



2023 Tourism MEDIA KIT

RoadRUNNER Motorcycle Touring & Travel is America's only print magazine dedicated to motorcycle travel.

- A trusted brand for over 20 years
- North America's motorcycle category-leading publication
- Called the *National Geographic* of motorcycle magazines
- The only U.S. motorcycle magazine available on the newsstand nationwide
- Caters to affluent riders that are searching for new places to visit
- Motivates readers to ride more, and spend more on their passion
- Reaches 205,000+ qualified and active riders
- Available in print and digital



AUDIENCE



Total
readership:
205,521

Rate
base:
70,000

\$35.99/YR SUBSCRIPTION

\$9.95 COVER PRICE

6X PER YEAR

Available in PRINT & DIGITAL

RoadRUNNER magazine is published 6x per year. The magazine is available by subscription and sold in bookstores and airports throughout the United States and Canada. In addition, Touring America's Backroads, a special newsstand collector's issue, is available on newsstands each fall.

RoadRUNNER is also available online and on iOS, Android, Nook, and Kindle devices.



8,100+
subscribers



61,000
subscribers



118,000
followers

READERSHIP

The median age of our readers is **54 years** (84% male, 16% female). **88% of them are college educated** and have an annual **household income of \$160,500**. Each year they take **4.5 multi-day trips** along North America's highways and byways. They **spend \$5,648 annually** on motorcycle travel.

97% Prefer print

95% Use and recommend
RoadRUNNER as resource

87% Save every issue

95% look for scenic beauty

85% stay in hotels, motels, or B&Bs

65% are interested in history

60% ride in small groups

55% desire to escape and explore

53% go on trips they found in
RoadRUNNER magazine

Reader demographics have been compiled through a 2021 and a 2022 online survey conducted by an independent market research service.



CONTACT INFORMATION:

Mark Thomas | Advertising Director | (516) 672-3209 | mark@roadrunner.travel

PRINT ADVERTISING IN A DIGITAL WORLD

MARKETING SALES FUNNEL



CONSUMER

AWARENESS

INTEREST

DESIRE

ACTION

PURCHASE

Awareness

The foundational and critical first step in the marketing funnel is generating awareness. Converting consumers into paying customers is nearly impossible if they don't know about your service or product.

Interest

Readers welcome magazines into their homes. Magazines offer a deep immersive experience, which opens readers to receiving your advertising message.

Desire

Neuroscience proves magazines drive direct sensory involvement by stimulating emotions and desires, which is crucial for memory and brand associations.

Action

Developing or bolstering your brand identity needs to come first before customers will take action. That's where a print campaign can help.

Readers holding a magazine are fully present, fully immersed, and singularly focused—making your advertising more memorable.

It's all about *connecting*. An integrated, multi-platform approach deploying digital and print always wins!

CONTACT INFORMATION:

Mark Thomas | Advertising Director | (516) 672-3209 | mark@roadrunner.travel

Touring America's Backroads

ANNUAL COLLECTOR'S ISSUE



PREMIUM ADVERTISING SPACE

Each fall, *RoadRunner* publishes an annual touring guide featuring the best places to ride, eat, and stay across North America.

This high-quality special issue showcases a selection of our all-time best motorcycle tours.

It is sold exclusively on newsstands at high-quality retailers and select major airports each with premium placement.

EXCLUSIVE OFFER

Limited Space Available

Print run: 60,000

FEATURE BENEFITS:

- On newsstand September through December
- Boosted social post to reach 118,000+ fans
- Press release and eNewsletter to 61,000 recipients



RATES AND SPECIFICATIONS:

	Rate	Bleed	Live/Trim
Spread	\$8,980	16.74" x 11.05"	16.5" x 10.81"
Full Page	\$4,990	8.49" x 11.05"	8.25" x 10.81"
Cover 2 & 3	\$5,490	8.49" x 11.05"	8.25" x 10.81"
Cover 4	\$5,990	8.49" x 11.05"	8.25" x 10.81"

All important text and artwork should be **at least 0.25 inches from trim**.

DEADLINES:

Space Reservation	6/28/2023
Material Due	7/18/2023
On Sale Date	9/19/2023

ARTWORK SUBMISSIONS:

Upload artwork to:
www.roadrunner.travel/artwork-submissions

CONTACT INFORMATION:

Mark Thomas | Advertising Director | (516) 672-3209 | mark@roadrunner.travel

2023 TRAVEL DESTINATION GUIDES

Special Section in Mar/Apr and Sept/Oct Issues

RoadRUNNER's special Travel Destination Guide section is a low-cost way for tourism bureaus and hospitality organizations to reach our affluent audience of motorcycle travelers.

