



BMW Club
Motorcycle Owners
of America



MEDIA KIT

2025



WHO WE ARE

We are the BMW Motorcycle Owners of America. A group of 32,000 BMW motorcycle enthusiasts who started with the same spark for outdoor adventure that you did. Our history dates back 50 years to five friends who formed a motorcycle club to stay in touch with each other.

Today, we are a network of riders across all 50 United States and ten Canadian provinces. We have members on all seven continents and it isn't possible to ride without finding a friendly face.



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BMW MOA DEMOGRAPHICS

OUR READERS

Sex	Male 95%
	Female 5%
Average Age	58 years old
Average Household Income	\$96,295
Education	Some High School 0.2%
	High School 6%
	Some College 25%
	College Grad 37%
	Post-Grad Degree 32%

LIFESTYLE

Average Cars Owned	1.78
Own Light Truck	70%
Average Miles Driven	18,143
Camp	60%
Camp Nights Per Year	13
Stay at Motel	always 34%
	sometimes 70%
Motel Nights Per Year	9.5
M/C Events Per Year	3
Use Email	88%

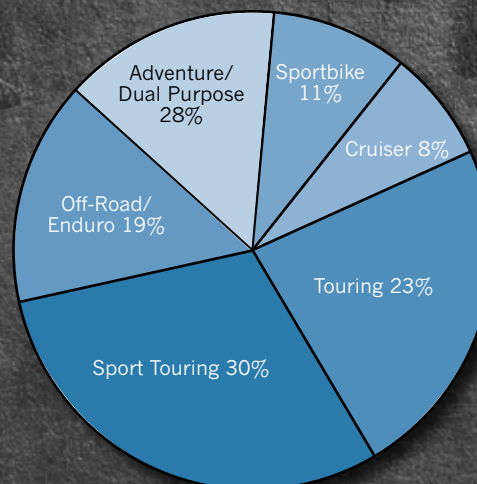
MOTORCYCLES

Average Number of Motorcycles	2.49
Owned by Readers	
Average Number of Motorcycles in Household	2.66
Miles Ridden per Year	11,600
Years Riding	26.25
Trailer Your Motorcycle	23%

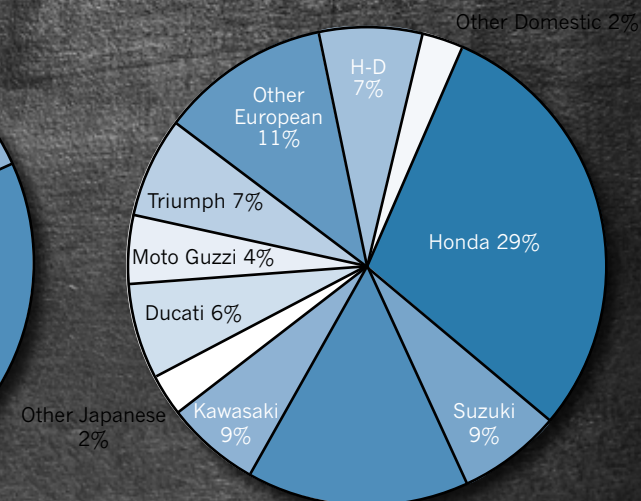
MOTORCYCLE MAINTENANCE

Service Your Bike	Dealer 19%
	Yourself 19%
	Both 62%
Tires Purchased in the Last Year	2.64
Change Your Own Tires	23%
Change Your Own Oil	79%

