

CycleNews

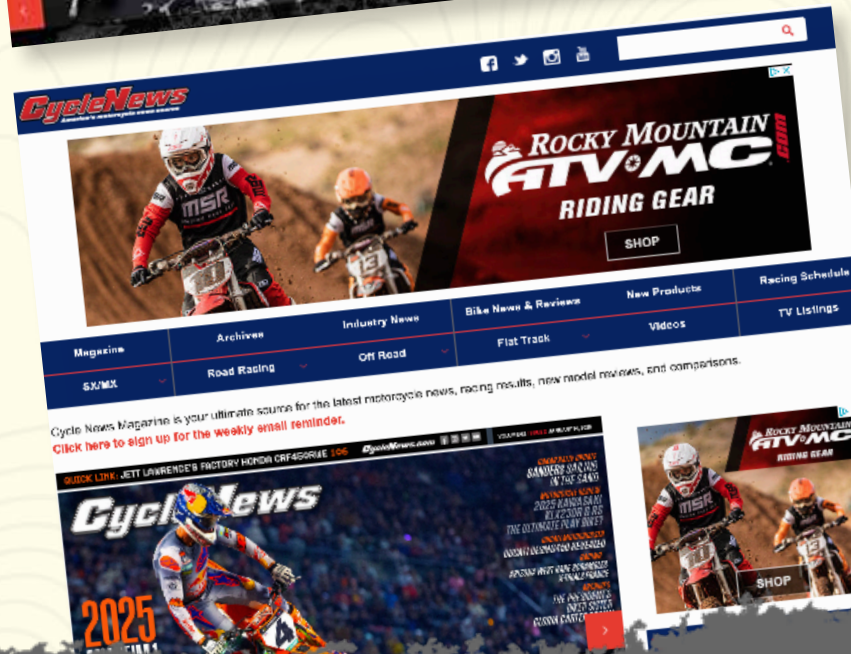
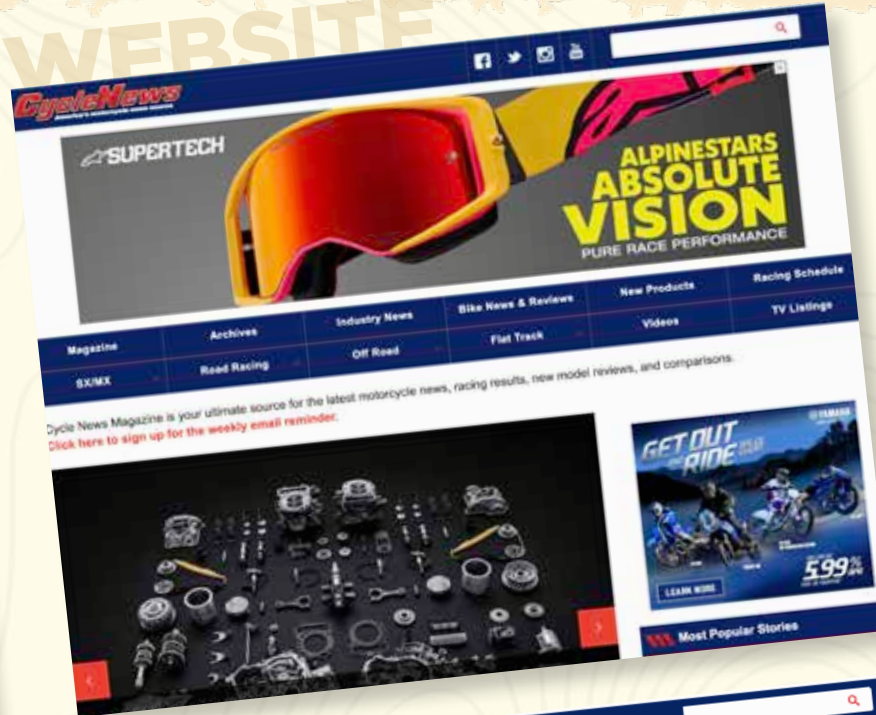
# 2025 MEDIA KIT

## & PROPOSAL EXAMPLES

MAGAZINE



WEBSITE



YOUTUBE



Getting A Custom Fitted Helmet! W/ Shoei Helmets - Cycle News



"It Could've Killed Me" - Austin Forkner Talks Injuries, Switching To Triumph, and More - ...







# 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.

## WEBSITE

ROBUST WEBSITE PACKED WITH CONTENT

## DIGITAL MAGAZINE

50 WEEKLY ISSUES AVERAGING 140 PAGES

## YOUTUBE CHANNEL

STRONG CHANNEL WITH AVERAGE OF 491 HOURS PER DAY WATCH TIME

## SOCIAL MEDIA

STRATEGIC PAID ADVERTISING, PARTNER ADVERTISING

- **REVIEWS AND COMPARISONS**

OVER 100 NEW MOTORCYCLE TESTS PER YEAR

- **MOTORCYCLE RACING COVERAGE**

FROM AROUND THE WORLD

- **MOTORCYCLE INDUSTRY**

NEWS, FEATURES, INTERVIEWS,  
PRODUCT REVIEWS AND NEW PRODUCTS.







