



AMERICAN MOTORCYCLIST ASSOCIATION

2023

ADVERTISING  
AND SPONSORSHIP  
OPPORTUNITIES

The American  
Motorcyclist Association

## MOTORCYCLING'S BEST AUDIENCE

It's true. Members of the AMA — which was founded in 1924, and is the largest motorcycle membership/sanctioning organization in the world — are passionate enthusiasts who live and breathe our sport, day-in and day-out. Whether dirt-, street-, competition- or recreation-oriented, AMA members are heavily engaged riders and racers who purchase and use a massive number of motorcycles and motorcycle-related products and services each season. All of which makes them a perfect group to get in front of.



OVER **220,000** MEMBERS

MEDIAN  
HHI

**\$131,136**

RIDING  
10+ YEARS

**93%**

LIKELY TO  
RENEW

**97%**

**96%**

HAPPY WITH  
AMA EXPERIENCE







# WHY SUPPORT THE AMA?

**F**irst off, you'll be **getting in front of our engaged and passionate members**, a highly experienced group that's proven to support products and companies that support the AMA. Whether it's gear, consumables, spares, services or motorcycles themselves, our members form the core of America's two-wheeled enthusiast community.

Secondly, the AMA is much more than simply a sanctioning body, monthly magazine and website. By protecting, promoting and preserving motorcyclists' rights, riding and racing, **we support the entire motorcycle industry**. We work on behalf of our members, clubs, and promoters absolutely, but also for the entire motorcycling community, including motorcycle manufacturers and the aftermarket, so everyone benefits.

How does the AMA do this? Take a look...

- **VIA OUR GOVERNMENT RELATIONS STAFF**, the AMA supports pro-motorcycling legislation and is a watchdog against anti-rider laws and regulations on a state and national level. Examples include our fight against the "Lead Law" of 2011, maintaining off-road access, the RPM Act (which allows modifications), and many more.

- **VIA OUR SANCTIONING ACTIVITY**, the AMA promotes both amateur and professional racing, along with recreational riding and club activity, on a grand scale.

- **THE AMA PUBLISHES *AMERICAN MOTORCYCLIST***, the largest-circulation motorcycle magazine in North America by far, and recently re-imagined to contain our sport's most compelling storytelling and content — including Government Relations reporting.

**BOTTOM LINE?** When you support the AMA, whether through the magazine and website, or via valuable Business Memberships, you bolster a rising tide for the entire industry, and a rising tide, as they say, floats all boats.

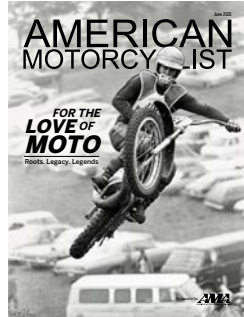
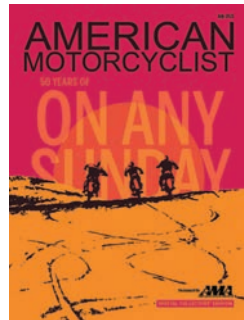
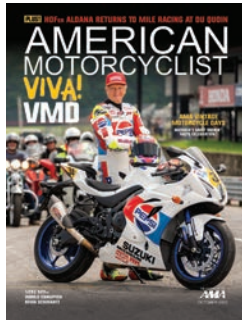
**CONTACT** MICHAEL KULA, BUSINESS DEVELOPMENT MANAGER • (949) 466-7833 • [MKULA@AMA-CYCLE.ORG](mailto:MKULA@AMA-CYCLE.ORG)





# AMERICAN MOTORCYCLIST

## MAGAZINE



For committed enthusiasts, the monthly magazine experience has largely disappeared from the American motorcycling landscape, but at the AMA it's alive and well and flourishing in the pages of the re-designed and re-imagined *American Motorcyclist* — North America's largest-circulation print motorcycle magazine (also available digitally).

Conceived, written and produced by some of the industry's leading journalists and designers, *American Motorcyclist* covers riders, riding, racing, history, legislative affairs and much more in a compelling, informative and entertaining way — and if you're an AMA member it all arrives in your mailbox each month. *American Motorcyclist* is carrying on this time-honored tradition in a big way, and being part of the adventure each month is a sure-fire way to get in front of our many members.