Our publication has a nationwide readership of 205,521 (and growing) that travels over 6,138 miles per year—at least four trips averaging 6.2 days each. They're all looking for great places to plan their next tour. Our readers will travel long distances to seek new destinations.

They dine, stay, and play in your backyard—make sure they consider your region next!

DATES AND CLOSINGS:

	Reservation Deadline	Material Due	On Sale Date
Mar/Apr '23	1/10/2023	1/17/2023	2/28/2023
Sept/Oct '23	7/5/23	7/11/23	8/22/23
Mar/Apr '24	1/9/2024	1/16/2024	2/27/2024

**Editorial calendar subject to change*

AD DIMENSIONS:

Sizes (w x h)	Bleed	Trim/Live
Full	8.49" x 11.05"	8.25" x 10.81"
2/3 H		7.28" x 6.26"
2/3 V		4.76" x 9.45"
1/2 H		7.28" x 4.59"
1/3 H		7.28" x 3.07"
1/3 V		2.27" x 9.45"
1/3 SQ		4.76" x 4.59"
1/4 V		3.50" x 4.59"
1/6 H		4.76" x 2.16"
1/6 V		2.27" x 4.59"

**No bleed or crop marks on sizes smaller than a full page.*

TRAVEL DIRECTORY RATES:

	1X	2X
Full	\$4,255	\$3,915
2/3	\$3,309	\$3,035
1/2	\$2,295	\$2,168
1/3	\$1,775	\$1,675
1/4	\$1,385	\$1,313
1/6	\$925	\$898

**These rates are exclusive to the Travel Directory section and only available in select issues. All rates are net. Agency commissions must be added to our quoted rates.*

CONTACT INFORMATION:

Mark Thomas
Advertising Director
(516) 672-3209
mark@roadrunner.travel

PRINT ADVERTISING CUSTOM OPPORTUNITIES

Our professional team offers advertising options tailored to meet your needs and optimize ROI. Rates for custom programs available upon request.



COVER SHEET

Polybag your single-page (front and back) custom sheet with the magazine.



INSERT

Polybag your catalog or marketing material with the magazine.



INSERT

Include your marketing material inside the magazine.



BLOW-IN

Insert your card with the magazine.



TOUR MAP

Promote your region with a customized tour map, including routes, sights, hotels, and businesses along the way. Our cartographers and journalists help you create a map that brings riders and guests to your area.

CONTACT INFORMATION

Mark Thomas | Advertising Director | (516) 672-3209 | mark@roadrunner.travel

DEADLINES, RATES & SPECS

DEADLINES	Reservation Deadline	Materials Due	On Sale
Jan/Feb '23	11/1/2023	11/8/2023	12/27/2023
Mar/Apr '23	1/10/2023	1/17/2023	2/28/2023
May/June '23	2/28/2023	3/7/2023	4/18/2023
Jul/Aug '23	5/1/2023	5/8/2023	6/20/2023
Sept/Oct '23	7/5/2023	7/11/2023	8/22/2023
Touring Issue	6/28/2023	7/18/2023	9/19/2023
Nov/Dec '23	9/5/2023	9/12/2023	10/24/2023
Jan/Feb '24	11/3/2023	11/10/2023	12/26/2023

*Inquire about rates and details for our newsstand special, *Touring America's Backroads*.

SPECIFICATIONS

Sizes w x h	Bleed	Trim/Live
C 2,3,4	8.49" x 11.05"	8.25" x 10.81"
Spread	16.74" x 11.05"	16.50" x 10.81"
Full	8.49" x 11.05"	8.25" x 10.81"
2/3 H		7.28" x 6.26"
2/3 V		4.76" x 9.45"
1/2 H		7.28" x 4.59"
1/3 H		7.28" x 3.07"
1/3 V		2.27" x 9.45"
1/3 SQ		4.76" x 4.59"
1/4		3.50" x 4.59"
1/6 H		4.76" x 2.16"
1/6 V		2.27" x 4.59"
1/9 V		2.27" x 2.97"

All important text and artwork should be **at least 0.25 inches from trim**.
No bleed or crop marks on sizes smaller than full page.

PRINT RATES	1X	3X	6X
Cover 2	\$9,646	\$8,910	\$8,240
Cover 3	\$9,131	\$8,395	\$7,725
Cover 4	\$10,161	\$9,425	\$8,755
Spread	\$14,956	\$13,596	\$12,360
Full	\$8,101	\$7,365	\$6,695
2/3	\$5,408	\$4,913	\$4,481
1/2	\$4,051	\$3,682	\$3,348
1/3	\$2,742	\$2,493	\$2,266
1/4	\$2,057	\$1,869	\$1,700
1/6	\$1,496	\$1,360	\$1,236
1/9	\$997	\$906	\$824

Terms—All rates are NET. Payment is due 30 days from invoice date.
Agency commissions must be added to our quoted rates.

