





# Cycle News Overview

## 50 Weekly Magazine Issues, Robust Website and YouTube Channel

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
- Strong YouTube Channel with Average of 491 Hours per Day Watch Time
- Over 100 New Motorcycle Reviews and Comparison Tests 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
- Median 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

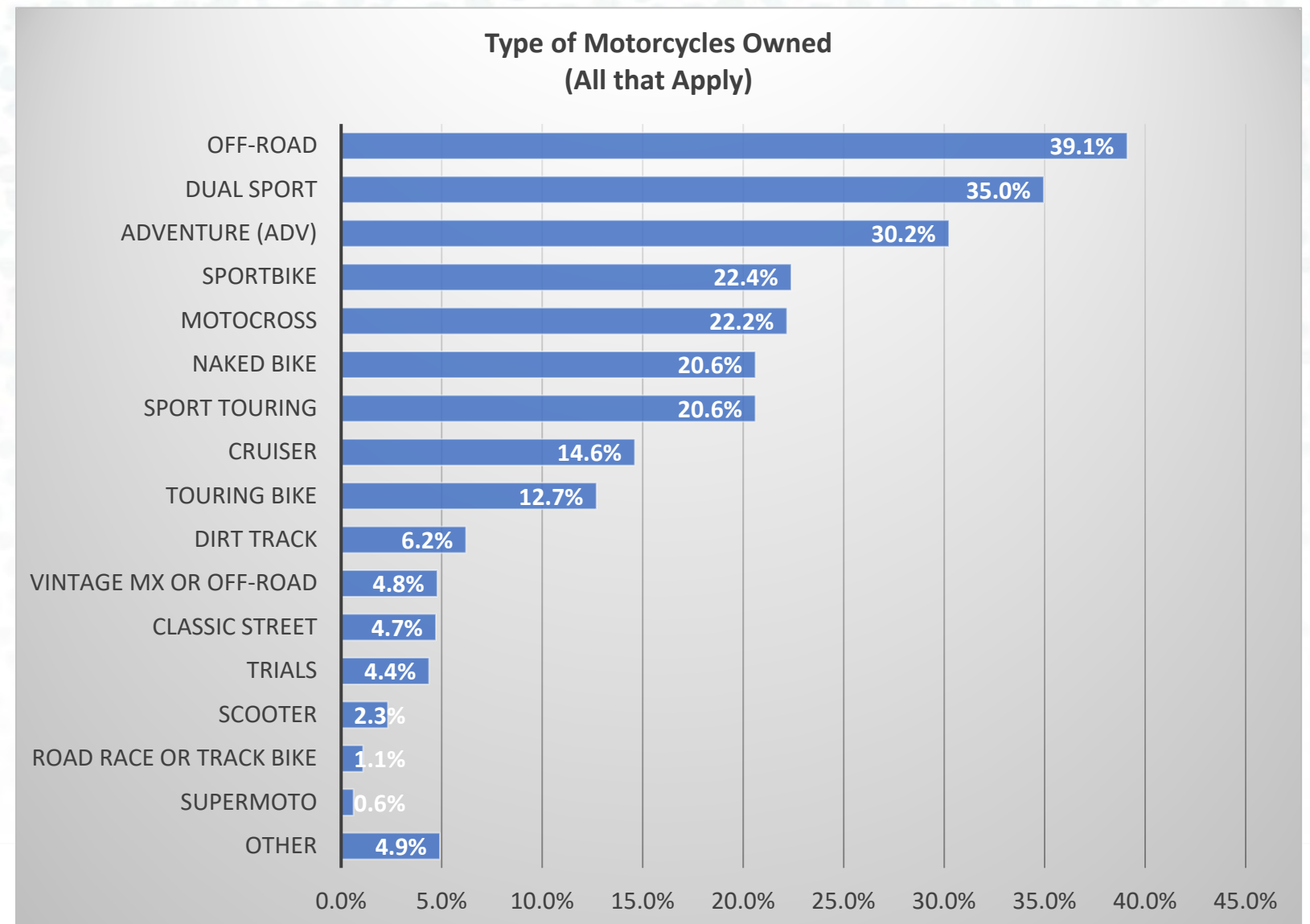
- 245,543 Monthly Unique Visitors
- 429,477 Sessions
- 823,399 Page Views

