



# 2022 Cooperative Motorcycle Advertising Program



## Readership

The typical *RoadRUNNER* reader is **54 years old** with an annual household income of **\$160,500**. Our husband and wife readers travel on motorcycles over **15,000 miles** per year and take about **4 trips** lasting **6.2 days** each. They 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.

**Total Readership:**  
222,521 per issue

**Travel Destination Guide in:**  
**Mar/Apr'22** and **Sept/Oct'22** issues

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

DEADLINES	Reservation Deadline	Materials Due	On Sale
Jan/Feb '22	11/2/2021	11/6/2021	12/28/2021
→ Mar/Apr '22	1/11/2022	1/18/2022	3/1/2022
May/June '22	3/1/2022	3/8/2022	4/19/2022
Jul/Aug '22	4/29/2022	5/5/2022	6/21/2022
→ Sept/Oct '22	7/5/2022	7/12/2022	8/23/2022
*Touring Issue	6/21/2022	7/26/2022	9/20/2022
Nov/Dec '22	9/7/2022	9/13/2022	10/25/2022
Jan/Feb '23	11/1/2022	11/5/2022	12/27/2022

*Touring issue is a newsstand only Collector's Issue.*

## CO-OP DISCOUNTED 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.*



*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 to the tune of \$15 billion per year.

## Contact:

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