



# Motorcycle

CLASSICS

2022 MEDIA KIT



## EDITORIAL MISSION

*Motorcycle Classics* delivers exciting and evocative articles and photographs of the most brilliant, unusual, and popular motorcycles ever made. From legendary bikes whose timeless designs and innovations have endured for decades, to the modern retro classics gracing today's showrooms, we showcase the best on two wheels. Celebrating the glory and history of classic motorcycles from around the world, *Motorcycle Classics* highlights the art and the attitude, the life and the legends of these memorable machines.

# A UNIQUE AND POWERFUL MARKET

## DISCOVER HIGHLY ENGAGED CUSTOMERS

Find the most affluent, active, and devoted buyers in *Motorcycle Classics*. These consumers turn to our magazine for knowledge about their classic bikes — plus information on purchasing new bikes, as well as the products and services to keep them running.

**99%** male / **1%** female

Average age: **47**

Average HHI: **\$133k**

Average value of home: **\$395k**

**93%** perform their own repairs and restorations

**71%** ride at least once per week

**94%** wear protective gear when they ride

**83%** purchase parts and accessories online

Source: 2021 custom study and Google analytics



# REACH THE RIGHT AUDIENCE AT THE RIGHT TIME

CONTENT THAT LEADS TO COMMERCE

Our audience of classic motorcycle enthusiasts trusts our partners to provide detailed information on the tools, equipment, and techniques that enable their passion. Content is centered around riding yesterday's classics today, the joys of restoration, and exploring the motorcycles that changed how and why we ride. This is your opportunity to connect with our devoted community ... on the go, online, and wherever life takes them. It's an exhilarating RIDE, so don't miss it!

**51.7k**  
PRINT\*

**339k**  
DIGITAL

**39.6k**  
EMAIL

**105k**  
SOCIAL

\*Includes total circulation and pass-along audience.  
Source: 2021 reader survey





# MAKE REGULAR AND RELIABLE CONNECTIONS

**GO FROM THE PAGE TO THE SCREEN TO THE OPEN ROAD**

*Motorcycle Classics* is the authoritative voice of America's growing classic motorcycle community, and the premier magazine for collectors and enthusiasts. There are an abundance of ways to reach this "Ride 'em, don't hide 'em!" audience. *Motorcycle Classics* provides an enormous toolbox of platforms from which you can pick and choose when planning your marketing strategy.

Digital, video, & social packages

Native solutions

Custom content

Contests

Sweepstakes

Virtual events

Podcasts

Featured products/gift guides

Dedicated emails



## 2022 PRODUCTION SCHEDULE

	Jan/Feb	Mar/April	May/June	July/Aug	Sept/Oct	Nov/Dec
Ad close	Oct. 29, 2021	Jan. 3, 2022	Feb. 25, 2022	April 29, 2022	July 2, 2022	Sept. 16, 2022
Materials due	Nov. 4, 2021	Jan. 7, 2022	March 4, 2022	May 4, 2022	July 6, 2022	Sept. 21, 2022
On-sale	Dec. 21, 2021	Feb. 22, 2022	April 19, 2022	June 21, 2022	Aug. 23, 2022	Nov. 8, 2022

For specs, visit [www.OgdenPubs.com/Ad-Specs](http://www.OgdenPubs.com/Ad-Specs)

# Motorcycle CLASSICS

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