



BMW Club
Motorcycle Owners
of America



MEDIA KIT



WHO WE ARE

We are the BMW Motorcycle Owners of America, a group of 25,000 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 10 Canadian provinces. We have members on every continent and it isn't possible to ride without finding a friendly face.

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. You want your brand in front of our audience.

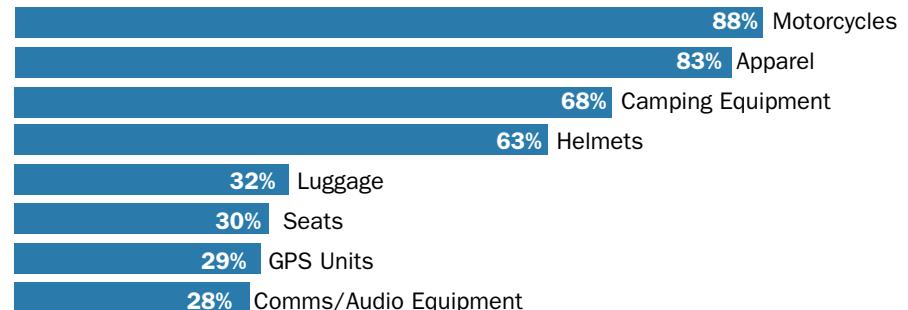
Please contact us to discuss how we can increase your revenues. We have the audience and the right marketing experience to maximize your return on investment.



BMW MOA DEMOGRAPHICS

OUR MEMBERS ARE VALUABLE

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



OUR READERS

Gender	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%

MOTORCYCLES

Average # of Motorcycles	
Owned by Readers	3
Miles Ridden per Year	11,600
Years Riding	26
Trailer Your Motorcycle	23%

LIFESTYLE

Average Cars Owned	2
Own Light Truck	70%
Average Miles Driven	18,143
Camp	60%
Camp Nights Per Year	13
Stay at Motel	30%
always	
sometimes	70%
Motel Nights Per Year	10
M/C Events Per Year	3
Use Email	88%

MOTORCYCLE TYPES

Sport Touring	30%
Adventure/Dual Purpose	28%
Touring	23%
Off-Rad/Enduro	19%
Sportbike	11%
Cruiser	8%

OTHER MOTORCYCLES

Honda	29%
Yamaha	16%
Other European	11%
Kawasaki	9%
Suzuki	9%
Triumph	7%
H-D	7%
Ducati	6%
Moto Guzzi	4%
Other Japanese	2%
Other Domestic	2%

MOTORCYCLE MAINTENANCE

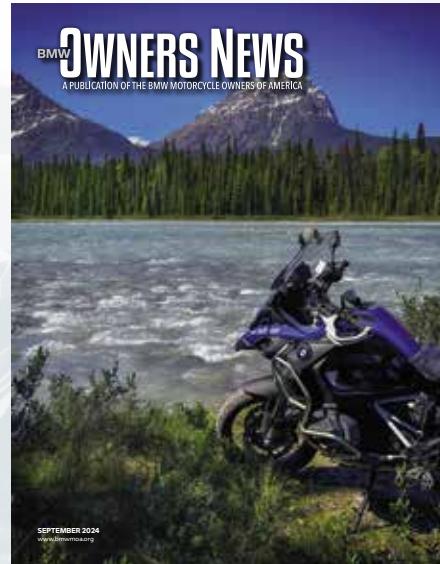
Service Your Bike	Dealer	19%
	Yourself	19%
	Both	62%
Tires Purchased in the Last Year	3	
Change Your Own Tires	23%	
Change Your Own Oil	79%	

BMW OWNERS NEWS

A PUBLICATION OF THE BMW MOTORCYCLE OWNERS OF AMERICA

From the very beginning in 1972, the purpose of the BMW Owners News has always been to let each member know how much alike, and yet completely different from each other we really are. These are the words that drive us each month to produce the best content for the printed page.

The BMW Owners News brings you the stories of every day BMW motorcyclists who ventured out to find their version of an epic adventure. For some, it is a trip across the state and for others, a trip around the world. We bring you all of it, every month.



MOA GETAWAY AT THE BREAKS OFFERS A TASTE OF APPALACHIAN CULTURE AND SCENERY

During the last weekend of April, riders from 19 states traveled to the heart of the Appalachian Mountains to attend the 2024 BMW MOA Getaway at the Breaks in Virginia. Those riders were rewarded with some of America's best winding and scenic motorcycle roads in the middle of the most rugged terrain in the country.

