



AMERICAN MOTORCYCLIST ASSOCIATION



2027

**ADVERTISING AND
SPONSORSHIP OPPORTUNITIES**

The American Motorcyclist Association **MOTORCYCLING'S BEST AUDIENCE**

**OVER 220,000
MEMBERS**

\$131,136 **MEDIAN
HHI**

**RIDING
10+ YEARS 93%**

80,000 **RACERS**

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



In today's crowded digital marketplace, print delivers something online advertising often cannot: undivided attention. Every issue of American Motorcyclist is intentionally requested by our members, delivered directly to their mailbox, and read by passionate riders who actively seek out the products, services and brands that enhance their motorcycling lifestyle. Unlike digital ads that disappear with a scroll, print advertisements remain on coffee tables, workbenches and garage shelves for months, creating repeated exposure and lasting brand recognition.

The return on investment speaks for itself. With a 100% subscription-based audience, more than 409,000 pass-along readers, and 94% of readers reporting they are likely to purchase products advertised in American Motorcyclist, advertisers reach a highly engaged audience with exceptional buying power. Whether your goal is driving sales, building brand awareness, or launching a new product, American Motorcyclist delivers qualified prospects month after month, providing measurable value long after each issue is mailed.

AD SPECS FOR PRINT AND DIGITAL PROVIDED UPON REQUEST

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

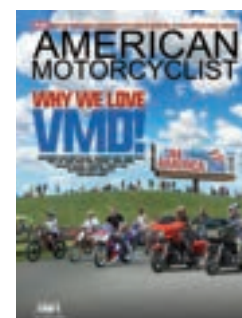
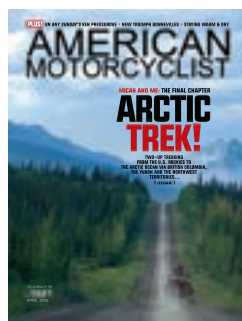
71%
OWN 2 OR MORE
MOTORCYCLES

7,000+
AVERAGE YEARLY MILES

80,000+
ACTIVE RACERS REACHED
MONTHLY

AMERICAN MOTORCYCLIST

M A G A Z I N E





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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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.

REACH 80,000 RACERS



216 MILLION
ANNUAL PAGE VIEWS

18 MILLION
AVERAGE MONTHLY PAGE VIEWS

890,000
ANNUAL UNIQUE VISITORS

257
AVERAGE PAGE VIEWS
PER VISITOR

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 from 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)

eNEWSLETTERS

Each of our opt-in newsletters reaches an audience passionate enough about motorcycling and the AMA to request additional content delivered directly to their inbox. Even more importantly, our email program consistently achieves **average open rates exceeding 35%**, dramatically outperforming the industry average of less than 20%. That means your message isn't just delivered; it's actually seen by an engaged audience that actively interacts with AMA content. With premium ad placement and highly targeted subscriber lists, AMA newsletters provide an exceptional opportunity to put your brand and products in front of qualified motorcycle enthusiasts while delivering outstanding return on your marketing investment.



NEWSLETTER AD SPECS

- 300 x 250, static format
- Live link to company website or specific landing page
- mega-ad size 1200x600

AMA EXCLUSIVES 110,500 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.

AMA EXTRA NEWSLETTER 19,500 SUBSCRIBERS

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

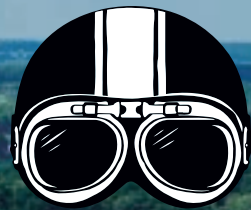
LIFE MEMBER NEWSLETTER 18,300 EMAILED MONTHLY

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.