**100%**  
SUBSCRIPTION-BASED

**409,000+**  
2.5% PASS-AROUND  
READERSHIP

**62%**  
OF MEMBERS ARE GEN X,  
MILLENNIALS AND GEN Y

**94%**  
LIKELY TO PURCHASE  
PRODUCTS ADVERTISED IN  
*AMERICAN MOTORCYCLIST*

**71%**  
OWN 2 OR MORE  
MOTORCYCLES

**7,000+**  
AVERAGE YEARLY MILES

**70,000+**  
ACTIVE RACERS REACHED  
MONTHLY

**AD SPECS FOR  
PRINT AND DIGITAL  
PROVIDED UPON  
REQUEST**





# AMERICANMOTORCYCLIST.COM

## An Engaged, Motorcycle-Enthusiast Audience

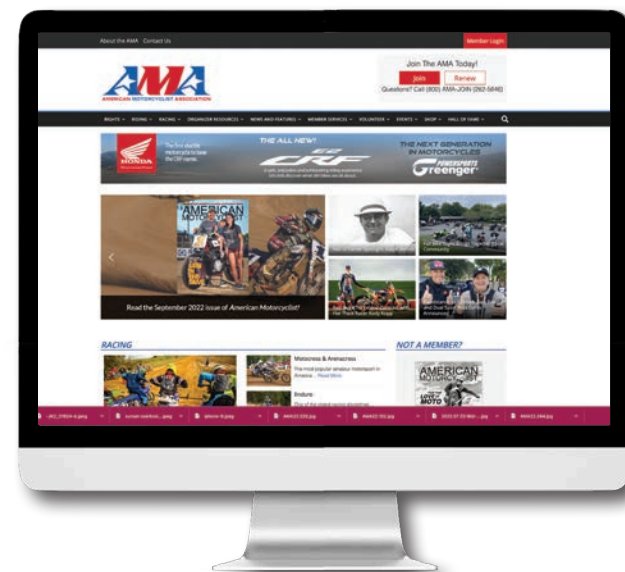
**A**mericanMotorcyclist.com is the internet hub for AMA members and motorcycle enthusiasts. Featuring AMA and industry news, feature stories, motorcycle-rights-related Action Alerts, and more, it's a go-to spot for riders of all ages, making it the perfect place to deliver your brand and product message to an engaged audience.

## NEW WEBSITE COMING IN 2023!

**I**n early 2023 the AMA will launch a completely redesigned AmericanMotorcyclist.com website, providing an updated and more user-friendly experience for AMA members and visitors.

### AVAILABLE AD SIZES

- 728 x 90 pixels
- 300 x 600 pixels
- 300 x 250 pixels
- 300 x 50 pixels



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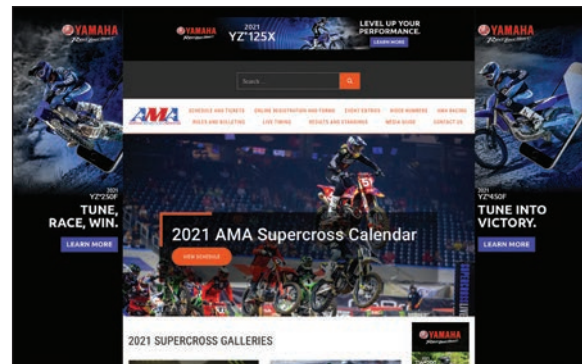




# AMASUPERCROSS.COM

## Reach the Massive AMA Supercross Audience

The Monster Energy AMA Supercross series runs from January through early May, and the massive AMA Supercross audience provides you with the chance to market your brand to this audience. Time spent on site by users is high, putting your ads in front of die-hard SX fans that return to the site again and again.



## AMASUPERCROSS.COM

MAIN WEBSITE

New website, featuring schedule of events, event photos and more, launched in 2021.

