time and resources and buy products that power their passion for competition.

7,010

AVERAGE YEARLY MILES
RIDDEN BY AN AMA MEMBER

70,000+

ACTIVE RACERS REACHED
EACH MONTH

47

MEDIAN AGE

49%

PLAN TO BUY GLOVES
THIS YEAR

72%

PERFORM THEIR OWN
MAINTENANCE

60%

HAVE 4 YEAR DEGREE
OR HIGHER



CIRCULATION, REACH, AND DEVOTION

With two versions, published 12 times per year, *American Motorcyclist* is the largest circulated motorcycle magazine in the country. Historically, AMA members rank their magazine in the top three benefits of membership. It is also one of our greatest retention tools, enabling the AMA to maintain our loyal membership. Motorcyclists are invested in their passion. AMA members drive sales and are loyal to companies that support their organization.

- 2018 Average AAM Audited Circulation: 163,779
- Total reach, based on 2.5 pass-around readership: 409,448

Since our circulation is 100 percent subscription-based, there is no gamble on hit-or-miss newsstand sales. Your valuable advertising budget is going toward selling products and increasing brand awareness, not potentially wasted magazines from unsold newsstand copies.

AMA members are very devoted to *American Motorcyclist*. In our survey, we found 83 percent of our readers have read three of the last four issues, and 72 percent said they read all four of the last four issues. In addition, our members cite *American Motorcyclist* advertising and editorial content as a resource when making buying decisions. Advertising in *American Motorcyclist* can not only makes a difference in sales, but provides much needed support of the organization.



163,779

2018 AVERAGE AAM
AUDITED CIRCULATION

409,448

TOTAL REACH, BASED ON 2.5
PASS-AROUND READERSHIP

100%

SUBSCRIPTION-BASED

83%

OF SUBSCRIBERS HAVE
READ THE LAST 3 ISSUES

70%

WILL TAKE ACTION BASED
ON ADVERTISING



AMERICANMOTORCYCLIST.COM

The New Online Home of the AMA

Relaunched in September 2019, AmericanMotorcyclist.com provides our membership all the vital information as the old website, but with a much more intuitive and user friendly design. Over a year in the making, the new website offers more functionality to the end user, while allowing more opportunities to target specific sections of our site with strategic online media campaigns.

In addition to creating a welcome mat for new riders and those interested in learning about motorcycling, our team is committed to expanding the content available to more seasoned visitors, and we continue to add to the member's experience with more content, features, Action Alerts and more.

- 2018-19 analytical data: 3,957,099 pageviews, 908,650+ users
- Average Daily Site Users: 10,000+
- Three different sizes, offering a variety of placement options:
300x250, 300x600, 728x90
- Ad units appear on homepage and throughout interior pages.

Contact us for advertising rates, and how the AMA can build a custom campaign for your business.





RESULTS.AMERICANMOTORCYCLIST.COM

As the largest racing sanctioning body in the United States, the AMA delivers an audience of amateur racers that is unparalleled. They are dedicated to their racing endeavors, invest countless hours (and dollars) on their efforts, and are some of the most committed motorcyclists in the market.

Now, they can view all aspects of their AMA amateur racing on their devices! Amateur racers can track all of their racing activities on the AMA Race Center. Results, point standings, entries, class progression and more can be accessed and managed by AMA racers.

If your target audience includes racers, this is the most qualified audience of competition licensed motorcyclists anywhere. The AMA Race Center has seen very solid traffic since it's inception, and the participation from racers will do nothing but grow. This is a must do for companies involved in racing at any level!

We can build a custom campaign delivering a highly qualified audience of race participants and enthusiasts. Contact us for more information!

AMA Race Center Pages:

Ad units vary, and appear on most pages to right and bottom of content. Call for pricing.

Ad Specs:

- 160x600 Skyscraper (40k max file size)
- 728x90 (40k max file size)
- Animated GIFs are accepted with a five-second max cycling time (Flash ads accepted on a case by case basis)



AMASUPERCROSS.COM

Since 2005, AMA Supercross Live Timing and Scoring has delivered the most dedicated SX fans for an average of nearly an hour* per user every race day.

