

# AUDIENCE EXPERIENCE PLANNER



Motorcycle & Powersports News delivers business intelligence to powersports dealers and other industry professionals who sell and service motorcycles, scooters, UTVs, ATVs and more in the United States. If a powersports dealer carries it, MPN covers it. Dealers have come to count on Motorcycle & Powersports News as their No. 1 resource for researching products and services.

## Reach Powersports Dealers through Advanced Marketing Solutions.



# MARKET SERVICES

→ FOR ADVERTISING INFORMATION AND RESOURCES CLICK ON THE "ADVERTISE" DROPDOWN ON THE MPN BRAND PAGE AT [Babcox.com/brand/motorcycle-powersports-news/](http://Babcox.com/brand/motorcycle-powersports-news/)

## CONTENT

Tell a story to our audience! [Sponsored Content](#) allows you to write an article for [MotorcyclePowersportsNews.com](http://MotorcyclePowersportsNews.com). Educate readers by discussing industry trends or providing technical knowledge. Prominent positioning and promotion are included.

Marketers also turn to us for custom content creation and creative services including but not limited to:

- Case Studies & Whitepapers
- Infographics
- Reviews
- How-Tos, Lists or Guides
- [Landing Pages](#)

## CUSTOM SPONSORSHIPS

Custom sponsorships allow for your customized message, including co-branded features and unique integrations that provide the opportunity to align brands with our respected content in a BIG way.

- Website Sponsorships
- Event Sponsorships
- Garage Studio Sponsorships
- Guess the Powersport Vehicle Contest

## eNEWSLETTERS

Take advantage of digital display and native ad placements, as well as sponsorship opportunities, placing your message in front of Dealership Owners and Managers while they're proactively seeking information about the industry.

- **MPN eNewsletter** - 2x/week (Mon/Wed)  
*Subscribers: 8,364 | Monthly Opens: 28,735*
- **Off-Road eNewsletter** - 1x/week (Thu)  
*Subscribers: 3,962 | Monthly Opens: 8,586*
- **V-Twin eNewsletter** - 2x/month (2nd & 4th Tue)  
*Subscribers: 833 | Monthly Opens: 909*

## PODCASTS

[Podcasts](#) allow you to tap into a loyal and engaged group of listeners. A podcast audience forms a relationship with the brand that sponsors the show.

Align your brand with the *MPN* podcast.

Sponsorships include:

- Sponsor attribution in each episode
- Promotion via eNewsletter, website and social media
- Posting of the episodes to [MotorcyclePowersportsNews.com](http://MotorcyclePowersportsNews.com) and syndication to all major podcast platforms

Monthly Listens/Downloads: **129**

## RESEARCH

From surveys to focus groups, our experienced powersports industry research team leverages deep industry knowledge to craft research campaigns that deliver accurate and reliable data that can help you take the pulse of the market, court new business, gain customer insights and track and predict trends.

[Request more info](#)

## WEBINARS

Prove the ROI of your marketing program! A [webinar](#) helps you:

- Position your company as a thought leader
- Generate leads
- Deliver an impactful branding message

It doesn't matter if you already have a topic and presenters in mind, or if you need help creating an idea from scratch. Our team of experts makes it easy by managing the process from start to finish.

## WEBSITE

[MotorcyclePowersportsNews.com](http://MotorcyclePowersportsNews.com) provides a trustworthy source of news and information to decision makers in the motorcycle and powersports market. Align your brand message to this audience through:

- Website Display Ads
- High-Impact Ads
- Content Targeting Ads
- Site Sponsorship
- Sponsored Content
- Digital Supplements

[Babcox.com Ad Demos](#)

Monthly Pageviews: **56,820**

## VIDEO

[Video](#) is not only popular but has great visual storytelling capabilities to help you reach and engage your target audience.

Align your brand with MPN-produced videos.

- Sponsor attribution in each video
- Promotion via eNewsletter, website and social media
- Product Placement
- Custom Video
- Booth/Trade Show Video
- Interactive Video

[Garage Studio and Training Center](#)

[Why Video is Significant](#)

## DIRECT MARKETING

Target a select group within our audience base to deliver a specific message in order to generate a direct response. We are able to communicate with individuals who have agreed to receive emails from our partner clients to help you sell more products.

## ADVANCED DIGITAL TARGETING

Leverage our industry knowledge, first-party data and expertise to create a custom campaign that reaches your audience at the right time, in the right place, with the right message.

Connected TV  
Audio Ad Delivery  
Native Ads  
Keyword Targeting  
[Weather Targeting](#)  
Retargeting  
Contextual Targeting  
Social Retargeting

Audience Targeting:

- Behavioral
- NAICS/SIC Codes
- CRM Targeting
- Look-Alike Audience
- Predictive Targeting
- Audience Excluding

[Facility Targeting:](#)

- IP Targeting
- Geo Fencing
- Historical Targeting