## Cycle News YouTube

- 40,500 Subscribers
- 2.9 Million Views Last 12 Months (Apr 2024)

## Social Media

- Facebook: 205,000 followers
- Instagram: 40,000 followers





# Magazine Advertising Options

- Print Magazine Format
- Larger Than Website Banners
- Include Multiple Links
- Embed Video



Two Page Spread



Full Page



Half Page

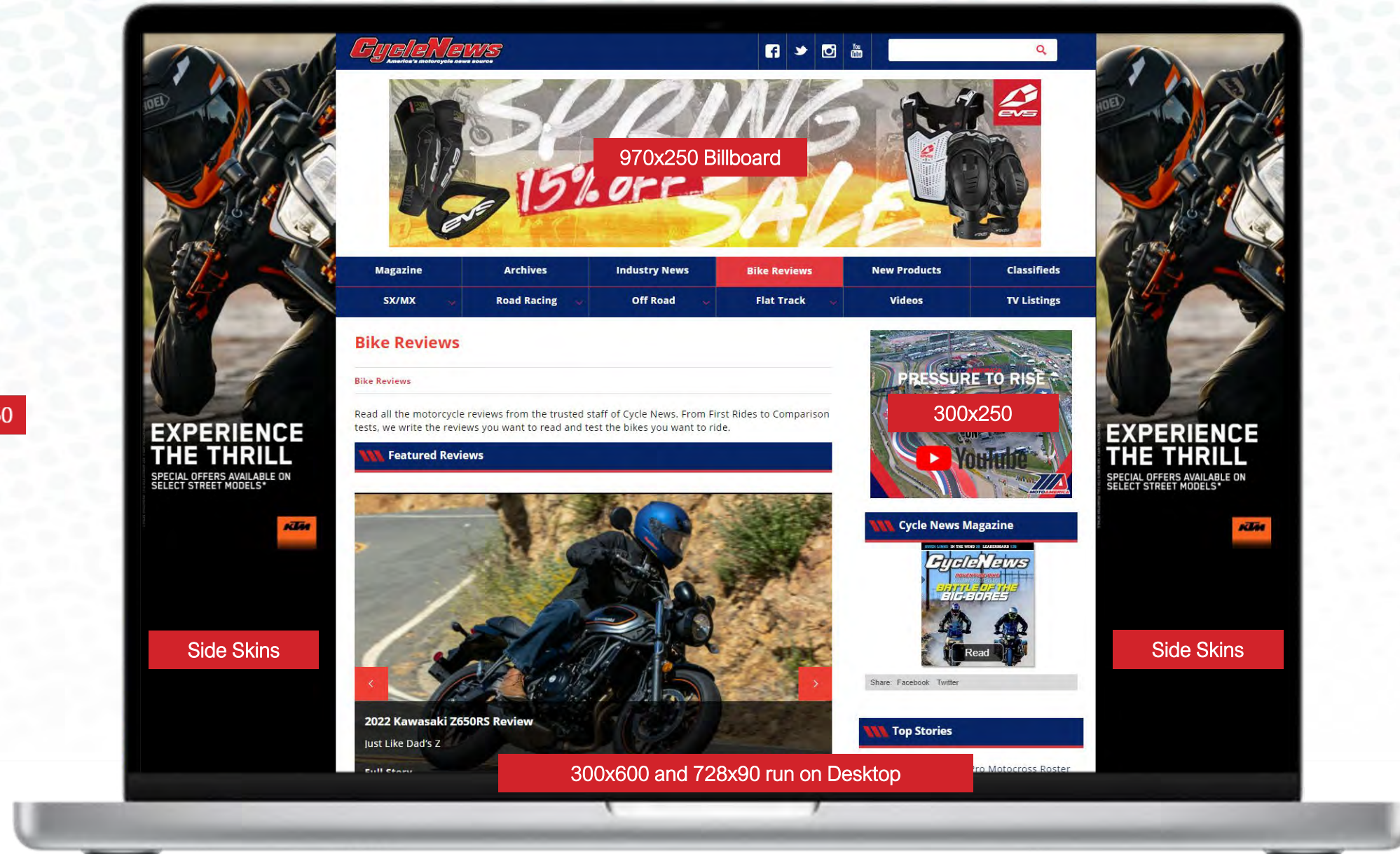
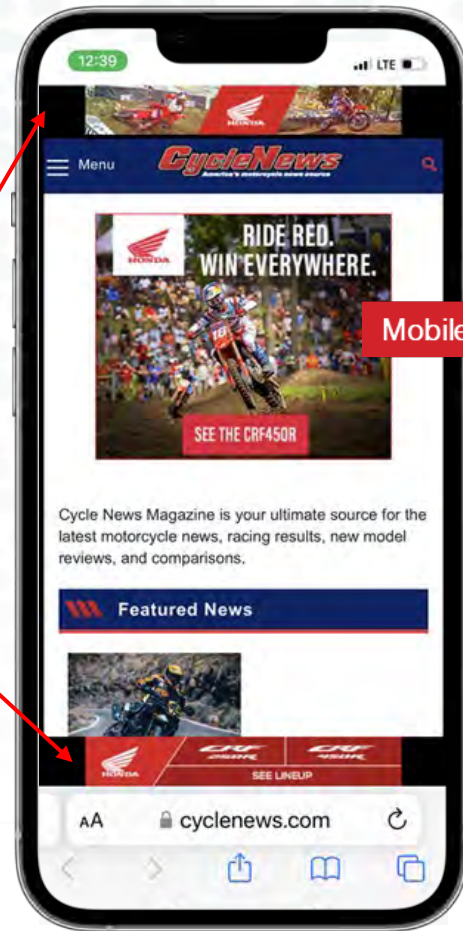