For the three days following the race, we continue to deliver an audience average of over 48 minutes* per unique visitor. With the AMA's SX Results Page, that's reality as well.

Advertising space is available on the AMA Supercross Live Timing & Scoring window, which updates lap times and leaderboards in real time directly from the transponders on the bikes themselves, from the first lap of practice through the end of the main event.

We allow a maximum of 3 advertisers on each ad unit, and reward our skin advertiser with 100% SOV. Join us for the 2020 season, and watch your brand message be delivered to the most dedicated supercross fans.



LIVE.AMASUPERCROSS.COM

2019 Live Timing and Scoring Traffic (Jan. 1 - May 10)

- 2019 Users: 344,296
- 2019 Pageviews: 1,786,362
- 2019 average time spent in minutes: 14:51*
- 2014 average time spent in minutes: 59:22*



RESULTS.AMASUPERCROSS.COM

2019 Results Season Traffic (Jan. 1 - May 10)

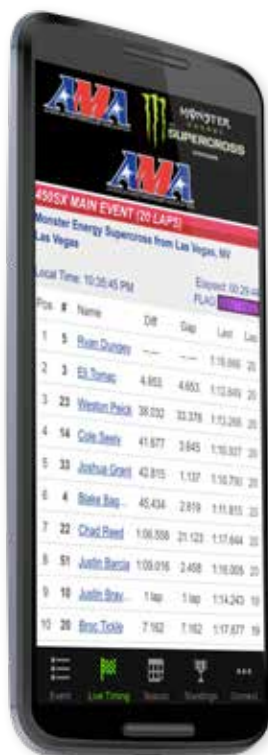
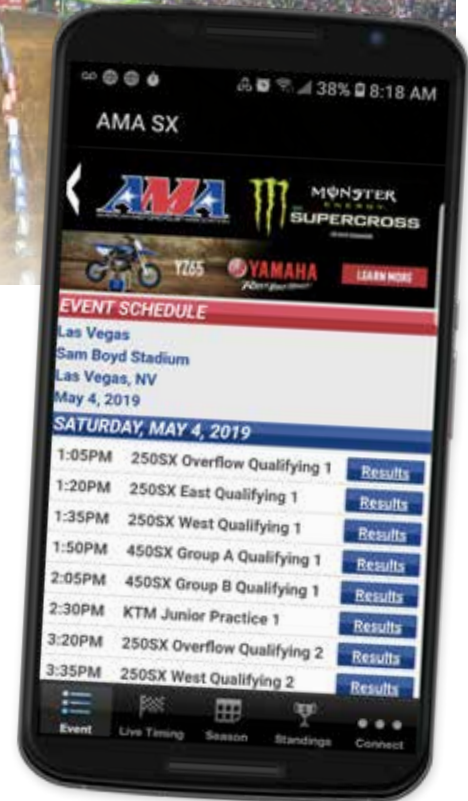
- 2019 Users: 530,024
- 2019 Pageviews: 2,371,853
- Extremely low 8.33 percent bounce rate
- 2019 average time spent in minutes: 10:57*
- 2014 average time spent in minutes: 48:16*

*Due to changes in Google's average session duration reporting, in 2016 all users' sessions time out after average 15 minutes per session. All previous years' metrics reported average 60 minutes on the site.



LIVE.AMASUPERCROSS.COM MOBILE VERSION

Mobile versions of websites deliver some of the best response to advertising available. The mobile version of AMA Live Timing and Scoring is no different. With a simplified layout, this version of Timing and Scoring is faster and easier to follow on smaller screens, all while delivering the information Supercross fans expect during races. Click-through rates are exceptional, so be sure to add this channel to your online campaign in 2020!



AMA MONSTER ENERGY SUPERCROSS APP

SX fans can access the official AMA Supercross Timing & Scoring and Results information on their mobile devices with the AMA Supercross App.