**STATS**



# 12-MONTH HIGHLIGHTS

## NOV 2024

- MORE PEOPLE READ CYCLE NEWS THAN EVER BEFORE
- MORE PEOPLE ARE ENGAGING WITH CYCLE NEWS CONTENT
- CYCLE NEWS IS GROWING ACROSS ALL CHANNELS
- OUR CREDIBLE AND TIMELY MOTORCYCLE NEWS CONTENT CONTINUES TO BE DISCOVERED, ENJOYED AND **SHARED BY MORE PEOPLE EVERY YEAR.**

## MAGAZINE

- **565,124 UNIQUE USERS +11%**
- 699,862 Sessions +12%
- Average Session: 13+Minutes

## WEBSITE

- **3.5M UNIQUE USERS +16%**
- 7.7M Page Views +15%
- 35,000 + Articles Viewed

## YOUTUBE

- **2.8M VIEWS +16%**
- 178.6K Hours +18%
- 43,456 Subscribers +16%



# READERSHIP AND REACH STATS

## WEBSITE

- 245,543 Monthly Unique Visitors
- 429,477 Sessions
- 823,399 Page Views

## MAGAZINE

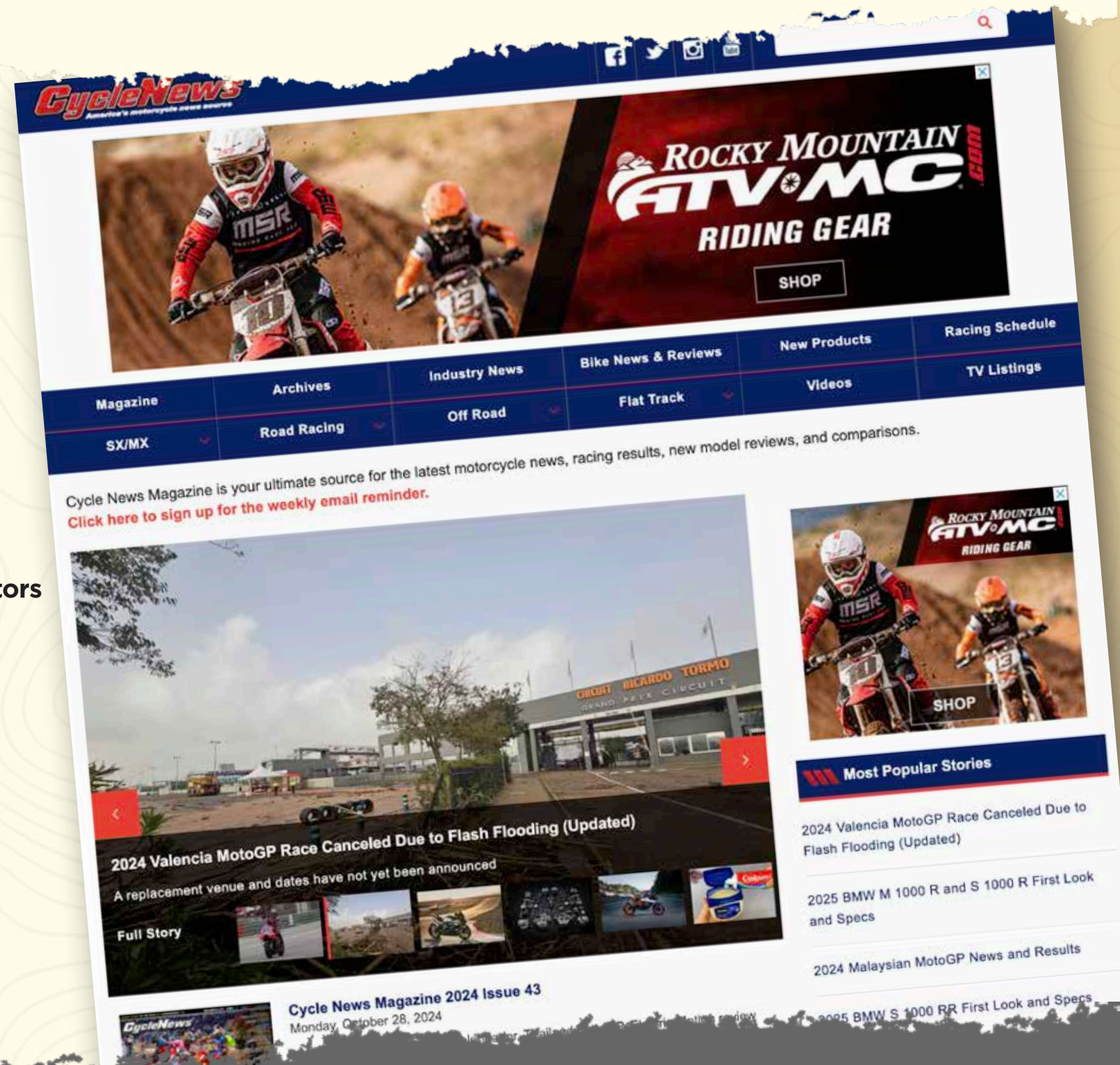
- Published 50 times per year
- 18,000 Unique Visitors per week and 40,000 Unique Visitors per month (not the same 18,000 people every week)
- Average Time Spent: Over 12 Minutes per session