# Website Advertising Options



- 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

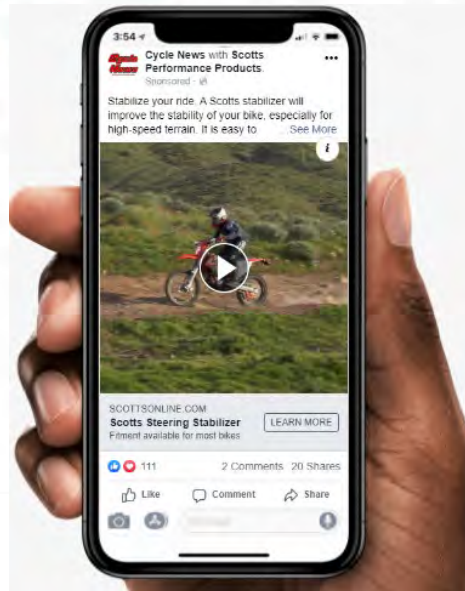
Every company should have an active Social Media channel but if you want to make a real impact, you must have a strategic **paid advertising plan**.

- 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.



## 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.

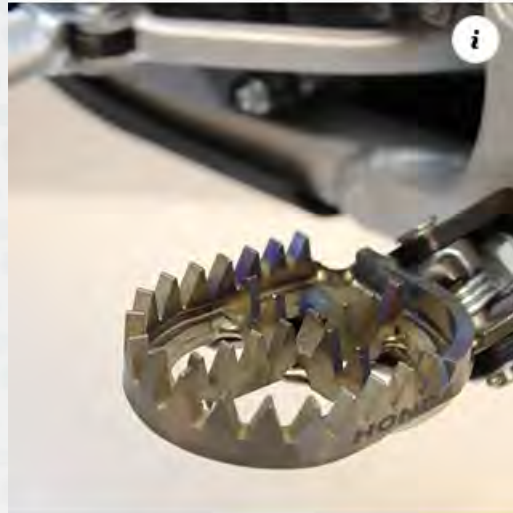


# Example Partner Social Media Ads

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



**NEW!**  
**TP199 YOUTH KNEE PADS**

NEW IMPROVED **FIT**  
30% SMALLER!

**IN STOCK NOW!**

evs-sports.com  
**EVS TP199 Youth Knee Pads** [Shop now](#)  
Key Features Polyflex Shin ...

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** [Learn more](#)  
