

2020 Cooperative Motorcycle Advertising Program



“The motorcycle tourism market enjoys rural tourism and amenities and has significant disposable income, with the majority of motorcycle tourists spending more than \$100 per day when visiting and touring an area.”

- Skyes and Kelly, Tourism Economics Journal

Take advantage of our special rates and drive motorcycle tourism to your area.

	Reservation Deadline	Materials Due	On Sale
Travel Destination Guide	Jan/Feb '20	11/5/19	12/31/19
	Mar/Apr '20	1/14/20	3/3/20
	May/June '20	3/3/20	4/21/20
Travel Destination Guide	Jul/Aug '20	4/23/20	6/16/20
	Sept/Oct '20	6/23/20	8/11/20
	Touring Issue*	6/22/20	9/22/20
	Nov/Dec '20	9/8/20	10/27/20

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

Readership

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 affluent, primarily middle-aged riders who **have the time and means to spend on multi-day tours.**

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

All rates are net, payment due 30 days from invoice date.



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.

Demographics

- 86,136 paid circulation
- 232,567 total readership
- 14,000+ miles ridden each year
- 96% use *RoadRUNNER* to research and plan their trips
- 87% save every issue for reference

Contact:

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