

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
	Jan/Feb '19	11/6/18	11/13/18	1/1/19
Travel Destination Guide	Mar/Apr '19	1/15/19	1/22/19	3/5/19
	May/June '19	3/5/19	3/12/19	4/23/19
	Jul/Aug '19	4/23/19	4/30/19	6/18/19
Travel Destination Guide	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

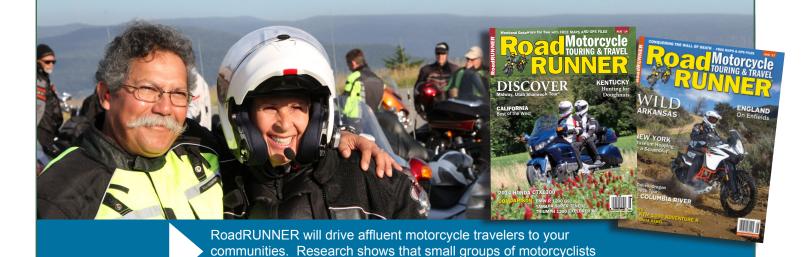
^{*}Inquire about rates and details for Collector's Issue (Touring America's Backroads)

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 multiday tours.



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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can make a huge impact on the local economy.