Fitment for most bikes

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** **ADRENALINE AT YOUR FINGERTIPS FOR THE ROAD OR TRACK**


[LEARN MORE](#)

aprilia.com  
**Aprilia Tuono 660 and V4** [Learn more](#)

Tommy Brunton... 4 Comments 8 Shares

Like Comment Share

**cyclenews** Sponsored




**COME LIVE THE PRIME STRIKE**

[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** [Learn more](#)  
Glancing Off

Robert Moran an... 1 Comment 4 Shares

**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



**GIVI Corium Line**

giviusa.com  
**Classic MC Luggage** [Learn more](#)

Like Comment Share



# Weekly Newsletter Advertising Options

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.

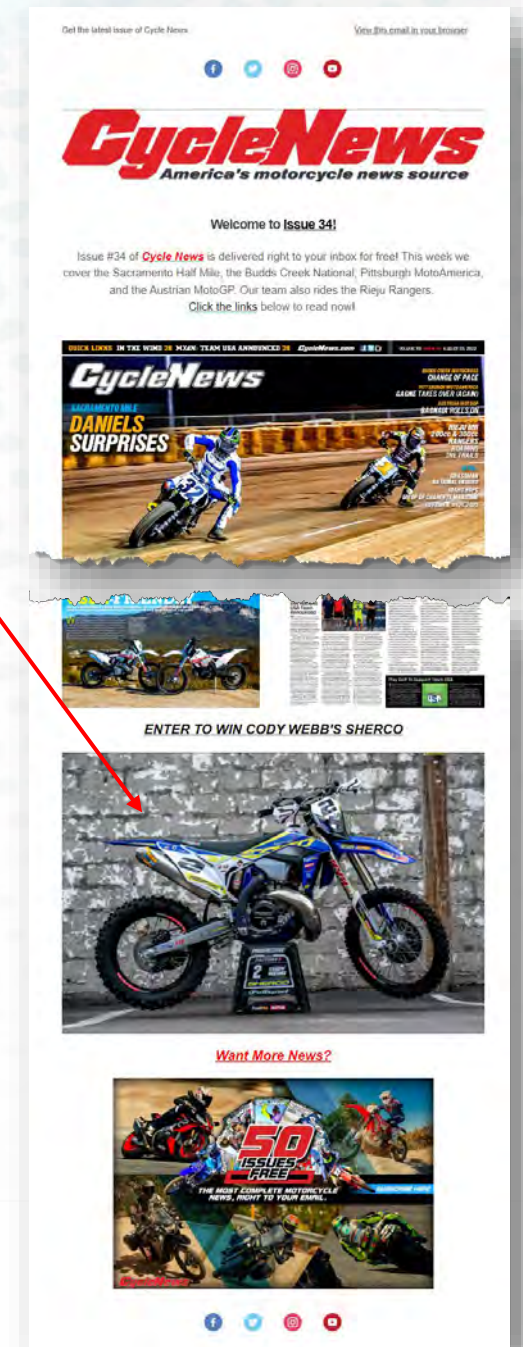
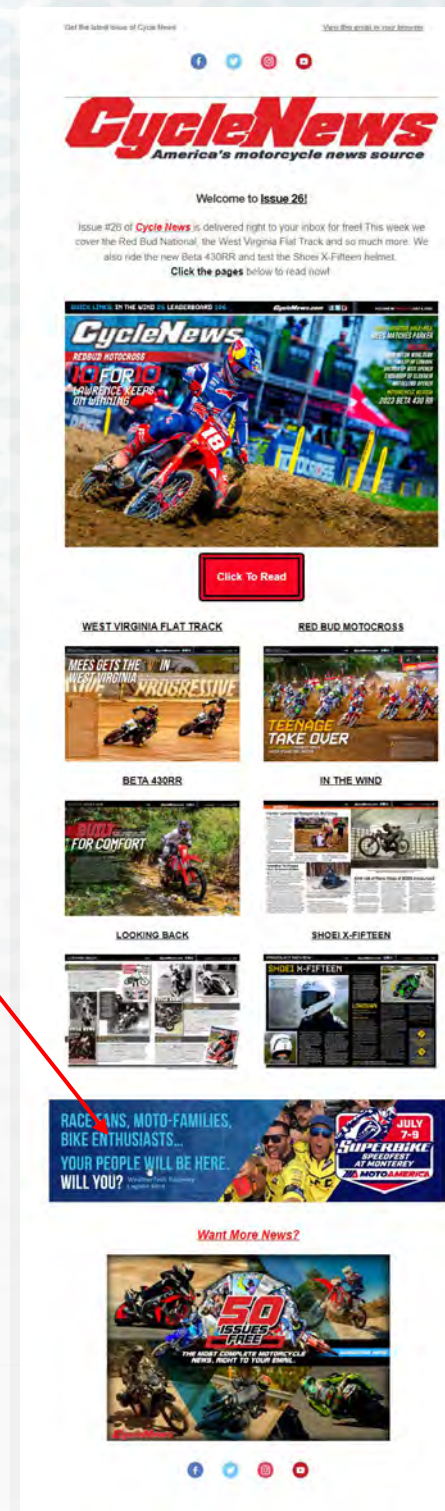
## Stats