MOTORCYCLE TYPES

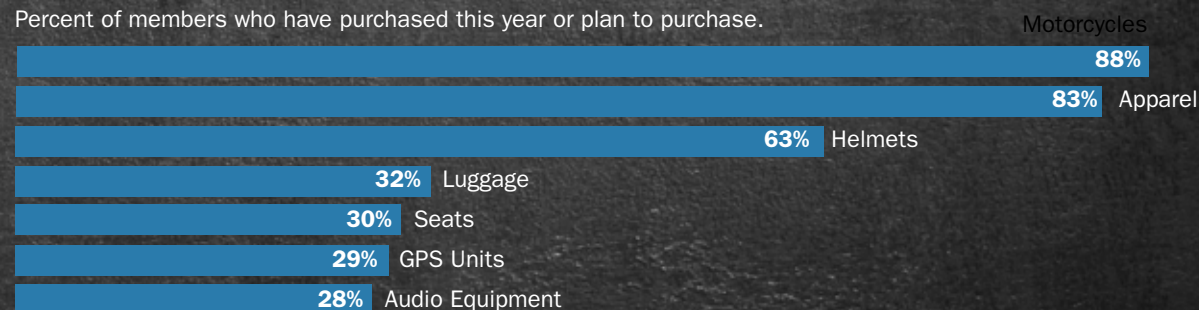


OTHER MOTORCYCLES



WHAT OUR READERS BUY

Percent of members who have purchased this year or plan to purchase.



ADVERTISING/MARKETING AND PROMOTIONAL OPPORTUNITIES

We offer many diverse opportunities that fit all advertising budgets

- **BMW Owners News (BMW ON):** Our exceptional monthly magazine is offered in both print and digital form allowing readers full access to it on their mobile devices. It features 96 pages of fresh content including exclusive editorial from some of the finest writers and photographers in the world. Exciting editorial includes local, national, and international adventure travel stories, city escapes, race reports, product reviews, industry news, rally updates and charter club announcements – all the news desired by the members. Advertising in the *BMW Owners News* places your brand in the hands of those most likely to invest in improving their riding experience on and off the bike.

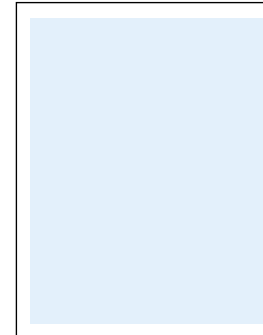


- **bmwmoa.org:** The BMW MOA website includes up to date editorial and photography, product news and reviews, BMW MOA gear store, BMW MOA Foundation information, members only discussion board (forum), Marketplace, and a Calendar of Events. And along with our twice monthly BMW MOA eNewsletter there are many custom opportunities available to reach digital audiences. Please contact us to discuss a solution that matches your objectives.

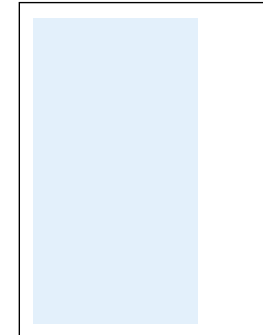


- **BMW Owners Anonymous Book App:** One of the premier member benefits is the BMW Owners Anonymous Book App that provides MOA members with a support network as they travel around the world on their motorcycles. The Anonymous Book app includes member listings by state who offer mechanical assistance, tools, workspace, lodging, coffee, a ride, etc.
- **BMW MOA National Rally/MOA Events:** Our International Rally attracts 5,000 to 8,000 members per year. Our MOA events attract hundreds of members to locations throughout North America. Sponsors and event partners appreciate the true engagement our audience offers during these fun filled events.

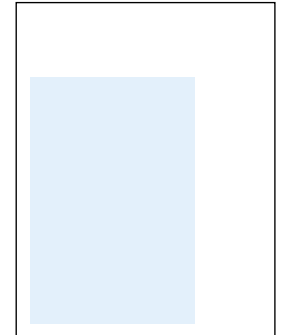
BMW Owners News Advertisement Sizes (W x H) See "Rates and Sizes" for complete list.



Full Page (8-1/4" x 10-5/8")



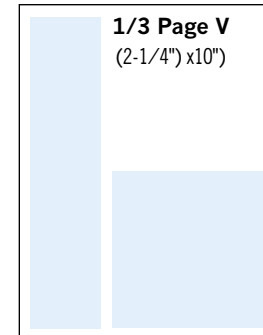
2/3 Page (4-3/4" x 10")



1/2 Page Sq (4-3/4" x 7-1/2")

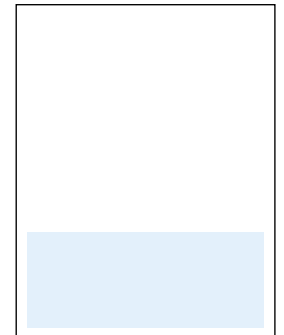


1/2 Page H (7-1/2" x 4-7/8")