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AMA
VINTAGE
MOTORCYCLE
DAYS

**America's Biggest and
Best Vintage Motorcycling Event**



75,000+ 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, in July 2027, and boasts more than 75,000 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
- 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
DAYS



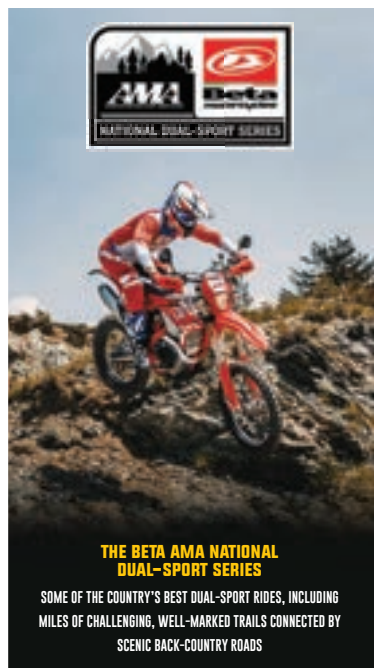
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RIDING SERIES SPONSORSHIPS

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.



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.



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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AMA FLAT TRACK GRAND CHAMPIONSHIP

A week-long festival of amateur flat track competition

The most prestigious amateur flat track event in the country — the AMA Flat Track Grand Championship — takes place in the summer of 2027.

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 and Half-Mile competitions.

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

Partnering with the AMA for the 2027 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



The AMA Motorcycle Hall of Fame Museum is more than a museum. It is the home of America's motorcycling heritage and a place where the stories, achievements, and innovations that shaped our sport are preserved for future generations. By sponsoring the Museum, your company demonstrates a visible commitment to the riders, racers, inventors, and industry pioneers who built motorcycling into the passion it is today.

Museum sponsorship is also a powerful brand-building opportunity. Your support is rec-

ognized through a wide range of AMA marketing channels, including American Motorcyclist magazine, AmericanMotorcyclist.com, social media, email newsletters, the AMA Vintage Motorcycle Days, the annual AMA Motorcycle Hall of Fame Induction Ceremony, and local and national media coverage. Every impression reinforces your company's dedication to the motorcycle community while aligning your brand with one of the most respected institutions in the industry.

Each year, thousands of visitors walk through

the Museum, and countless more engage with its stories through AMA publications, digital media, and special events. Your sponsorship reaches an audience of passionate enthusiasts while creating lasting goodwill among riders who value the companies that invest in preserving motorcycling's rich history. It is more than a sponsorship. It is an investment in the future of motorcycling and a statement that your brand stands alongside the legends who continue to inspire generations of riders.

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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
- Livestream
- Presenting
- Ring Sponsor
- Class Sponsor
- Row Sponsor
- Cocktail Reception Sponsor
- Custom Sponsorships Available



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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 **220,000-plus** of them.

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

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TESTIMONIALS



ASV



“As an AMA member, receiving my magazine each month is something I genuinely look forward to. The curated content consistently delivers compelling, relevant stories that reflect today’s moto community. As an advertiser, it’s a staple—their reach across a wide range of disciplines is what continues to draw me in. There’s truly something for everyone.”

Lucky Foster
VP of Sales & Marketing, ASV Inventions



NELSON-RIGG



Working with *American Motorcyclist* magazine has been an incredible experience for Nelson Rigg. Their reach across all riding segments—touring, adventure, cruiser, and sport—gives us unmatched access to the most diverse and passionate motorcycle audience in the United States. It’s a powerful platform that truly connects our products with riders who live and breathe the lifestyle.

As both a rider and enthusiast, and in my role as Brand Manager for Nelson Rigg, I’m proud to be part of this long-standing partnership and to help continue building meaningful connections within the riding community.

Kyle Bradshaw
Brand Manager | Nelson Rigg USA



SUZUKI

With a continually evolving media landscape, we are constantly looking at all channels to reach the motorcycle community. As an enthusiast I enjoy *American Motorcyclist* magazine for its compelling content and as a sales and marketing decision maker I value its ability to reach a large audience of core motorcyclists, all of whom are potential customers for our products.



Kerry Graeber,
Senior Vice President
Suzuki Motor USA