- 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.

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



Example using a provided image and contest message.



# YouTube



Cycle News has a strong and growing YouTube channel with over 40,000 subscribers and 2.9 million video views over the past year (Apr 2024).

Average of **491 Hours per day of watch time.**

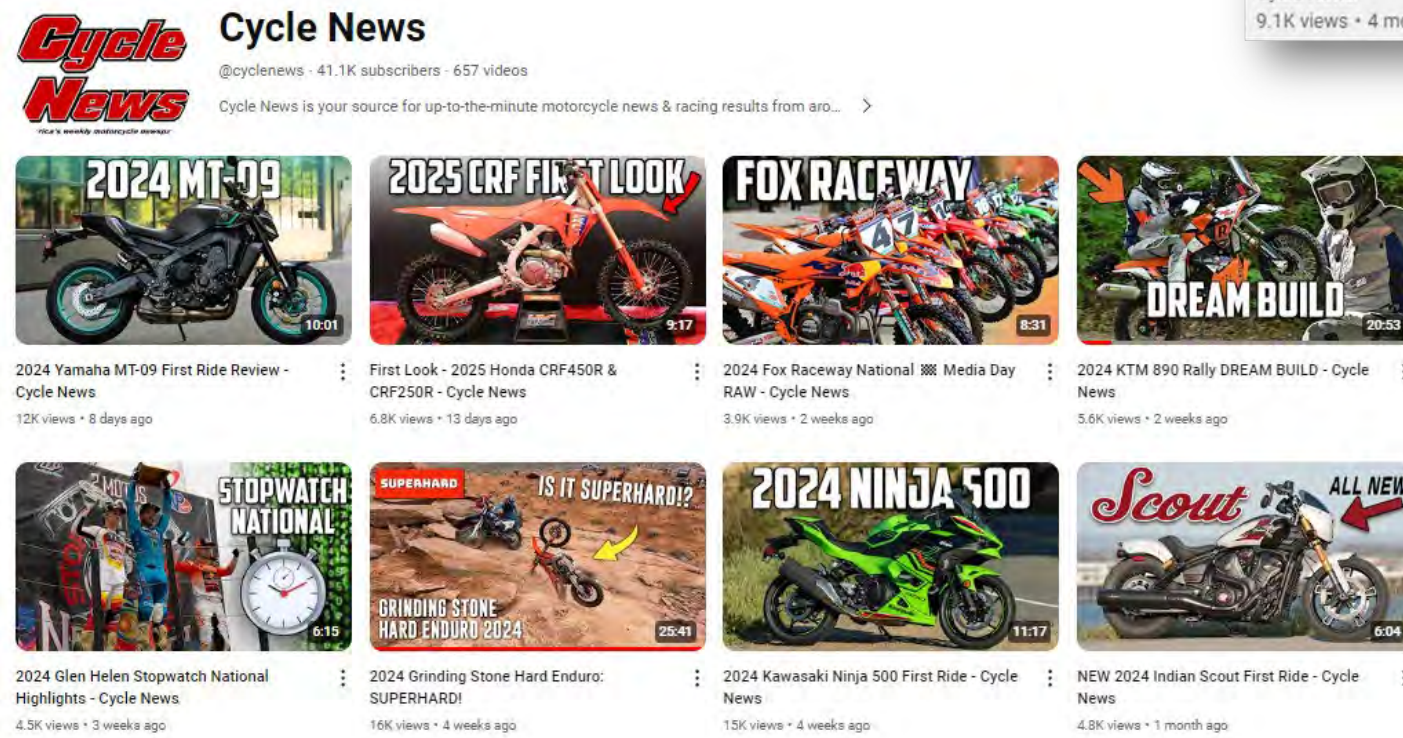
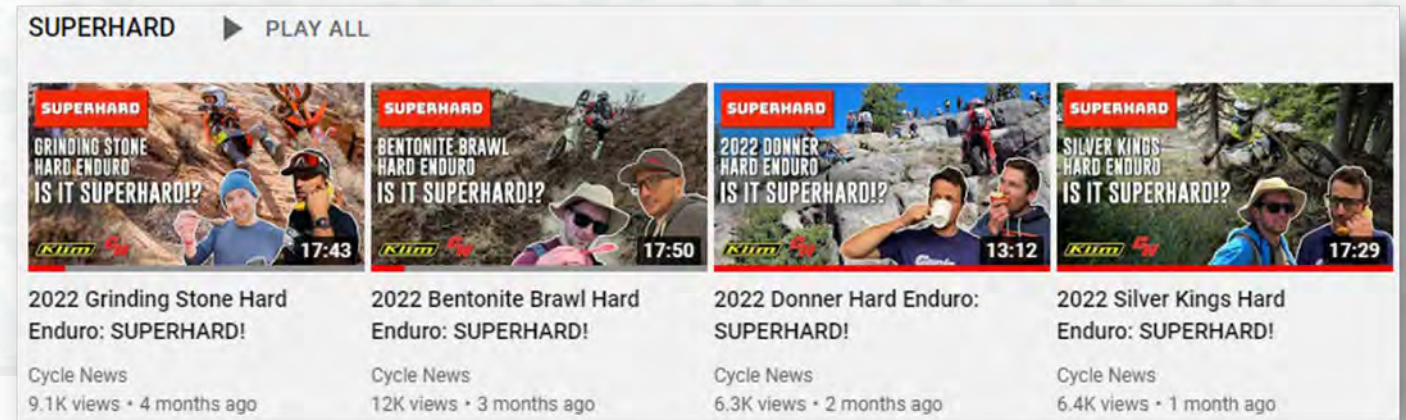
Age skews younger than magazine/website. 34.6% are below 35 years old.