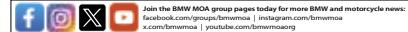
Hosted at Breaks Interstate Park high atop the mountains, the 2024 BMW MOA Getaway is an area known as the "Grand Canyon of the South" because it is the deepest gorge east of the Mississippi. Like the famous western nameplate, the gorge has been carved by the roaring Russell Fork River flowing through it.



Arriving at Chafin Lodge overlooking the river below, riders were greeted by Redefun and BMW MOA staff and provided with a meal and a night of fun with additional options including kayaking or an elk viewing tour while there.

Friday welcome reception featuring bar service and appetizers, was presented by Medikt. The social event provided time to ride with old and new riding friends.

There was a brief presentation by the non-profit



BMW Owners News (4c)

	3x	6x	9x	12x
Spread	\$5,434	\$5,330	\$5,126	\$4,925
Cover 2	3,045	2,985	2,870	2,761
Cover 3	2,976	2,918	2,805	2,697
Cover 4	3,109	3,048	2,930	2,818
30" Full page	2,830	2,774	2,667	2,557
20" 2/3 page	2,038	1,979	1,902	1,829
15" 1/2 page	1,748	1,665	1,569	1,454
10" 1/3 page	1,390	1,264	1,139	1,016
7.5" 1/4 page	1,113	1,022	912	794
2 page Direct Mail Insert			\$6,990 per mailing	

Measurements

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

BMW Owners News

Spread (no bleed)	16" x 10.25"
Spread (with bleed)	17" x 11"
Full Page (no bleed)	7.75" x 10.25"
Full Page (with bleed)	8.5" x 11.125"
2/3 pg	4.75" x 10"
1/2 pg. S	4.75" x 7.5"
1/2 pg. H	7.25" x 4.75"
1/3 pg. S	4.75" x 4.75"
1/3 pg. H	7.25" x 3.25"
1/3 pg. V	2.25" x 10"
1/4 pg. S	4.75" x 3.75"
1/4 pg. H	7.25" x 2.25"
1/4 pg. V	3.5" x 4.75"

Don't see the size you need to fit your budget? Contact us for custom sizes.

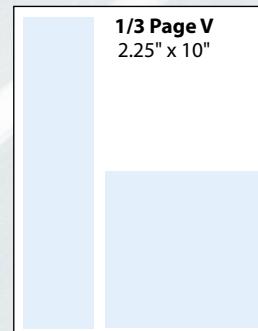
BMW Owners News Advertisement Sizes



Full Page 7.75" x 10.25"
Bleed 8.5" x 11.125"



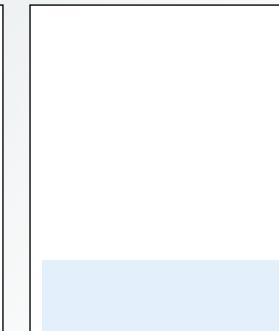
1/2 Page H 7.25" x 4.75"



1/3 Page V
2.25" x 10"



1/4 Page V
3.5" x 4.75"

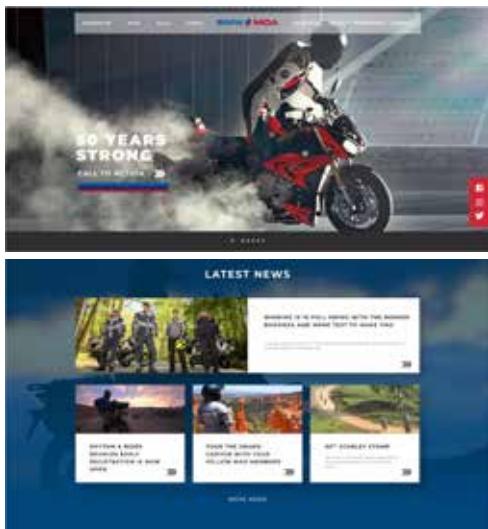


1/4 Page S
4.75" x 3.75"



1/4 Page H 7.25" x 2.25"

DIGITAL MARKETING AND PROMOTIONAL OPPORTUNITIES



bmwmoa.org and bmwownersnews.com

BMW MOA websites include up-to-date editorial and photographic content as well as product news and reviews. Gain easy access to the MOA Gear Store, the MOA Foundation site, an Events Calendar, and our members-only Discussion Forum and Marketplace.

