

2019 Cooperative Motorcycle Advertising Program

New York has endorsed **RoadRunner** as a co-op advertising partner for 2019.
Our partnership will help drive motorcycle tourism spending in rural communities.

		Reservation Deadline	Materials Due	On Sale
Travel Destination Guide	Jan/Feb '19	11/6/18	11/13/18	1/1/19
	Mar/Apr '19	1/15/19	1/22/19	3/5/19
	May/June '19	3/5/19	3/12/19	4/23/19
Travel Destination Guide	Jul/Aug '19	4/23/19	4/30/19	6/18/19
	Sept/Oct '19	6/25/19	7/2/19	8/13/19
	*Collector's Issue	6/24/19	7/29/19	9/24/19
	Nov/Dec '19	9/10/19	9/17/19	10/29/19

**Inquire about rates and details for Collector's Issue (Touring America's Backroads)*

NYSTIA Co-op Discount Rates

Full	\$3,915
2/3	\$3,035
1/2	\$2,168
1/3	\$1,675
1/4	\$1,313
1/6	\$898

RoadRunner readers are looking for open two-lane roads and love to experience small town charm. They seek out historic areas, sample the local cuisine, enjoy the sights, and stay in local hotels.

Motorcycle travelers are not the traditional family vacation tourists— they comprise a large audience of highly affluent, primarily middle-aged riders who **have the time and the means to spend on multi-day tours.**



RoadRunner will drive affluent motorcycle travelers to your communities. Research shows that small groups of motorcyclists can make a huge impact on the local economy.

National audience of motorcycle riders who travel the country.

- 85,563 paid circulation
- 231,020 total readership
- 8,250 miles ridden each year
- 67% use **RoadRunner** to research and plan their trips
- 87% save every issue for reference

For detailed information, contact:

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