## YOUTUBE

- 40,500 Subscribers
- 2.8 Million Views Last 12 Months

## SOCIAL MEDIA

- Facebook: 205,000 followers
- Instagram: 42,000 followers



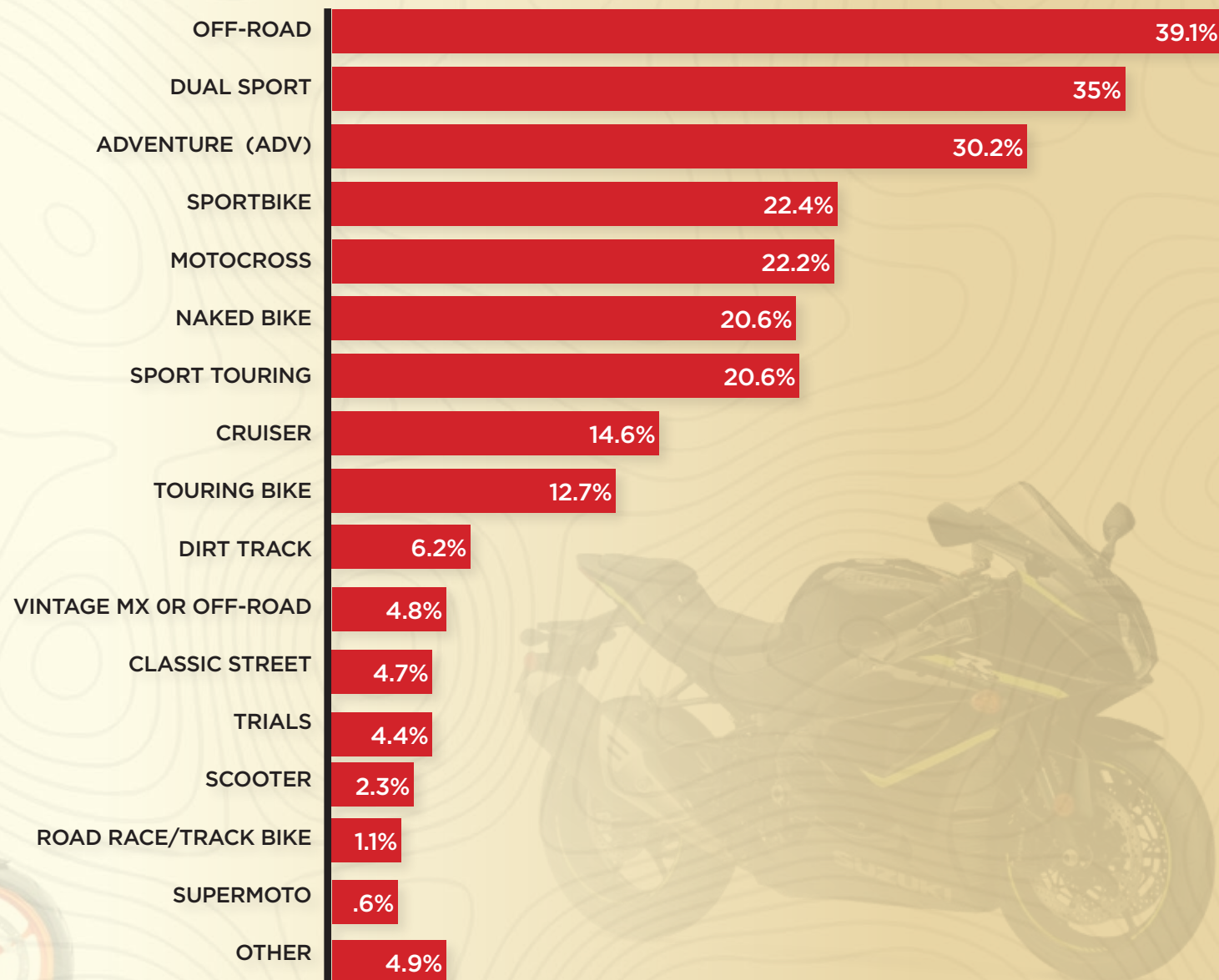


# OUR READERS

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 MOTORCYCLES**
- **86% PERFORM THEIR OWN MAINTENANCE**
- **MEDIAN HOUSEHOLD INCOME: \$98,000**
- **MEDIAN AGE: 45**

## 96% OWN A MOTORCYCLE







# ADVERTISING OPTIONS



# MAGAZINE ADVERTISING

CLICK BELOW TO SEE ACTUAL SIZE

- PRINT MAGAZINE FORMAT
- LARGER THAN WEBSITE BANNERS
- INCLUDE MULTIPLE LINKS
- EMBED VIDEO



CLICK HERE TO SEE THE LATEST ISSUE

## EXAMPLES

FULL PAGE - 7.9.25

HALF PAGE - 7 X 4.63



SPREAD - 14 X 9.25



**SUPERTECH  
CORP GOGGLE**

**ALPINESTARS  
ABSOLUTE  
VISION**  
PURE RACE PERFORMANCE



# THE BENEFITS OF ADVERTISING WITH US.



- 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.