### AVAILABLE AD SIZES

- Web Skins: 1920 x 1080 pixels
- Header & Footer: 728 x 90 pixels
- Skyscraper: 160 x 600 pixels
- 300 x 50 pixels

# 752,105

USERS

# 4,420,003

PAGEVIEWS







## LIVE.AMASUPERCROSS.COM

SX LIVE TIMING & SCORING

AMA Supercross Live Timing & Scoring provides lap times and leaderboards in real time, directly from transponders on the bikes, from the first practice lap to the main event. This page appeals to a dedicated SX fan base and rewards advertisers with a minimum 33% share of voice.

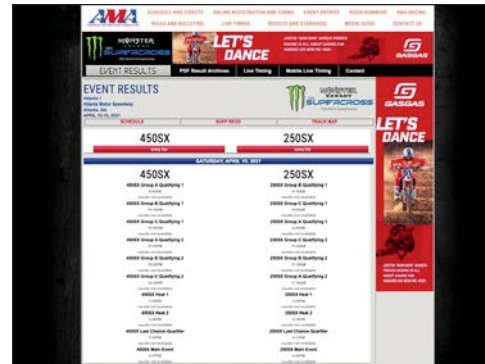
### AVAILABLE AD SIZES

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- Header & Footer: 728 x 90 pixels
- Skyscraper: 160 x 600 pixels
- 300 x 50 pixels

# 15 MINUTES

AVERAGE TIME SPENT\*

\*In 2016, Google changed all users' sessions to time out after an average of 15 minutes per session without page interaction. All previous years' metrics reported an average of 60 minutes.



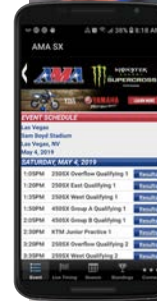
## RESULTS.AMASUPERCROSS.COM

SX LIVE TIMING & SCORING

The AMA Supercross results webpage provides event results, individual lap times, point standings and more for each SX race. An archive section displays results for previous events, going back to 2003. Advertisers are rewarded with a minimum 33% share of voice.

### AVAILABLE AD SIZES

- Header & Footer: 728 x 90 pixels
- Skyscraper: 160 x 600 pixels
- 300 x 50 pixels



## AMA SUPERCROSS MOBILE VERSION

### AMA SUPERCROSS APP



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# RESULTS.AMERICANMOTORCYCLIST.COM

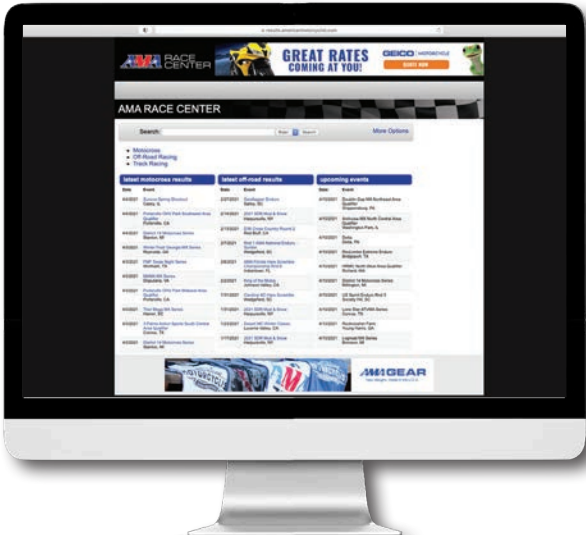
## Engage with Dedicated Racers

As the largest amateur and professional racing sanctioning body in the United States, the AMA delivers an unparalleled audience of highly-invested amateur racers. Racers track their activities via the AMA Race Center where they can access and manage their results, entries, point standings, class progression and more.



### AVAILABLE AD SIZES

- 728 x 90 pixels
- 160 x 600 Skyscraper
- 300 x 50 pixels







# NEWSLETTERS

Reach opt-in audiences passionate enough about the AMA and motorcycling to request additional content. Advertising units are displayed in prime locations in the newsletters to effectively deliver your brand and product message to engaged readers.

## AMA EXTRA NEWSLETTER

Delivered to subscribers on the first and third Wednesday of each month, AMA Extra offers AMA-focused information, feature stories, industry news and more.

