



AMERICAN MOTORCYCLIST ASSOCIATION

2026

**ADVERTISING
AND SPONSORSHIP
OPPORTUNITIES**

OVER **216,000** MEMBERS

MEDIAN
HHI

\$131,136

RIDING
10+ YEARS

93%

LIKELY TO
RENEW

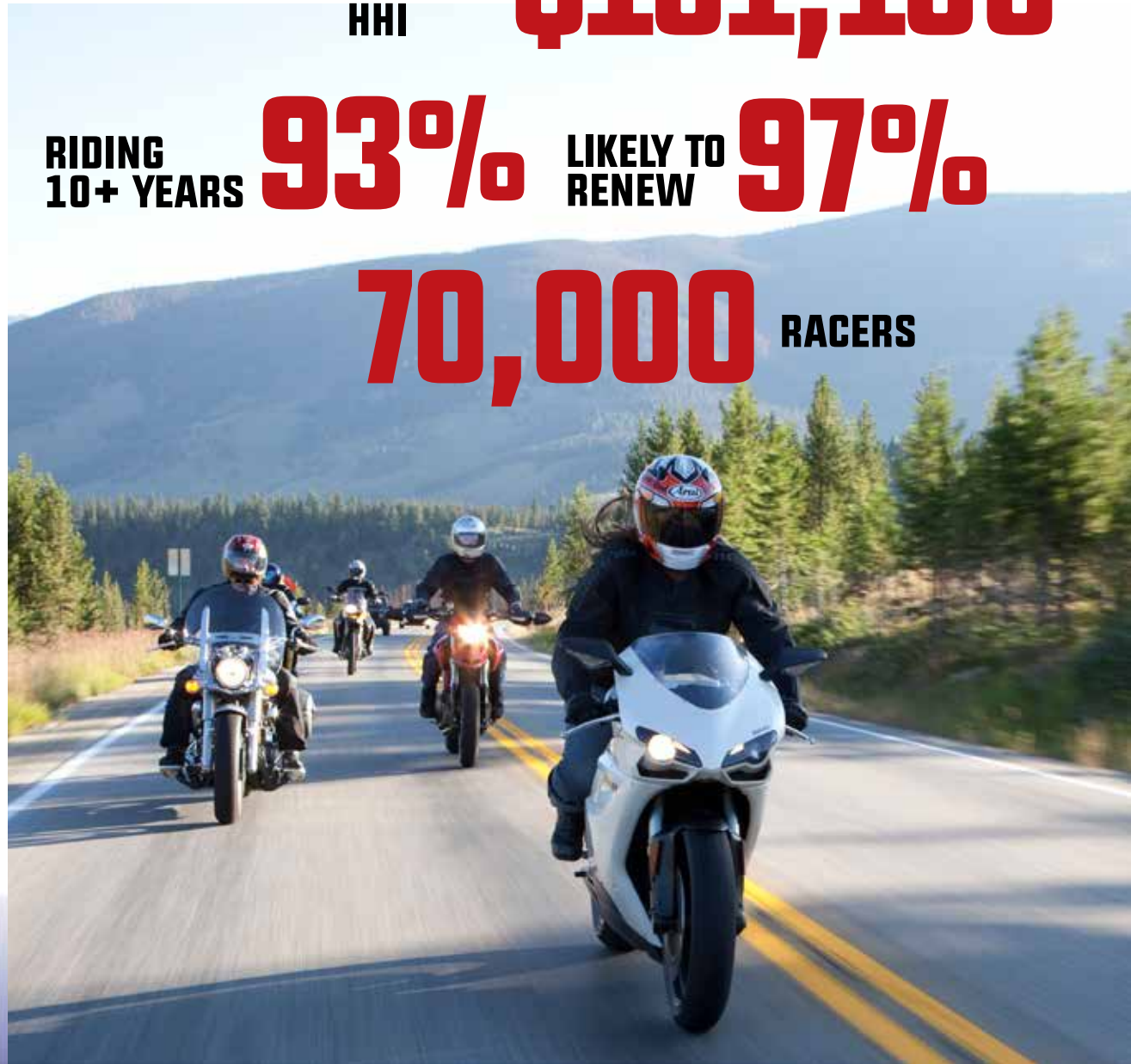
97%

70,000 RACERS

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.





WHY SUPPORT THE AMA?

First 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.

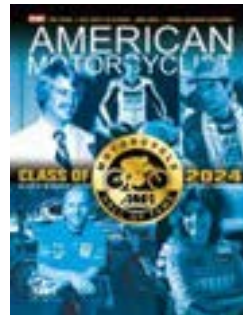
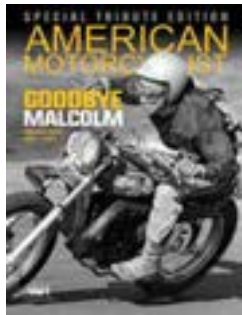
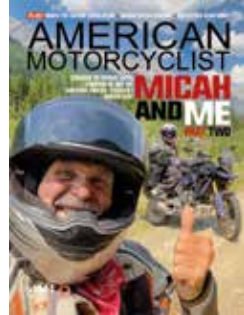
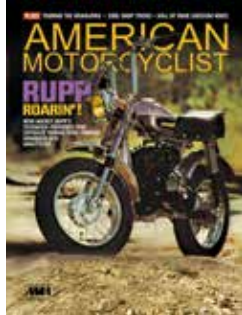
CONTACT

AMA BUSINESS DEVELOPMENT MANAGER MICHAEL KULA AT MKULA@AMA-CYCLE.ORG OR (949) 466-7833
OR SALES ASSOCIATE ALEX BOEHM AT ABOEHM@AMA-CYCLE.ORG OR (310) 662-1724



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.