- The magazine provides large ad space and ability to link directly to multiple sections products on your website from one ad.



- Coverage of all segments of the motorcycle market with industry news, bike tests, new product information and event coverage.

[CLICK HERE TO SEE THE LATEST ISSUE](#) ►





## WEBSITE ADVERTISING

- STANDARD BANNERS
- 970X250
- 300X250
- 300X600
- 728X90
- HIGH IMPACT SKINS
- DESKTOP 300X800 EACH SIDE
- MOBILE 320X50 TOP AND BOTTOM

## EXAMPLES





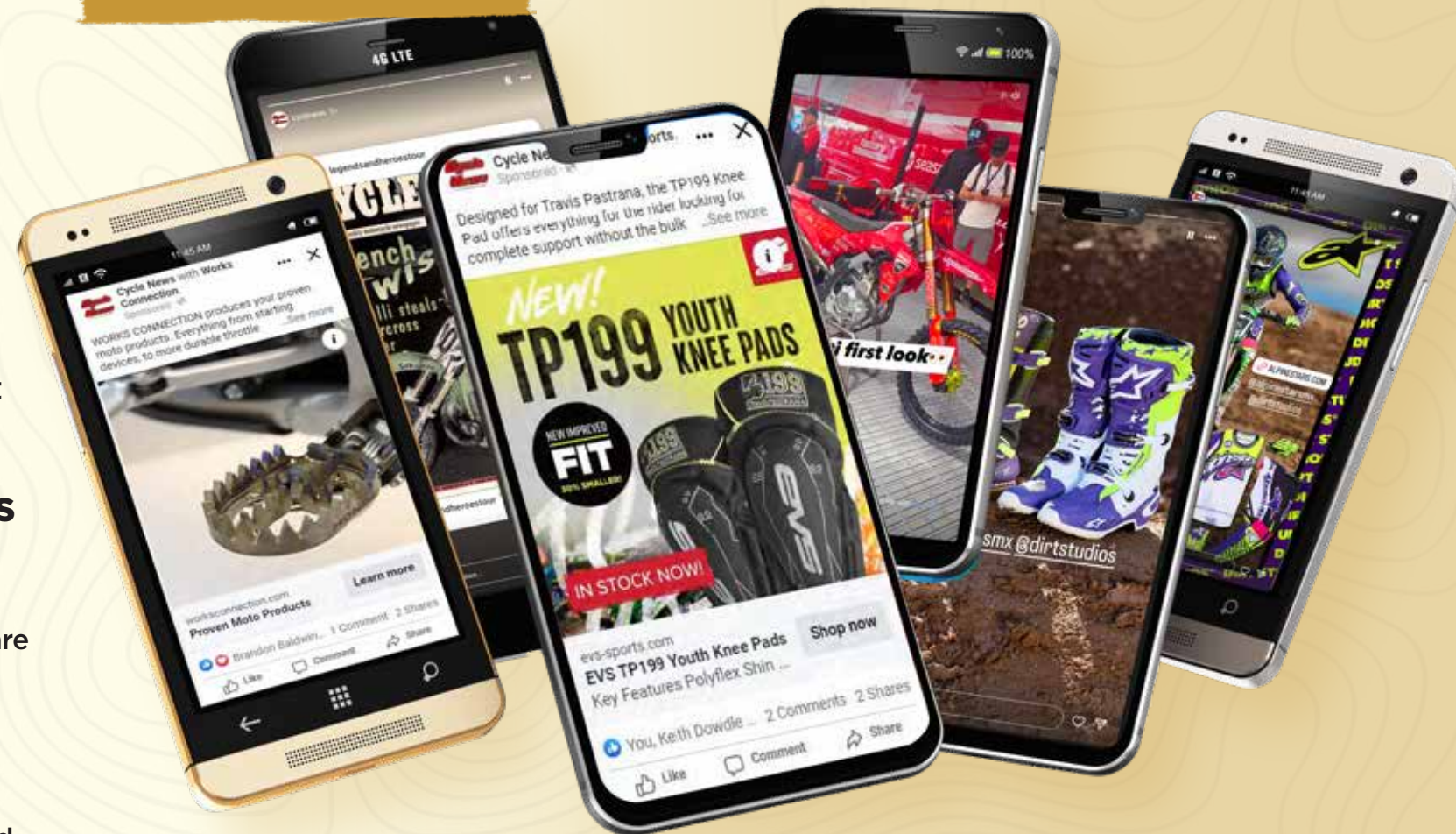
# SOCIAL MEDIA ADVERTISING

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 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.