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

Content is primarily new motorcycle reviews and comparisons.

## Collaboration Example

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



## Product Placement and Mention Example



[Click to see example video product placement](#)



# 2024 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 9, 2024	Wednesday, January 3, 2024	Thursday, January 4, 2024
Vol. 61 Issue 2	Wednesday, January 17, 2024	Thursday, January 11, 2024	Friday, January 12, 2024
Vol. 61 Issue 3	Tuesday, January 23, 2024	Wednesday, January 17, 2024	Thursday, January 18, 2024
Vol. 61 Issue 4	Tuesday, January 30, 2024	Wednesday, January 24, 2024	Thursday, January 25, 2024
Vol. 61 Issue 5	Tuesday, February 6, 2024	Wednesday, January 31, 2024	Thursday, February 1, 2024
Vol. 61 Issue 6	Tuesday, February 13, 2024	Wednesday, February 7, 2024	Thursday, February 8, 2024
Vol. 61 Issue 7	Wednesday, February 21, 2024	Thursday, February 15, 2024	Friday, February 16, 2024
Vol. 61 Issue 8	Tuesday, February 27, 2024	Wednesday, February 21, 2024	Thursday, February 22, 2024
Vol. 61 Issue 9	Tuesday, March 5, 2024	Wednesday, February 28, 2024	Thursday, February 29, 2024
Vol. 61 Issue 10	Tuesday, March 12, 2024	Wednesday, March 6, 2024	Thursday, March 7, 2024
Vol. 61 Issue 11	Tuesday, March 19, 2024	Wednesday, March 13, 2024	Thursday, March 14, 2024
Vol. 61 Issue 12	Tuesday, March 26, 2024	Wednesday, March 20, 2024	Thursday, March 21, 2024
Vol. 61 Issue 13	Tuesday, April 2, 2024	Wednesday, March 27, 2024	Thursday, March 28, 2024
Vol. 61 Issue 14	Tuesday, April 9, 2024	Wednesday, April 3, 2024	Thursday, April 4, 2024
Vol. 61 Issue 15	Tuesday, April 16, 2024	Wednesday, April 10, 2024	Thursday, April 11, 2024
Vol. 61 Issue 16	Tuesday, April 23, 2024	Wednesday, April 17, 2024	Thursday, April 18, 2024
Vol. 61 Issue 17	Tuesday, April 30, 2024	Wednesday, April 24, 2024	Thursday, April 25, 2024
Vol. 61 Issue 18	Tuesday, May 7, 2024	Wednesday, May 1, 2024	Thursday, May 2, 2024
Vol. 61 Issue 19	Tuesday, May 14, 2024	Wednesday, May 8, 2024	Thursday, May 9, 2024
Vol. 61 Issue 20	Tuesday, May 21, 2024	Wednesday, May 15, 2024	Thursday, May 16, 2024
Vol. 61 Issue 21	Wednesday, May 29, 2024	Thursday, May 23, 2024	Friday, May 24, 2024
Vol. 61 Issue 22	Tuesday, June 4, 2024	Wednesday, May 29, 2024	Thursday, May 30, 2024
Vol. 61 Issue 23	Tuesday, June 11, 2024	Wednesday, June 5, 2024	Thursday, June 6, 2024
Vol. 61 Issue 24	Tuesday, June 18, 2024	Wednesday, June 12, 2024	Thursday, June 13, 2024
Vol. 61 Issue 25	Tuesday, June 25, 2024	Wednesday, June 19, 2024	Thursday, June 20, 2024
Vol. 61 Issue 26	Tuesday, July 2, 2024	Wednesday, June 26, 2024	Thursday, June 27, 2024
Vol. 61 Issue 27	Tuesday, July 9, 2024	Wednesday, July 3, 2024	Thursday, July 4, 2024
Vol. 61 Issue 28	Tuesday, July 16, 2024	Wednesday, July 10, 2024	Thursday, July 11, 2024
Vol. 61 Issue 29	Tuesday, July 23, 2024	Wednesday, July 17, 2024	Thursday, July 18, 2024
