

# 2023 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:**  
**205,269 per issue**

## Travel Destination Guide in:

**Mar/Apr'23** and **Sept/Oct'23** 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	Materials Due	On-Sale
Jan/Feb'23	11/1/2022	11/8/2022	12/27/2022
→ Mar/Apr'23	1/10/2023	1/17/2023	2/28/2023
May/Jun'23	2/28/2023	3/8/2023	4/18/2023
Jul/Aug'23	5/1/2023	5/8/2023	6/20/2023
→ Sep/Oct'23	7/4/2023	7/11/2023	8/22/2023
Touring issue '23	3/28/2023	7/18/2023	9/19/2023
Nov/Dec'23	9/5/2023	9/12/2023	10/24/2023
Jan/Feb'24	11/3/2023	10/10/2023	12/26/2023

*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	\$1,395	\$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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