## EXAMPLES



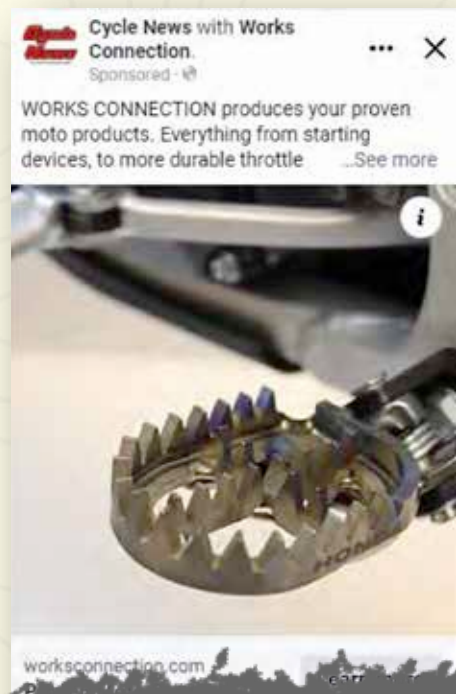
Facebook and Instagram ads can use videos or images. “Square” or 1x1 ratio images or videos are recommended because they maximize the space available and typically perform better but standard 9:16 ratio images or videos can be used.



# CYCLE NEWS PARTNER ADVERTISING

## 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.



**“ON AVERAGE,  
LESS THAN 10% OF  
YOUR FOLLOWERS  
WILL SEE ANY  
COMPANIES’  
ORGANIC POSTS.”**

## EXAMPLES





# HOW WE TARGET YOUR ADVERTISING

## LOOK ALIKE & 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

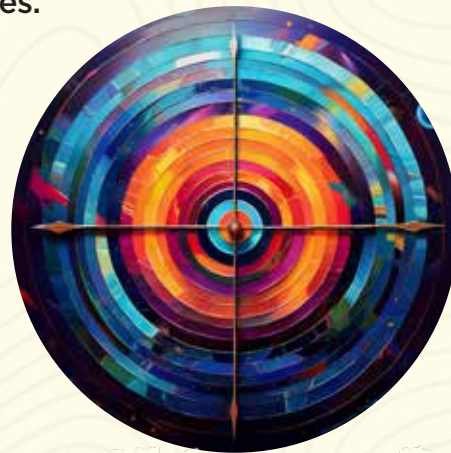
We will target specific people using their email address, assuming they use these emails to login into Social Media

## 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.





# WEEKLY NEWSLETTER ADVERTISING

Every week, Cycle News releases a new magazine issue and sends 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

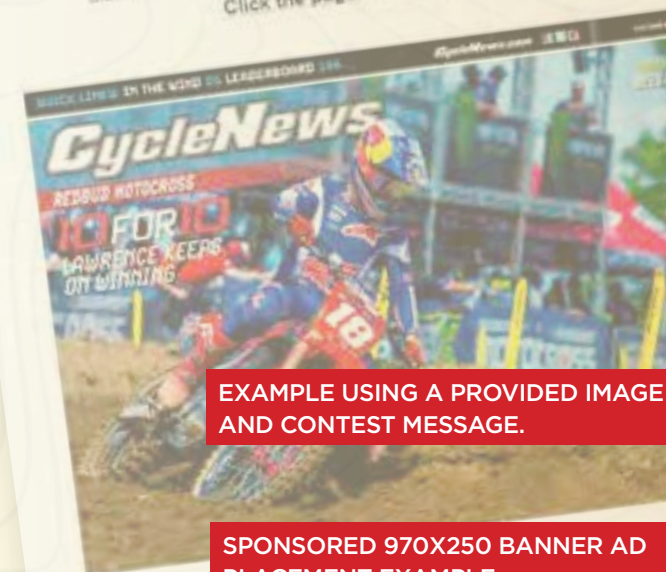
- Provided static image or banner ad (no animated GIF or other animated image files).
- We can not use ad tags because they can negatively impact the delivery of the emails in some email systems.
- You can provide a trackable click URL.
- 970x250 is the recommended banner ad size but we may be able to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

## NEWSLETTER

**CycleNews**  
America's motorcycle news source

Welcome to **Issue 26!**

Issue #26 of **Cycle News** is delivered right to your inbox for free! This week we cover the Red Bud National, the West Virginia Flat Track and so much more... also ride the new Beta 400RR and test the Shoei X-Fifteen helmet. Click the pages below to read now!



EXAMPLE USING A PROVIDED IMAGE AND CONTEST MESSAGE.

SPONSORED 970X250 BANNER AD PLACEMENT EXAMPLE. THIS CAN BE AN IMAGE WITH CAPTION OR OTHER BANNER AD SIZE.