Available for Apple and Android, the app delivers the functionality of our SX sites in a mobile format. With over 1.2 million+ screenviews in the 2019 AMA Supercross season, the AMA Supercross App delivers a very passionate and engaged audience.

Click-through rates are extremely high, so get your message in front of a very qualified Supercross audience by including the app in your marketing mix.



MOTORCYCLEMUSEUM.ORG

OFFICIAL WEBSITE OF THE AMA MOTORCYCLE HALL OF FAME

MotorcycleMuseum.org features news of the museum, along with news and information on the designers and dreamers, racers and riders who are honored in the AMA Motorcycle Hall of Fame. The website receives more than 78,000 views per month and over 35,000 unique visitors per month.

Home Page

- Appear on the museum's homepage to the right of the main image.
- Call for advertising rates and specifications.

Landing & Internal Pages

- Call for advertising rates and specifications.

AMA MOTORCYCLE HALL OF FAME INSIDER E-NEWSLETTER

Reach a captive audience that's passionate about preserving motorcycling history. This newsletter provides an affordable option to target more than 10,000 opt-in subscribers.

Ad specs:

- 220x300; static format; Less than 85K if possible
- Link the ad to your company's landing page.
- Contact us for current rates, specifications and the publication schedule.





AMA EXTRA E-NEWSLETTER

Reaching an opt-in audience of more than 23,000 AMA members, AMA Extra brings the latest updates to a very engaged list of AMA members via email. With AMA Extra, your advertising message is delivered to a very focused audience in an aesthetically pleasing format free of intrusive animation. This content rich newsletter is delivered to our subscribers on Wednesday every two weeks.

Ad specs:

- 220x300; static format; Less than 85K if possible
- Link the ad to your company's landing page

Get your marketing message into the hands of involved motorcyclists with AMA Extra. Contact us for current rates, specifications and the publication schedule.

23,000
OPT-IN SUBSCRIBERS

100%
SUBSCRIPTION-BASED

PUBLISHED EVERY
2 WEEKS



AMA RIDING SERIES

The AMA promotes and works alongside event promoters to bring the most established list of motorcycling events to the enthusiast community. We reach riders who are into street, dirt, cruising, long-distance touring and more. Your company can elevate brand recognition and product familiarity by partnering with the AMA to reach the ultimate end users at our sanctioned events

We can create a sponsorship package tailored to your specific needs and at virtually any budget level. We have categories for OEMs, aftermarket manufacturers, motorcycle dealers, mail order suppliers and nearly any type of non-endemic company. We can offer customized deliverables to fit each company's needs and business model.



BETA AMA NATIONAL DUAL SPORT SERIES

The Beta AMA National Dual Sport Series includes some of the most amazing singletrack trail in the country, all tied together by incredible backroads through America's countryside. Designed to provide the perfect off-road riding experience, these two-day events include ample, challenging routes.

Sponsors receive naming rights for the series, recognition on the AMA website and in press releases and event announcements.





KTM AMA NATIONAL ADVENTURE RIDING SERIES, *presented by Kenda Tires*



PRESENTED BY **KENDA**
TIRES

Adventure riding is one of the fastest growing classes of motorcycling. Adventure bikes are some of the most versatile and capable motorcycles you can buy. They are comfortable enough to conquer hundreds of miles of interstate without a whimper, and they are rugged enough to climb the highest mountain passes. The KTM AMA National Adventure Riding Series offers the best routes, roads and two-track trails. These two-day events include ample, challenging rides designed by local clubs.

Sponsors receive naming rights for the series, recognition on the AMA website and in press releases and event announcements. The opportunity to provide prizes for participants is also available for event sponsors.

AMA LONGRIDER PROGRAM

The AMA LongRider program recognizes AMA members for the mileage milestones they earn while enrolled in the program.

Lifetime Mileage awards for 25,000, 50,000, 100,000, 250,000, 500,000, 750,000 and 1 million miles are available. Riders who log 100,000 miles or more will also receive special recognition on the AMA LongRider high-mileage recognition page. Serious riders who achieve 1 million miles will earn a special AMA LongRider plaque.