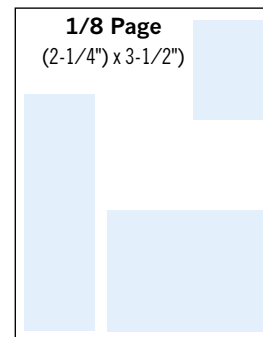


1/3 Page V
(2-1/4" x 10")

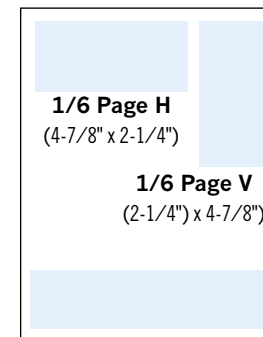
1/3 Page S
(4-3/4" x 4-3/4")



1/3 Page H
(7-1/2" x 3-1/4")



1/8 Page
(2-1/4" x 3-1/2")



1/6 Page H
(4-7/8" x 2-1/4")

1/6 Page V
(2-1/4" x 4-7/8")

1/4 Page V (2-1/4" x 7-1/2") **1/4 Page S** (4-3/4" x 3-3/4")

1/4 Page H (7-1/4" x 2-1/4")

2023 ADVERTISING RATES

BMW Owners News (4c)

	3x	6x	9x	12x	18x
Spread	\$5,434	\$5,330	\$5,126	\$4,925	\$4,730
Cover 2	3,045	2,985	2,870	2,761	2,696
Cover 3	2,976	2,918	2,805	2,697	2,589
Cover 4	3,109	3,048	2,930	2,818	2,705
30" Full page	2,830	2,774	2,667	2,557	2,466
20" 2/3 page	2,038	1,979	1,902	1,829	1,758
15" 1/2 page	1,748	1,665	1,569	1,454	1,346
10" 1/3 page	1,390	1,264	1,139	1,016	908
7.5" 1/4 page	1,113	1,022	912	794	689
5" 1/6 page	785	714	632	545	467
3.5" 1/8 page	598	531	458	388	328
4 page Direct Mail Insert	\$6,990 per mailing				
2 page Direct Mail Insert	\$4,990 per mailing				

BMW MOA eNewsletter

Banner Ad 728 x 90px: \$590 per month (2x) \$5900 per year (24x) No rotation available.

BMW Rally Program (4c)

		18x
Full Page:	\$1,294	\$1,139
1/2 Page:	699	637
1/4 Page:	367	345

18x = Best Rate
An ad in every Publication!

Twelve ads in the BMW ON, one in the Rally Program and five digital online ads.

Terms and Conditions

1. Contract year is 12 consecutive months. This contract shall be deemed accepted when the Account Representative receives it. 2. Space reservations, contracts and corrections MUST be received by the Account Representative BEFORE deadline, to ensure insertion. All instructions received by telephone regarding ad insertions, changes or cancellations must be followed by written verification. 3. Publisher reserves the right to refuse advertising. 4. Advertisers and advertising agencies assume liability for all content of advertisement printed, and also assume responsibility for any resulting claims made against the publisher. The advertiser hereby agrees to indemnify and hold BMW Motorcycle Owners of America Inc. harmless from all liability or claims arising out of same. 5. Advertisers and advertising agencies are jointly responsible for payment of all insertions. 6. The word "advertisement" will be printed at the top of advertisements which, in the opinion of the publisher, might be confused with editorial pages. 7. Cancellations are not accepted and copy corrections not guaranteed after closing date. 8. On contract or schedule insertions, previous copy will be repeated if change is not received by closing date. 9. Publisher is not responsible for errors in key numbers. 10. The publisher will destroy all ad media (files, prints, etc.), if the advertiser does not furnish disposition instructions within one year. 11. Requested position and color are not guaranteed without payment of an additional fee. 12. Advertisers will receive a tear sheet of their ad with invoice. Payment is due 30 days from the date of the invoice. 13. Due to the policy of our bank, foreign advertisers are requested to pay credit card. 14. All rates are based on digital ads, negatives or camera-ready art. Alterations, extra design, layout, and/or typesetting will incur additional charges at the publisher's current rate. 15. Advertiser is responsible for all reasonable costs of collection, including attorney's fees and court costs. 16. All discounts are forfeited on accounts older than 60 days.