## AMA VINTAGE MOTORCYCLE DAYS NEWSLETTER

From May to early August on the second and fourth Wednesdays of each month, the AMA Vintage Motorcycle Days newsletter offers readers all the latest news and updates surrounding AMA VMD.

## AMA HALL OF FAME INSIDER NEWSLETTER

Delivered on the second Monday of each month, this newsletter features AMA Motorcycle Hall of Fame news, Hall of Famer profiles, and stories surrounding the history and legacy of motorcycling.



## NEWSLETTER AD SPECS

- 300 x 250, static format
- Live link to company website or specific landing page

# SOCIAL MEDIA PARTNERSHIPS

Harness the power of the AMA's robust social media channels



The AMA's nearly 1-million-strong — and growing — social media presence offers you the chance to present your brand and product messages to engaged motorcycle enthusiasts with sponsored posts across multiple social media platforms.

## CREATIVE ASSETS INCLUDE:

- High rez photo
- 50-to-100-word description
- Target URL
- Hashtags (optional)

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America's Biggest and  
Best Vintage Motorcycling Event

**AMA VINTAGE  
MOTORCYCLE DAYS**

From racing to camping, demo rides to bike shows, thrill shows to seminars, and North America's largest motorcycle swap meet, AMA Vintage Motorcycle Days is the country's biggest and best vintage motorcycling event. It takes place

at the Mid-Ohio Sports Car Course in Lexington, Ohio, in July 2023, and boasts more than 40,000 event attendees each year. All proceeds from the event benefit the AMA Motorcycle Hall of Fame.



**40,000+ ATTENDEES**







## SPONSORSHIP OPPORTUNITIES

- Title
- Presenting
- Marquee of the Year
- Category Sponsorships
- Swap Meet
- Bike Show
- Main Stage
- Recreational Riding
- Lap for History
- Ashland Dinner Ride
- Ashland Vintage Flat Track
- And more

## SPONSORSHIP BENEFITS

- AMA VMD Newsletter mentions
- AD Space in the event program
- Naming rights to title sponsor
- Social media recognition to an engaged audience
- Exposure in *American Motorcyclist Magazine*



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# RIDING SERIES SPONSORSHIPS

**F**rom Dual-Sport and Adventure Riding series to some of the country's most iconic large rallies, sponsoring AMA Riding series or AMA National Road events offers you the opportunity to share your brand and product line with dedicated, engaged

motorcyclists. Sponsors receive recognition on the AMA website, in *American Motorcyclist* magazine, in social media promotion, newsletters, event announcements and more. Sponsorship packages can be tailored to meet your brand's needs.

## BETA AMA NATIONAL DUAL-SPORT SERIES



The Beta AMA National Dual Sport Series includes some

of the most amazing singletrack trail in the country, all tied together by incredible backroads. These two-day events include ample, challenging routes and attract thousands of riders every year. Sponsors receive full data on event participants at close of series.

## AMA GYPSY TOUR PROGRAM



The AMA's National Gypsy Tour brings riders from all

over the country to destinations such as Daytona Bike Week, Laconia, Vintage Motorcycle Days, Sturgis and others for epic rides and camaraderie like you've never seen.

We also offer sponsorship opportunities for National (and Touring) Rallies, Signature Events and National Conventions.

## AMA GRAND TOURS PROGRAM



Grand Tours give organizers and riders the freedom to customize

their treks and checkpoints, with tours typically taking place over months – or even an entire year. Some are within a single state, while others are nationwide.

## AMA NATIONAL ADVENTURE RIDING SERIES



Adventure riding is one of the fastest growing classes of motorcycling. The AMA National Adventure Riding Series offers the

best routes, roads and two-track trails. These events include ample, challenging rides, designed by local clubs and attract thousands of riders every year. Sponsors receive full data on event participants at close of series.

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# MISSION SERIES AMA FLAT TRACK GRAND CHAMPIONSHIP

A week-long festival of amateur flat track competition at legendary Du Quoin



**T**he most prestigious amateur flat track event in the country — the AMA Flat Track Grand Championship — takes place in June 2023 at the Du Quoin State Fairgrounds in Du Quoin, Ill.