PRODUCTION

- All files must be a minimum of 300 dpi, CMYK.
- **Preferred file type:** PDF
- Preferred PDF settings:
 - For **full page or spread with bleed**, use PRESS settings with .125 inches of bleed, no crops or registration.
 - For all other sizes, use PRESS settings, no bleed, no crops or registration.

Production Charges: Ad creation rates are \$95/hr.
This rate is subject to change without notice, so contact the publisher for a quote. Agency commissions will not be given on production charges.

ARTWORK SUBMISSIONS

www.roadrunner.travel/artwork-submissions

PRESS RELEASES

Send press releases to: pressrelease@roadrunner.travel

PRODUCTION & ADVERTISING INQUIRIES

Mark Thomas
Advertising Director
(516) 672-3209
mark@roadrunner.travel

DIGITAL ADVERTISING WEBSITE

PROMOTED WEBSITE EDITORIAL

Reach our website audience with your own or custom created organic copy.

Either submit your own copy or ask skilled *RoadRUNNER* wordsmiths to write about a new product, service, or destination along with captivating images and/or video.

Your promoted website editorial will be pinned to the top of our website for a month, and be sent via email, and shared on Facebook.

SPECIFICATIONS:

Text: 750-1,000 words
Photos: maximum 10 photos

RATES:

- **\$3,300** supplied
- **\$4,500** we write



FACEBOOK



WEBSITE



EMAIL

Touring, Tri-tip, and Tasting | An Invitation to Santa Maria Valley

BY ROADRUNNER - 31 MAR 2022 - VIEW ONLINE →



Visit Santa Maria Valley—They're ready when you are!

The perks of California's Central Coast: You can't beat the laid back lifestyle or the weather. If you head a bit inland, just off the 101, that's where you'll find rolling foothills and miles of vineyards. Go ahead and lose any notion of inflated or uptight attitudes in these parts. **Santa Maria Valley** is a

CONTACT INFORMATION

Mark Thomas | Advertising Director | (516) 672-3209 | mark@roadrunner.travel

DIGITAL ADVERTISING NEWSLETTER


61,000
subscribers



WEEKLY NEWSLETTER

Every Wednesday we publish a popular and engaging newsletter with Title Sponsorship (at the top) and Banner (between content blocks) advertising opportunities. The newsletters feature travel and motorcycle content catering to affluent riders looking for new places to visit.

TITLE SPONSORSHIP “TOGETHER WITH”:

Your logo with a short paragraph at the top of our fresh and content-rich newsletter

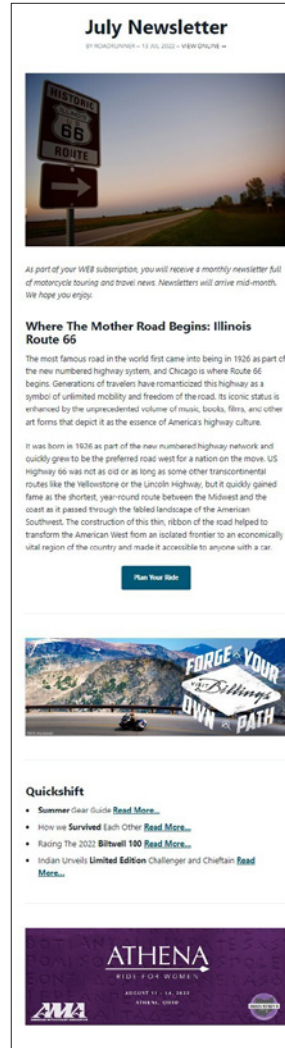
RATE: \$1,500 / month (4 newsletters)

NEWSLETTER BANNER:

SPECIFICATIONS: 800px wide by 300px high
<1MB, JPG or PNG

RATE: \$1,250 / month (4 newsletters)

[CLICK FOR EXAMPLE](#)



CUSTOM NEWSLETTER

Reach our newsletter subscribers with a dedicated message. We will email your message on your behalf. You can opt to supply your own text or you can employ our talented journalists to write text around a certain topic. You can also sponsor one of our ready-to-go longform journalism emails.

Limited opportunities available.

Placements include title sponsorship logo and two banners.

