

2021 CONTENT PLAN

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
MONTHLY CONTENT FOCUS ACROSS ALL PLATFORMS	AUCTIONS	KARTS	INDUSTRY PROFILE, SXS/UTV	SCOOTERS	V-TWIN	TOURING, ADV, DUAL SPORT
	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
	OFF-ROAD	ELECTRIC	STREET CRUISERS	INNOVATIVE TECHNOLOGY	SNOWMOBILES	MOTOCROSS
CORE EDITORIAL THEMES	<ul style="list-style-type: none"> ■ APPAREL PRO MPN focuses on the latest trends and features of powersports gear and apparel. ■ BUSINESS MANAGEMENT MPN speaks with industry experts on leadership, customer service and emerging technology in order to help dealers and owners succeed. ■ CHANGING LANES MPN reports on personnel and leadership changes within the powersports industry. ■ DESTINATION DEALERSHIP MPN visits powersports dealerships around the country and shares their keys to success. ■ NEWS MPN keeps readers updated with the latest industry news and information, direct from the source. ■ OEM UPDATE MPN rotates coverage of each segment of the powersports industry, discussing new model releases, new and pre-owned market reports and business intelligence directly from OEMs. Segments include on-road, off-road, on the track, recreation, utility and the electric markets. ■ PRODUCTS MPN shares the newest product releases and information regarding apparel, consumables, parts & accessories and tools & equipment. ■ TECH TIPS Cyclepedia, the authors of powersports service manuals, examines real life shop scenarios with recommended tech tips for handling the problems encountered. 					

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