Measurements

(Width x Height, S = Square, H = Horizontal, V = Vertical)

BMW Owners News

Spread (no bleed) 16-1/2" x 10-5/8"
 Spread (with bleed) 17-1/4" x 11-1/8"
 Full Page (no bleed) 8-1/4" x 10-5/8"
 Full Page (with bleed) 8-3/4" x 11-1/8"
 2/3 pg4-3/4" x 10"
 1/2 pg. S4-3/4" x 7-1/2"
 1/2 pg. H7-1/2" x 4-7/8"
 1/3 pg. V2-1/4" x 10"
 1/3 pg. S4-3/4" x 4-3/4"
 1/3 pg. H7-1/2" x 3-1/4"
 1/4 pg. V2-1/4" x 7-1/2"
 1/4 pg. S4-3/4" x 3-3/4"
 1/4 pg. H7-1/2" x 2-1/4"
 1/6 pg. V2-1/4" x 4-7/8"
 1/6 pg. H4-3/4" x 2-1/2"
 1/8 pg.2-1/4" x 3-1/2"

www.bmwmoa.org

RH skyscraper ad 160 pixels wide x 600 pixels tall or banner ad 728 pixels wide x 90 pixels tall. Ads may contain up to four frames with rotation rates not less than four seconds per frame.

BMW MOA Rally Program

Full Page.....4-3/4" x 7-1/2"
 1/2 pg. V2-1/4" x 7-1/2"
 1/2 pg. S4-3/4" x 3-1/2"
 1/4 pg V2-1/4" x 3-1/2"
 1/4 pg. H4-3/4" x 1-1/2"

Copy should be kept to sizes indicated. Ads of nonstandard size will be billed at the next larger standard size rate. The publisher reserves the right to rearrange off-size ads to fit standard size.

2023 ADVERTISING SCHEDULE AND REQUIREMENTS

BMW Owners News	Space Closing	Ad Closing*	Editorial Calendar
January	November 10	November 15	• BMW new models • Best of 2022 Owners News • MOA Rally: Rally Chair intro.
February	December 10	December 15	• BMW MOA Rally: Richmond, VA intro.
March	January 10	January 15	• Riding season bike preparation • BMW MOA Rally: Routes to the Rally in Virginia
April	February 10	February 15	• Long Distance Touring primer • Summer 2022 Mileage Contest results • BMW MOA Rally, Day Rides in Virginia, places to see in Virginia and surrounding areas
May	March 10	March 15	• BMW MOA Rally: Entertainment, Seminars, Grand Prizes
June	April 10	April 15	• How to beat the Summer riding heat • BMW MOA Rally: Special events at Rally
July	May 10	May 15	• Board of Elections results
August	June 10	June 15	• Annual Mileage Contest results
September	July 10	July 15	• Capturing Fall Color, Guide to Motorcycle Photography • Cold Weather Gear
October	August 10	August 15	• BMW MOA Rally Recap
November	September 10	September 15	• Favorite Member Rides
December	October 10	October 15	• Holiday Gift Guide

The BMW Owners News is issued monthly, with mailed delivery before the first of the issue month.

BMW Owners Anonymous	Space and Ad Closing
Delivery about March 1st.	January 20
BMW MOA Rally Program	Space Closing Ad Closing*
Delivery in June to rally attendees	April 1

* Please Note: Ad Closing dates are for print-ready digital files. Advertising requiring additional changes of any kind, are required before the Space Closing date.

BMW MOA publications are produced electronically using a direct-to-plate workflow. In order to maintain the high quality advertisers and readers expect, it's important to provide advertisements in formats that are compatible with the way our publications are produced and printed. Please follow the specifications below. Any questions should be directed to your BMW MOA Account Representative.

Digital Ads

- All files should be in high-res PDF format. Files can be supplied on disc (CD), or emailed to the appropriate Account Representative.
- Please be sure that all files (high-resolution images, artwork, fonts) are included on the disk or embedded in the PDF. Include a print-out of the contents of the disk if possible.

Fonts

- All screen and printer fonts must be embedded in the pdf.

Images

- All placed graphics must be no less than 300 dpi for color/grayscale and 1200 dpi for 1 bit bitmap line art.
- Images from web sites are not acceptable since they are low resolution.
- Our recommendation and standard color profile for CMYK images is GRACoL2006_Coated1v2.icc. Otherwise, images must be the SWOP color profile at a minimum.
- Images within your PDF must be CMYK, not RGB.
- Total ink density on CMYK images and color builds should be no more than 280%.
- Grayscale images should have highlight and shadow areas of no less than 2% and no more than 90%.