RATE:

\$3,000 per campaign

[CLICK FOR EXAMPLE](#)



CONTACT INFORMATION

Mark Thomas | Advertising Director | (516) 672-3209 | mark@roadrunner.travel

DIGITAL ADVERTISING

CUSTOM VIDEO PRODUCTION



People like stories not infomercials. Let our professional team of producers, filmmakers, and journalists create a compelling motorcycle travel video to drive more visitors to your region.

We will work with you to create curated routes to include all of the stops you want to promote and feature along the way.

These travel videos will showcase motorcycle riders getting out there and having fun in your area. We will handle everything from planning to post-production.

PROMOTIONS THROUGH ROADRUNNER:

- 10-15-minute video uploaded to *RoadRUNNER*'s YouTube Channel (8,110 subscribers)
- 30-second video optimized for social media
- Featured on www.roadrunner.travel
- *RoadRUNNER*'s dedicated video email series (61,000 recipients)
- Facebook page (118,000+ followers)

YOUR PROMOTION OUTLETS:

You will receive the video file to upload to your own channels as well.

VALUE ADDED:

As part of the package, you will receive a full-length touring editorial feature in *RoadRUNNER* magazine (205,521 readers). Format and size at publisher's discretion (determined by geographical location and available space).

RATES:

Tier 1: "Brought to you by" **\$16,500**
Logo at the beginning and the end of the video.

Tier 2: Product showcase **\$3,800**
Organic inclusion into the video's storyline.

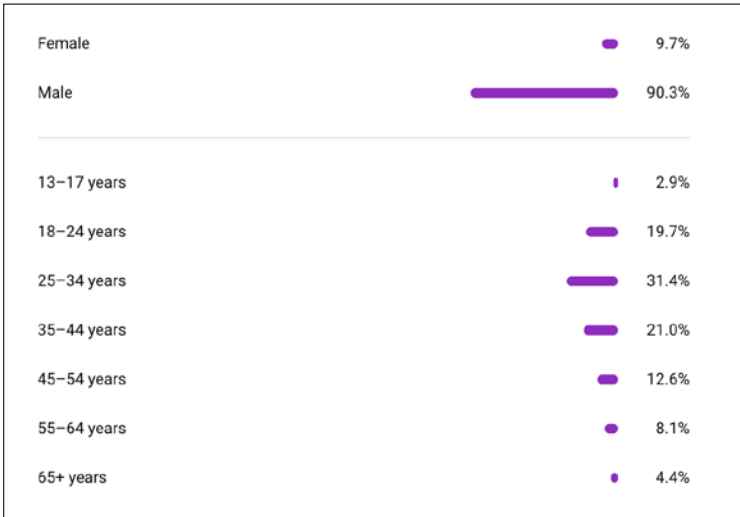
Final video cost TBD.

CONTACT INFORMATION

Mark Thomas | Advertising Director | (516) 672-3209 | mark@roadrunner.travel



CHANNEL AUDIENCE



Metrics estimates are provided by YouTube.

DIGITAL ADVERTISING MAGAZINE APP



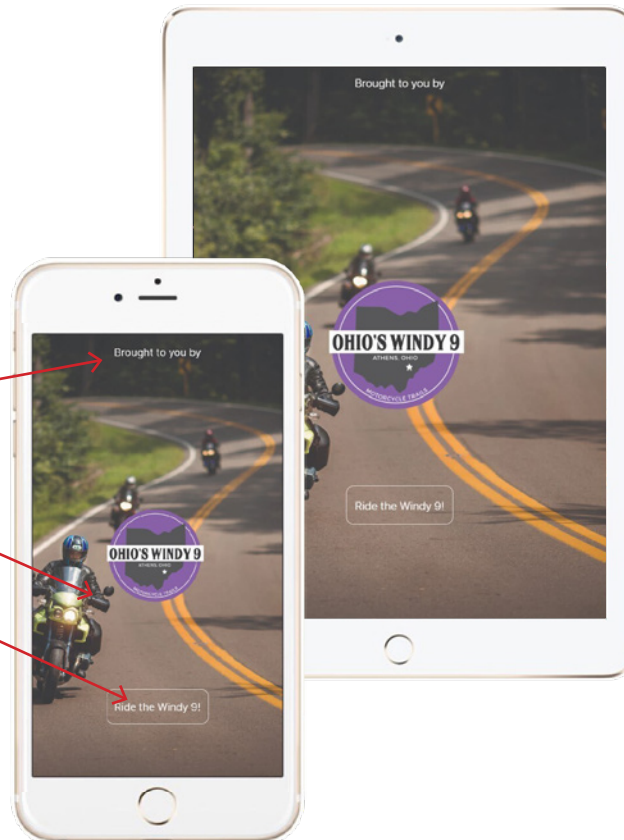
APP SCREEN SPONSORSHIP

- iOS & Android
- Appears for 5 seconds when launching the app
- 14,000 impressions/month
- 168,000 impressions/year

Brought to you by

YOUR LOGO

*Link to your
website/product*



RATES:

- **\$9,800** for 12 months
- **\$6,500** for 6 months
- **\$1,800** for 1 month

SPECIFICATIONS:

Sponsor Logo: This is the image for your sponsor screen.