Getting involved with the LongRider program ensures your brand is in front of the most dedicated motorcyclists in the country.





STREET EVENTS AND SERIES

SPONSOR A RALLY, RIDE OR TOUR

It's a big country out there, and there's no better way to see it than from the seat of a motorcycle. For the best rallies, rides and tours to take in each year, riders turn to the events in the AMA Premier Touring Series.

These are the gatherings that stand out, from the country's most iconic large rallies to events with local riders in smaller venues. More activities are always being added, and riders can always find a complete list of all AMA-sanctioned events in our online events database. They can also find great rides in the "Go Ride" section of their monthly *American Motorcyclist* magazine.

Smaller and often more rewarding than some larger gatherings, district rallies and tours offer unique experiences for riders and the opportunity for you to share your brand with a dedicated group of motorcyclist. A variety of sponsorship opportunities are available, including naming rights, presenting and supporting. Find out how we can create a customized sponsorship package to fit your budget.

Types of rides include:

- National Rallies
- National Touring Rallies
- Signature Events
- National Conventions
- Gypsy Tours
- AMA National Grand Tours
- AMA Flash Tours on Facebook



AMA VINTAGE MOTORCYCLE DAYS

The Biggest Game In Vintage Motorcycling

AMA Vintage Motorcycle Days includes national championship racing in vintage and post-vintage motocross, hare scrambles, trials, flat track and road racing. In addition, the three-day event features North America's largest motorcycle swap meet, bike shows, demo rides, seminars, thrill shows, vendor booths and motorcycle displays.

WHERE Mid-Ohio Sports Car Course, Lexington, Ohio

WHEN July 10-12, 2020

EXPOSURE

- 30,000+ event attendees
- Pre & post-event in *American Motorcyclist* magazine (163,000+ readers /mo)
- 600,000+ monthly web exposure on AmericanMotorcyclist.com
- Multiple press releases in enthusiast publications and websites
- Recognition in the AMA VMD E-Newsletter
- Social media coverage with an audience of approximately 235,000

Be a part of this amazing weekend of vintage racing. Numerous sponsorship opportunities are available that will accomodate every budget level. Contact Steve Gotoski at sgotoski@ama-cycle.org to learn more.

SPONSORSHIP OPPORTUNITIES

Title

Presenting

Marque of the Year

Official Sponsorships

Swap Meet

Seminars

Bike Show

Main Stage

Racing Sponsorships

Recreational Riding

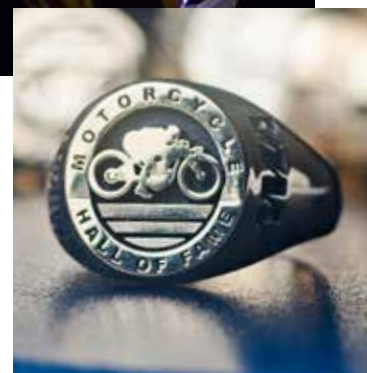
Lap for History



AMA MOTORCYCLE HALL OF FAME INDUCTION CEREMONY

Help the AMA Honor Motorcycling Legends

The AMA Motorcycle Hall of Fame Induction Ceremony celebrates the legends in motorcycling. The ceremony recognizes individuals who have excelled in motorcycle design, advocacy, engineering and business, as well as those who have made lasting contributions to road riding, off-road riding, and all categories of motorcycle racing. A variety of sponsorship opportunities are available. Please contact Steve Gotoski at sgotoski@ama-cycle.org to learn more.



INTERNATIONAL COMPETITION

Elevate Your Brand To The World Stage

The AMA sends teams to represent the United States to various international competitions, such as the FIM Junior Motocross World Championship, FIM Motocross of Nations, International Six Days Enduro and FIM Speedway World Championship.

The cost to send the teams and support staff is very high. Every dollar we generate to offset costs is a huge help.

Without sponsors, we couldn't make the effort year after year. Coming on board as a sponsor in 2020 would give your company national and international exposure, help the team immensely, and give the U.S. teams the ability to bring the home the championships.