Specifications

BMW ON

Trim size: 8.5"W x 10.875"H
 Safety: 0.25"
 Line Screen: 175
 Max image density: 280%
 Binding: Perfect Bound

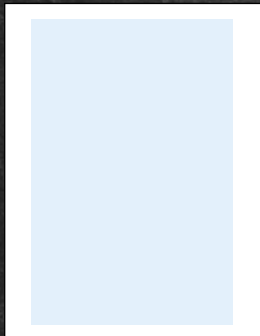
Rally Program

Trim size: 5.5"W x 8"H
 Safety: 0.5"
 Line Screen: 175
 Max image density: 280%
 Binding: Spiral Bound

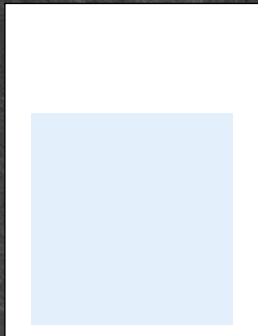
BMW OWNERS ANONYMOUS BOOK APP

Everyone Needs a Helping Hand!

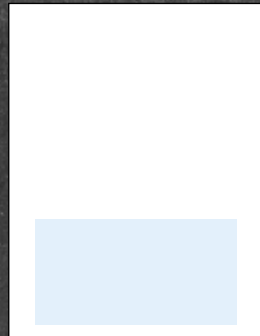
The BMW Owners Anonymous Book app is our members' most valuable resource and, therefore, your most valuable sales tool for reaching BMW motorcycle owners. Our 24,000 members live by it as both an on-the-road resource and at-home reference guide. The Anonymous book now travels with them as an app accessible on their smart phone and is used time and time again to locate a service or find a phone number. "We are currently working with our app developer to bring to you, the advertiser, the ability to reach our member audience through this much used resource. Stay tuned!



Full Page (3-1/2" x 6-1/2")



2/3 Page H (3-1/2" x 4-1/2")



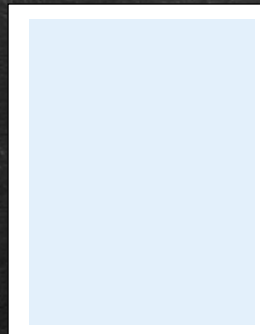
1/3 Page H (3-1/2" x 2")



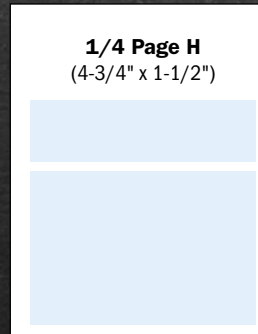
BMW MOA RALLY PROGRAM

Welcome Home!

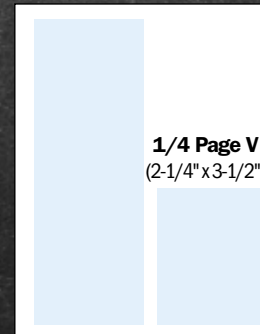
The BMW MOA International Rally is considered the highest priority event of the riding season for our members. BMW riders plan family vacations around it and literally travel thousands of miles to attend, becoming welcomed "citizens for a weekend" of the communities we visit.



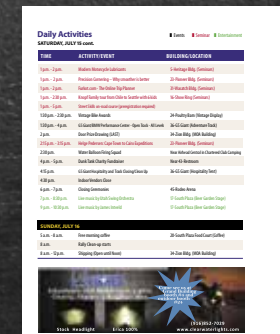
Full Page (4-3/4" x 7-1/2")



1/2 Page S (4-3/4" x 3-1/2")



1/2 Page V
(2-1/4" x 7-1/2")



YOUR PRESENCE AT OUR EVENTS

- Promotional placements at our events can include - sandwich boards, space for a representative, literature, etc.
- Featured vendor location at our National Rally
- Exposure throughout the year on bmwmoa.org and in the *BMW Owners News*
- Sponsorship opportunities



EVENTS BMW MOA SUPPORTS/HOSTS

(Events scheduled to start in March and end in October)