The FTGC has offered top-level grassroots flat track competition for the country's finest amateur racers since the mid-1970s, and during the weeklong affair will host different age groups across multiple racing classes in Short Track, TT, Mile and Half-Mile competitions.

Along with the exciting racing action, racers and fans alike appreciate the additional moto- and family-friendly entertainment and activities on the Du Quoin Fairgrounds site.

Partnering with the AMA for the 2023 Flat Track Grand Championship puts your company and brand directly in front of the massive grassroots flat track racing community — racers and fans alike — at the event itself in *American Motorcyclist*, on *AmericanMotorcyclist.com* and via our healthy social media channels. Be a part of something **big** this summer!

## SPONSORSHIP OPPORTUNITIES

- Presenting Sponsorship
- Category Sponsorships
- Supporting Sponsorships





**H**ere's an opportunity to be part of something really big...motorcycle history, yes, but also the people that helped make motorcycling such an integral part of our lives – AMA Motorcycle Hall of Famers.

You can be part of all this via sponsorship of the AMA Motorcycle Hall of Fame Museum, which not only keeps alive the memories, spirit and accomplishments of the men and women in the Hall, but promotes your brand across a wide spectrum of promotional outlets, including *American Motorcyclist* magazine, [Americanmotorcyclist.com](http://Americanmotorcyclist.com), social

media, newsletters, AMA Vintage Motorcycle Days, local and national mainstream media coverage, and of course the annual Hall of Fame Induction Ceremony.

Many thousands visit and read about the AMA Motorcycle Hall of Fame Museum (located on the AMA campus in Pickerington, Ohio) each year, and every one of them will know you or your company support motorcycling's best and brightest, and the preservation of motorcycling's grand history – especially with AMA's 100th Anniversary coming up in 2024.

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# HALL OF FAME INDUCTION



**H**elp the AMA honor motorcycling legends. The AMA Motorcycle Hall of Fame Induction Ceremony recognizes individuals who have excelled in motorcycle design, advocacy, engineering and business, as well as those who have made lasting contributions to road riding, off-road riding and all categories of motorcycle racing. With over 200 attendees enjoying the event in person and over 10,000 viewing via livestream, we reach a significant audience of enthusiasts.

## SPONSORSHIP OPPORTUNITIES

- Title
- Presenting
- Dinner Sponsor
- Ring Sponsor
- Platinum Sponsor
- Gold Sponsor
- Silver Sponsor
- Table Sponsor
- Inductee Sponsor
- Custom Sponsorships Available

# INTERNATIONAL COMPETITION

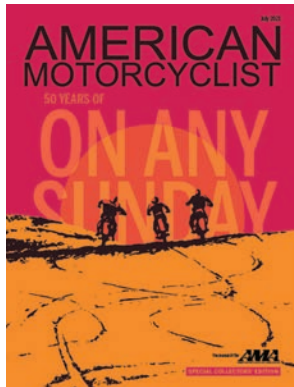
**E**levate your brand to the world stage. The AMA sends teams to represent the United States to various international competitions, such as the FIM Junior Motocross World Championship, FIM Motocross of Nations, International Six Days Enduro and FIM Speedway World Championship. Your sponsorship helps us offset the high costs of sending teams and support staff. Sponsors receive national and international exposure and provide the U.S. teams with the opportunity to bring home the championships.



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**S**o, after all this — our compelling monthly magazine, our epic events, our massive digital reach, our die-hard members, our legend-filled Motorcycle Hall of Fame and our pro-motorcycling mission — you're thinking the AMA could be a key partner in your company's marketing efforts...

# YOU'D BE RIGHT!

The AMA really does offer it all. From North America's biggest and best print publication and some of the country's best events (AMA Vintage Motorcycle Days, for instance), to websites, social media and newsletters, to riding and touring and racing and motorcycle-rights, legislative and watchdog work, and everything in between, we're your one-stop shop when it comes to spreading your message to an engaged, loyal and experienced membership — all 200,000-plus of them.

So how can we help you? Give us a call! We're happy to chat...

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