Requirements: 1200 x 600 px, transparent background, PNG, maximum 1 MB.

Background Type: The background to appear behind the sponsor logo. Options: single color, two-color gradient, image.

Background image requirements: 2732 x 2732 px, JPG, maximum 1 MB



CONTACT INFORMATION

Mark Thomas | Advertising Director | (516) 672-3209 | mark@roadrunner.travel

DIGITAL ADVERTISING

SOCIAL MEDIA

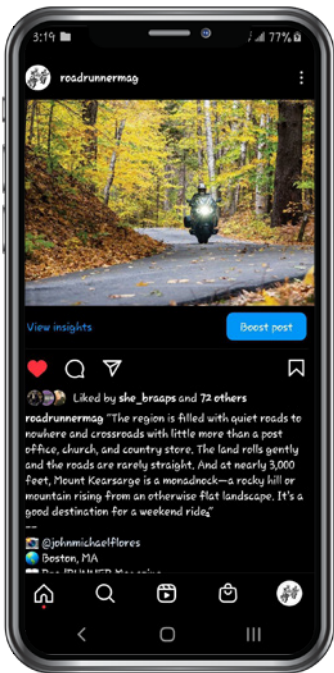


115,000+

FACEBOOK - SPONSORED POSTS

Reach our Facebook fans with a sponsored post featuring your company. Ideal to promote your products or services. Advertiser to supply at least one photo or video, and text.

RATE: \$400 per post



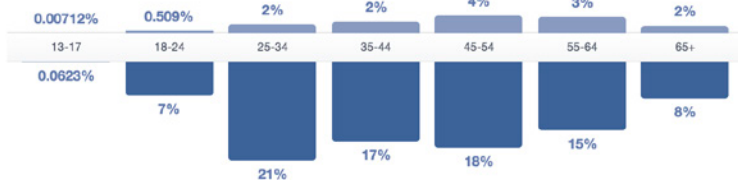
AUDIENCE

Women

13%
Your Followers

Men

86%
Your Followers

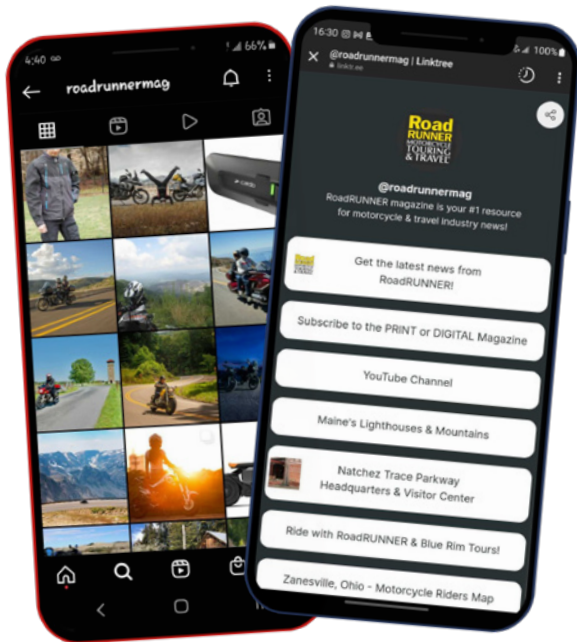


3,000+

INSTAGRAM - SPONSORED POSTS

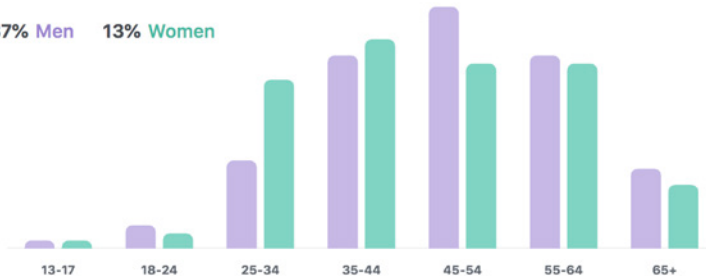
Let us share your best photos on our IG. We'll add you to our "link in bio" for a month.

RATE: \$200 per photo



AUDIENCE

87% Men 13% Women



CONTACT INFORMATION

Mark Thomas | Advertising Director | (516) 672-3209 | mark@roadrunner.travel