- **March Moto Madness**

600 to 750 attendees

- **April Fool's Ride**

100 - 125 attendees

- **Middle of the Map Rally**

150-200 attendees

- **6 BMW MOA Weekend Getaways**

600-750 attendees

- **Overland Expo Flagstaff**

1,000+ attendees

- **49er Rally**

200 attendees

- **BMW MOA National Rally**

6,000 - 6,500 attendees

- **Touratech West**

1,000 attendees

- **Overland Expo Redmond OR**

1,000+ attendees

- **Top of the Rockies Rally**

600 - 700 attendees

- **100,000 Foot Ride**

150 - 200 attendees

- **8 MOA Premier Training Events**

100 attendees

- **Dirt Daze**

300 -350 attendees

- **Wailin Wayne Weekend**

400 - 500 attendees

- **Thrills in the Hills**

100 - 125 attendees

- **Overland Expo East**

1,000+ attendees

- **BMW MOA Motorrad Fest**

500 - 600 attendees

PODCAST OPPORTUNITIES

- Feature interview on MOA podcasts to 10,000+ listeners (value: priceless)
- Sponsored placement on three podcasts (value : \$6,000-10,000)



Chasing the Horizon is an acclaimed podcast covering all aspects of the motorcycling and the motorcycle industry. CTH has listeners in over 80 countries on every continent except Antarctica and appeals to listeners across all makes of motorcycle and demographics. Each month during the show's season (September through May) features two to three episodes centered around an interview. Interview guests include industry influencers, CEOs and experts.



200 Miles Before Breakfast is a podcast aimed squarely at the members of the BMW Motorcycle Owners of America, though it has listeners in over 20 countries, including the US, Canada, the UK, South Africa, Australia, New Zealand and India. Each month during the show's season (September through May) features two to three interview episodes, and each episode contains news about what is going on with the MOA and its various events. Interview guests are primarily MOA members.



The Ride Inside with Mark Barnes is MOA's newest podcast, The Ride Inside with Mark Barnes, builds on Mark's regular columns for the BMW Owners News, which you can find in the magazine every month and online every week. Each episode features one of Mark's essays, plus a Q&A segment drawing not only on Mark's background as a clinical psychiatrist, but from other experts who answer questions from outside Mark's expertise and experience. Each of the first four episodes was downloaded over 500 times in their first two weeks of availability.



417K
NUMBER OF
LISTENS



417K
TOTAL
DOWNLOADS



4.8+
RATINGS
TOP 150 IN USA



2K
SUBSCRIBERS



26,000
FOLLOWERS



6,070
FOLLOWERS



3,100
FOLLOWERS



4,420
FOLLOWERS

SAMPLE RATES (rates will change monthly)

CHASING THE HORIZON

Single Episode
15 second pre/post-roll \$150
60 second mid-roll \$300

One Month Package
15 second pre/post-roll \$275
60 second mid-roll \$550

Full Season Package
15 second pre/post-roll \$2,500
60 second mid-roll \$5,000



200 MILES BEFORE BREAKFAST

Single Episode
15 second pre/post-roll \$100
60 second mid-roll \$200

One Month Package
15 second pre/post-roll \$175
60 second mid-roll \$350

Full Season Package
15 second pre/post-roll \$1,500
60 second mid-roll \$2,750



THE RIDE INSIDE WITH MARK BARNES

Single Episode
15 second pre/post-roll \$100
60 second mid-roll BOOKED FOR 2022

One Month Package
15 second pre/post-roll \$175
60 second mid-roll BOOKED FOR 2022

Full Season Package
15 second pre/post-roll \$1,500
60 second mid-roll BOOKED FOR 2022



WHY ADVERTISE WITH **US?**



The BMW Motorcycle Owners of America offers you a true buying audience – one that is engaged, passionate, and desires the absolute best products and service for their riding lifestyle/pleasure. If you want them to buy from you – you need to be in front of them presenting the products and/or services you have to offer.

Please contact us for a free quote, discussion of how we can assist you, or to brainstorm on how to help you increase your revenues. We have the audience and we have the right marketing team to maximize your return on investment and exceed your expectations in 2023 and beyond.



Chris Hughes
Director of Advertising
chris@bmwmoa.org
(509) 921-2713