**CycleNews**  
America's motorcycle news source

Welcome to **Issue 34!**

Issue #34 of **Cycle News** is delivered right to your inbox for free! This week we cover the Sacramento Half Mile, the Budds Creek National, Pittsburgh MotoAmerica, and the Austrian MotoGP. Our team also rides the Rieju Rangers. Click the links below to read now!



ENTER TO WIN CODY WEBB'S SHERCO



Want More News?

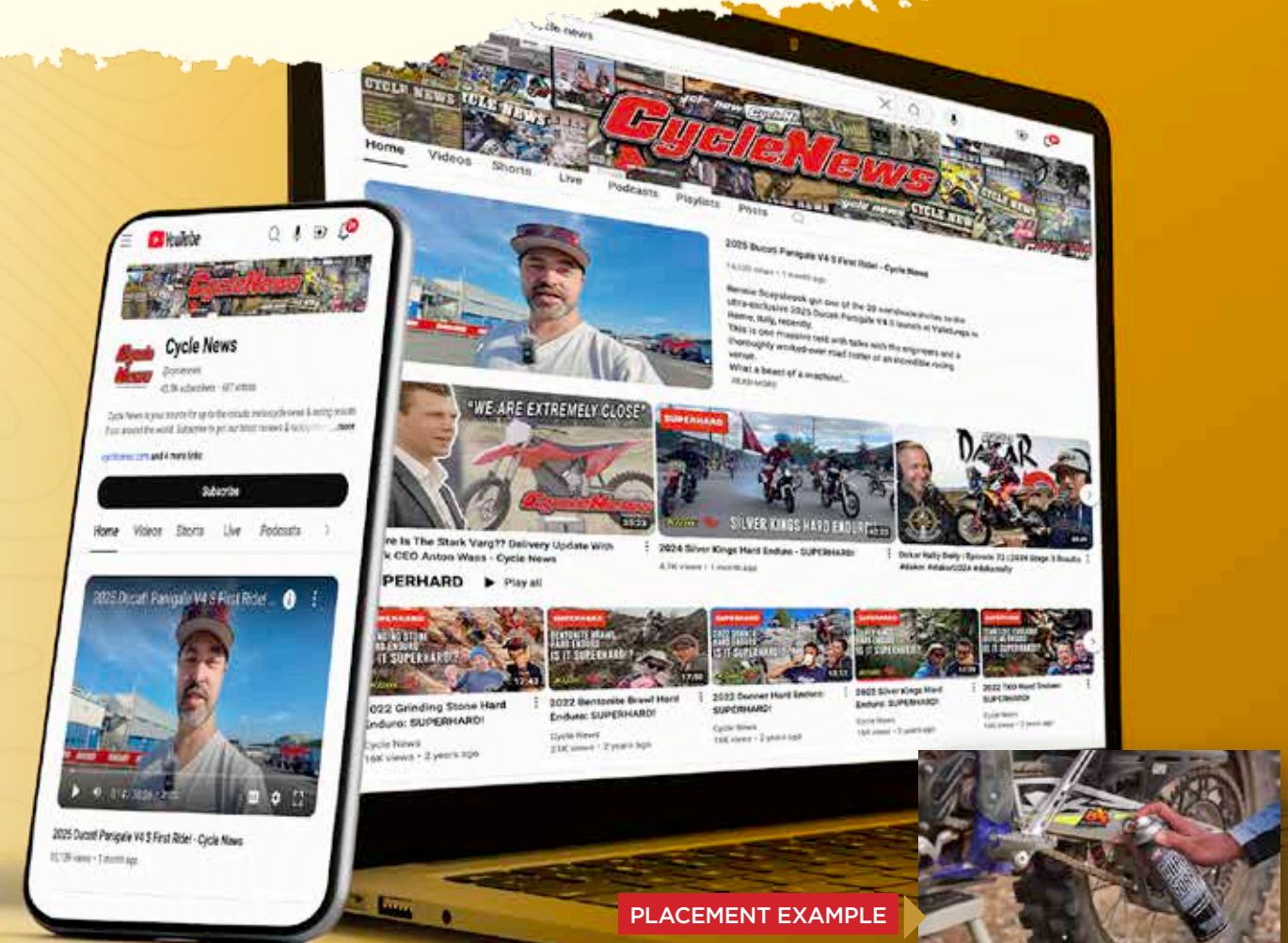




# YOUTUBE ADVERTISING

Cycle News has a strong and growing YouTube channel with over 45,000 subscribers and 2.8 million video views over the past year. Average of 491 Hours per day of watch time. Age skews younger than magazine/website. 34.6% are below 35 years old