94%
LIKELY TO PURCHASE
PRODUCTS ADVERTISED IN
AMERICAN MOTORCYCLIST

100%
SUBSCRIPTION-BASED

409,000+
2.5% PASS-AROUND
READERSHIP

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

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

AmericanMotorcyclist.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.

The AMA launched a completely redesigned *AmericanMotorcyclist.com* in May of 2024, complete with a new look 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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Engage with Dedicated Racers

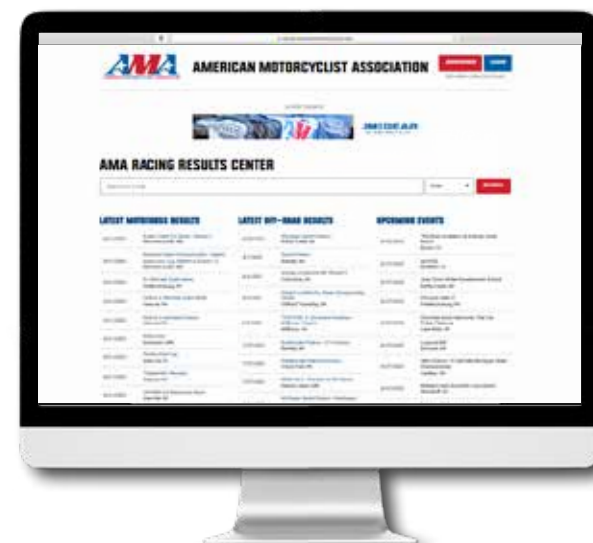
As the largest amateur and professional racing sanctioning body in the United States, the AMA delivers an unparalleled audience of highly-invested amateur racers. Racers track their activities via the AMA Race Center where they can access and manage their results, entries, point standings, class progression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

REACH 70,000+ RACERS



AVAILABLE AD SIZES

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



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SOCIAL MEDIA PARTNERSHIPS/NEWSLETTERS

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



The AMA's 1.3-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)

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 EXCLUSIVES

110,000+ EMAILED MONTHLY

Delivered monthly to all AMA members with an email address, this newsletter provides members with the latest AMA news and information, great stories, magazine updates, member anecdotes, and more.

LIFE MEMBER NEWSLETTER

25,000+ EMAILED MONTHLY

Each month all AMA Life Members receive this special newsletter, specifically targeted to the longest-standing and most dedicated AMA members. Packed with Life Member stories and exclusive Life-Member only content, it's a way to reach the AMA's 55,000+ Life Members.

AMA EXTRA NEWSLETTER

19,421 SUBSCRIBERS

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



NEWSLETTER AD SPECS

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

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MEMBER BIRTHDAY EMAILS

Say “Happy Birthday” to AMA members by including special discounts in our AMA member birthday emails. It’s a great way to make motorcycle enthusiasts feel great about your brand while enticing them to shop your products or services.



EMAIL BLASTS

AVERAGE OPEN RATES: 43.9%

AVERAGE CLICK THRU RATES: 6.3%

Get your product or service in front of the AMA’s emailable members with a customized email blast. Reaching over 105,000 of the AMA’s members, eblasts reach engaged, passionate motorcycle enthusiasts.

Send text and photos or custom HTML to ensure your eblast looks just the way you want it.

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**VINTAGE
MOTORCYCLE
DAYS**

America's Biggest and
Best Vintage Motorcycling Event



65,000+ ATTENDEES



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, on July 24-26, 2026, and boasts more than 70,000 event attendees each year. All proceeds from the event benefit the AMA Motorcycle Hall of Fame.



SPONSORSHIP OPPORTUNITIES

- Title
- Presenting
- Marque 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*



AMA
VINTAGE
MOTORCYCLE
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RIDING SERIES SPONSORSHIPS

From 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.



THE BETA AMA NATIONAL DUAL-SPORT SERIES

SOME OF THE COUNTRY'S BEST DUAL-SPORT RIDES, INCLUDING MILES OF CHALLENGING, WELL-MARKED TRAILS CONNECTED BY SCENIC BACK-COUNTRY ROADS

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.



THE TRIUMPH AMA NATIONAL ADVENTURE-RIDING SERIES

GREAT ROUTES, MAPPED OUT BY LOCAL EXPERTS
A GREAT CHALLENGE WITH LIKE-MINDED RIDERS
A WEEKEND OF ACTIVITIES, WITH CAMPING, FOOD AND PRIZES

TRIUMPH 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.

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

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50TH ANNIVERSARY



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

AMA FLAT TRACK GRAND CHAMPIONSHIP

The most prestigious amateur flat track event in the country — the AMA Flat Track Grand Championship — takes place in the summer of 2026 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 2025 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

- Title Sponsorship
- Presenting Sponsorship
- Category Sponsorships
- Supporting Sponsorships



Here'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, Ameri-

canmotorcyclist.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.

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HALL OF FAME INDUCTION



Help 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 50,000 viewing via livestream, we reach a significant audience of enthusiasts.

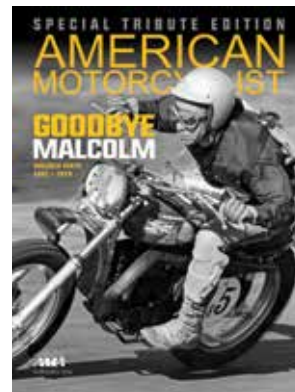
SPONSORSHIP OPPORTUNITIES

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



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So, 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 **216,000-plus** of them.

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

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