Vol. 61 Issue 30	Tuesday, July 30, 2024	Wednesday, July 24, 2024	Thursday, July 25, 2024
Vol. 61 Issue 31	Tuesday, August 6, 2024	Wednesday, July 31, 2024	Thursday, August 1, 2024
Vol. 61 Issue 32	Tuesday, August 13, 2024	Wednesday, August 7, 2024	Thursday, August 8, 2024
Vol. 61 Issue 33	Tuesday, August 20, 2024	Wednesday, August 14, 2024	Thursday, August 15, 2024
Vol. 61 Issue 34	Tuesday, August 27, 2024	Wednesday, August 21, 2024	Thursday, August 22, 2024
Vol. 61 Issue 35	Wednesday, September 4, 2024	Thursday, August 29, 2024	Friday, August 30, 2024
Vol. 61 Issue 36	Tuesday, September 10, 2024	Wednesday, September 4, 2024	Thursday, September 5, 2024
Vol. 61 Issue 37	Tuesday, September 17, 2024	Wednesday, September 11, 2024	Thursday, September 12, 2024
Vol. 61 Issue 38	Tuesday, September 24, 2024	Wednesday, September 18, 2024	Thursday, September 19, 2024
Vol. 61 Issue 39	Tuesday, October 1, 2024	Wednesday, September 25, 2024	Thursday, September 26, 2024
Vol. 61 Issue 40	Tuesday, October 8, 2024	Wednesday, October 2, 2024	Thursday, October 3, 2024
Vol. 61 Issue 41	Tuesday, October 15, 2024	Wednesday, October 9, 2024	Thursday, October 10, 2024
Vol. 61 Issue 42	Tuesday, October 22, 2024	Wednesday, October 16, 2024	Thursday, October 17, 2024
Vol. 61 Issue 43	Tuesday, October 29, 2024	Wednesday, October 23, 2024	Thursday, October 24, 2024
Vol. 61 Issue 44	Tuesday, November 5, 2024	Wednesday, October 30, 2024	Thursday, October 31, 2024
Vol. 61 Issue 45	Tuesday, November 12, 2024	Wednesday, November 6, 2024	Thursday, November 7, 2024
Vol. 61 Issue 46	Tuesday, November 19, 2024	Wednesday, November 13, 2024	Thursday, November 14, 2024
Vol. 61 Issue 47	Tuesday, November 26, 2024	Wednesday, November 20, 2024	Thursday, November 21, 2024
Vol. 61 Issue 48	Tuesday, December 3, 2024	Wednesday, November 27, 2024	Thursday, November 28, 2024
Vol. 61 Issue 49	Tuesday, December 10, 2024	Wednesday, December 4, 2024	Thursday, December 5, 2024
Vol. 61 Issue 50	Tuesday, December 17, 2024	Wednesday, December 11, 2024	Thursday, December 12, 2024



# Example Budget Options



## CYCLE NEWS 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

## 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 on impressions for reduced CPM)

## CYCLE NEWS 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

## CYCLE NEWS WEEKLY MAGAZINE EMAIL SPONSORSHIP

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

## CYCLE NEWS YOUTUBE VIDEO PRODUCT PLACEMENT / SPONSORSHIP

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

## Contact a rep for custom proposal

Sean Finley  
[sean.finley@digitalthrottle.com](mailto:sean.finley@digitalthrottle.com)  
M (323) 630-2182

Jesse Ziegler  
[jesse.ziegler@digitalthrottle.com](mailto:jesse.ziegler@digitalthrottle.com)  
M (208) 881-1279

Dave Roe  
[dave.roe@digitalthrottle.com](mailto:dave.roe@digitalthrottle.com)  
M (724) 312-3207