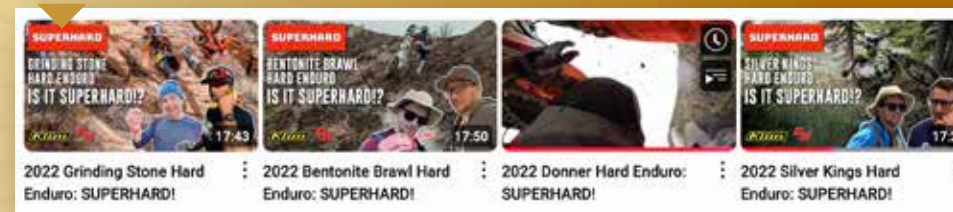
**Partners can work with Cycle News to get product placement, mentions or special projects. Content is primarily new motorcycle reviews and comparisons.**



PLACEMENT EXAMPLE

COLLABORATION EXAMPLE

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







# SPECS & SCHEDULE



# 2025 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. 61 Issue 1	Tuesday, January 7, 2025	Wednesday, January 1, 2025	Thursday, January 2, 2025
Vol. 61 Issue 2	Tuesday, January 14, 2025	Wednesday, January 8, 2025	Thursday, January 9, 2025
Vol. 61 Issue 3	Wednesday, January 22, 2025	Thursday, January 16, 2025	Friday, January 17, 2025
Vol. 61 Issue 4	Tuesday, January 28, 2025	Wednesday, January 22, 2025	Thursday, January 23, 2025
Vol. 61 Issue 5	Tuesday, February 4, 2025	Wednesday, January 29, 2025	Thursday, January 30, 2025
Vol. 61 Issue 6	Tuesday, February 11, 2025	Wednesday, February 5, 2025	Thursday, February 6, 2025
Vol. 61 Issue 7	Wednesday, February 19, 2025	Thursday, February 13, 2025	Friday, February 14, 2025
Vol. 61 Issue 8	Tuesday, February 25, 2025	Wednesday, February 19, 2025	Thursday, February 20, 2025
Vol. 61 Issue 9	Tuesday, March 4, 2025	Wednesday, February 26, 2025	Thursday, February 27, 2025
Vol. 61 Issue 10	Tuesday, March 11, 2025	Wednesday, March 5, 2025	Thursday, March 6, 2025
Vol. 61 Issue 11	Tuesday, March 18, 2025	Wednesday, March 12, 2025	Thursday, March 13, 2025
Vol. 61 Issue 12	Tuesday, March 25, 2025	Wednesday, March 19, 2025	Thursday, March 20, 2025
Vol. 61 Issue 13	Tuesday, April 1, 2025	Wednesday, March 26, 2025	Thursday, March 27, 2025
Vol. 61 Issue 14	Tuesday, April 8, 2025	Wednesday, April 2, 2025	Thursday, April 3, 2025
Vol. 61 Issue 15	Tuesday, April 15, 2025	Wednesday, April 9, 2025	Thursday, April 10, 2025
Vol. 61 Issue 16	Tuesday, April 22, 2025	Wednesday, April 16, 2025	Thursday, April 17, 2025
Vol. 61 Issue 17	Tuesday, April 29, 2025	Wednesday, April 23, 2025	Thursday, April 24, 2025
Vol. 61 Issue 18	Tuesday, May 6, 2025	Wednesday, April 30, 2025	Thursday, May 1, 2025
Vol. 61 Issue 19	Tuesday, May 13, 2025	Wednesday, May 7, 2025	Thursday, May 8, 2025
Vol. 61 Issue 20	Tuesday, May 20, 2025	Wednesday, May 14, 2025	Thursday, May 15, 2025
Vol. 61 Issue 21	Wednesday, May 28, 2025	Thursday, May 22, 2025	Friday, May 23, 2025
Vol. 61 Issue 22	Tuesday, June 3, 2025	Wednesday, May 28, 2025	Thursday, May 29, 2025
Vol. 61 Issue 23	Tuesday, June 10, 2025	Wednesday, June 4, 2025	Thursday, June 5, 2025
Vol. 61 Issue 24	Tuesday, June 17, 2025	Wednesday, June 11, 2025	Thursday, June 12, 2025
Vol. 61 Issue 25	Tuesday, June 24, 2025	Wednesday, June 18, 2025	Thursday, June 19, 2025
Vol. 61 Issue 26	Tuesday, July 1, 2025	Wednesday, June 25, 2025	Thursday, June 26, 2025
Vol. 61 Issue 27	Tuesday, July 8, 2025	Wednesday, July 2, 2025	Thursday, July 3, 2025
Vol. 61 Issue 28	Tuesday, July 15, 2025	Wednesday, July 9, 2025	Thursday, July 10, 2025
Vol. 61 Issue 29	Tuesday, July 22, 2025	Wednesday, July 16, 2025	Thursday, July 17, 2025
Vol. 61 Issue 30	Tuesday, July 29, 2025	Wednesday, July 23, 2025	Thursday, July 24, 2025
Vol. 61 Issue 31	Tuesday, August 5, 2025	Wednesday, July 30, 2025	Thursday, July 31, 2025
Vol. 61 Issue 32	Tuesday, August 12, 2025	Wednesday, August 6, 2025	Thursday, August 7, 2025
Vol. 61 Issue 33	Tuesday, August 19, 2025	Wednesday, August 13, 2025	Thursday, August 14, 2025
Vol. 61 Issue 34	Tuesday, August 26, 2025	Wednesday, August 20, 2025	Thursday, August 21, 2025
Vol. 61 Issue 35	Wednesday, September 3, 2025	Thursday, August 28, 2025	Friday, August 29, 2025
Vol. 61 Issue 36	Tuesday, September 9, 2025	Wednesday, September 3, 2025	Thursday, September 4, 2025
Vol. 61 Issue 37	Tuesday, September 16, 2025	Wednesday, September 10, 2025	Thursday, September 11, 2025
Vol. 61 Issue 38	Tuesday, September 23, 2025	Wednesday, September 17, 2025	Thursday, September 18, 2025
Vol. 61 Issue 39	Tuesday, September 30, 2025	Wednesday, September 24, 2025	Thursday, September 25, 2025
Vol. 61 Issue 40	Tuesday, October 7, 2025	Wednesday, October 1, 2025	Thursday, October 2, 2025
Vol. 61 Issue 41	Tuesday, October 14, 2025	Wednesday, October 8, 2025	Thursday, October 9, 2025
Vol. 61 Issue 42	Tuesday, October 21, 2025	Wednesday, October 15, 2025	Thursday, October 16, 2025
Vol. 61 Issue 43	Tuesday, October 28, 2025	Wednesday, October 22, 2025	Thursday, October 23, 2025
Vol. 61 Issue 44	Tuesday, November 4, 2025	Wednesday, October 29, 2025	Thursday, October 30, 2025
Vol. 61 Issue 45	Tuesday, November 11, 2025	Wednesday, November 5, 2025	Thursday, November 6, 2025
Vol. 61 Issue 46	Tuesday, November 18, 2025	Wednesday, November 12, 2025	Thursday, November 13, 2025
Vol. 61 Issue 47	Tuesday, November 25, 2025	Wednesday, November 19, 2025	Thursday, November 20, 2025
Vol. 61 Issue 48	Tuesday, December 2, 2025	Wednesday, November 26, 2025	Thursday, November 27, 2025
Vol. 61 Issue 49	Tuesday, December 9, 2025	Wednesday, December 3, 2025	Thursday, December 4, 2025
Vol. 61 Issue 50	Tuesday, December 16, 2025	Wednesday, December 10, 2025	Thursday, December 11, 2025



# 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). Final Size 14.00 wide x 9.25 inches tall

**Full:** 7.00 wide x 9.25 inches tall

**Half:** 7.00 wide x 4.63 inches tall

**2/3:** 4.67 wide x 9.25 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.

## SPECIFICATIONS



SPREAD - 14 X 9.25



FULL PAGE - 7 X 9.25



HALF PAGE - 7 X 4.63



# EXAMPLE BUDGET OPTIONS

## MAGAZINE OPTIONS

Ad Size	# of Issues	Rate	Total Budget	Notes
Spread	50	\$ 550	\$ 27,500	Assumes running all 50 weekly issues.
Spread	35	\$ 600	\$ 21,000	35 of 50 weekly issues
Spread	25	\$ 650	\$ 16,250	25 of 50 weekly issues
Full Page	50	\$ 300	\$ 15,000	Assumes running all 50 weekly issues.
Full Page	35	\$ 325	\$ 11,375	35 of 50 weekly issues
Full Page	25	\$ 350	\$ 8,750	25 of 50 weekly issues
Half Page	50	\$ 180	\$ 9,000	Assumes running all 50 weekly issues.
Half Page	35	\$ 195	\$ 6,825	35 of 50 weekly issues
Half Page	25	\$ 205	\$ 5,125	25 of 50 weekly issues

## CONTACT

**Sean Finley**

sean.finley@digitalthrottle.com

M (323) 630-2182

**Jesse Ziegler**

jesse.ziegler@digitalthrottle.com

M (208) 881-1279

**Dave Roe**

dave.roe@digitalthrottle.com

M (724) 312-3207

## FACEBOOK / INSTAGRAM ADS - VIA THE CYCLE NEWS FEED

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

## WEBSITE BANNER ADS

- Recommended Budget:  
Twelve Months @ \$600 each = \$7,200 Total Budget
- 300x250, 300x600, 920x250 @ \$7.00 CPM = \$4,800  
total budget with 685,714 impressions
- Side Skins / Mobile Skins @ \$15.00 CPM = \$1,800  
total budget with 160,000 impressions

## WEEKLY MAGAZINE EMAIL SPONSORSHIP

- Ten weekly issue email sponsorships (20 total emails).  
\$300 each for \$3,000 total budget.

## YOUTUBE VIDEO PRODUCT PLACEMENT / SPONSORSHIP

- \$1,000 Per Video for product placements.  
Custom programs available.