BMW MOA eNewsletter

Our biweekly enewsletter reaches over 23,000 members and has an open rate over 50%. Banner ads can be pointed to any URL you choose!

Banner Ad 728 x 90px:
\$590 per month (2x)
\$5900 per year (24x)

RH skyscraper ad 160 pixels wide x 600 pixels tall or banner ad 728 pixels wide x 90 pixels tall. Maximum files size of 100 Mb.
No flash or rotating images.



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.

Anonymous Book App Sponsor

	3x	6x	9x	12x
750 x 1335 px	\$700	\$1,200	\$1,650	\$2,000
960 x 1440 px				

Two sizes required due to iOS and Android formatting differences.



YOUTUBE OPPORTUNITIES

Our influencers promoting your product.....The MOA's YouTube channel has videos covering every aspect of motorcycling you can imagine, from highly technical DIY projects and product reviews to MOA events and vlog-style offerings. The channel reaches tens of thousands of viewers every month and serves up both information and entertainment. For video sponsorship opportunities, reach out to us for a direct conversation.

PODCAST OPPORTUNITIES

Promoting your brands, products and services can easily extend into the digital realm and enjoy exposure long past the original date of broadcast.

- Feature interviews on MOA podcasts to reach thousands of listeners (value: priceless)
- Sponsored placement on four podcasts (value : \$6,000-10,000)



Chasing the Horizon is known for its analysis of the motorcycle industry and wide variety of guests across all aspects of motorcycling. CTH has listeners in 80+ countries and appeals to riders across all demographics. Interview guests include industry influencers, entrepreneurs, makers and experts.



Airhead 247 Conversations with independent mechanics, product developers and aficionados of the classic airhead BMW motorcycles, produced from 1970 to 1995, also known as the "Type 247 boxer." New episodes are published every two weeks.



200 Miles Before Breakfast is a podcast by, for and about the BMW Motorcycle Owners of America, though it sports listeners in over 25 countries.

Each episode features news about the MOA and its events, as well as an interview with an MOA member discussing how they fit in the motorcycling world and the MOA.



The Ride Inside with Mark Barnes leverages the knowledge a licensed clinical psychiatrist brings to issues affecting riders of every stripe. Mark also interviews experts in fields related to his professional and riding interests and fields questions from riders all over the world.



Riding Into the Sunset features author and journalist Ed Housewright as he investigates issues important to senior riders, an important but often overlooked demographic in the digital world. As host of the MOA's newest podcast, Ed seeks to understand why seniors ride, what issues they face and more.



500K+
NUMBER OF
LISTENS



4.8+
RATINGS
TOP 150 IN USA



2,500+
PODCAST
SUBSCRIBERS



29,000+
FOLLOWERS



5,800+
FOLLOWERS



4,000+
FOLLOWERS



6,800+
SUBSCRIBERS

OTHER OPPORTUNITIES

Holiday Gift Guide

Want your product listed in our annual Holiday Gift Guide? Contact us for specifications and rates?

Door Prize/Grand Prize Donations

Consider donating items for our door prize/grand prize drawings at our events.



EVENT SPONSORSHIPS

• BMW MOA National Rally:

Our National Rally attracts 6,000 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.



• MotorradFest:

M'Fest is the only competition of its kind - exclusive for Law Enforcement agencies riding BMW motorcycles! Competing officers will have three days of training and tips from the BMW Performance Center before making timed runs on Saturday afternoon. Civilians can receive training and put their best times up against the men & women in blue! Get your products and services in front of hundreds of motor officers and those who support them!



• Guided Tours:

We offer 5-star North American tours to our members. Attendees demand the very best in their tour experience - do you have something to offer this affluent and discerning customer?



• Premier Training:

With limited class sizes and dedicated trainers from the BMW Performance Center in Greer, S.C., our Premier Training classes throughout the year offer the opportunity for riders to focus and learn both on- and off-road skills from the best in the business. Fly, drive or ride in and let the MOA take care of the rest! About 100 riders per year are able to take advantage of these typically sold-out sessions.

• Weekend Getaways:

Spanning the country, our Weekend Getaways are a chance for about 150 MOA members and their guests to gather, ride and fellowship in a more relaxed atmosphere than a typical rally. Based around a resort or hotel, attendees arrive Friday and leave Sunday, taking in all the riding the area around the Getaway can offer. Popular locations have included western North Carolina, northern Vermont and central Idaho.

• Sponsorships

We have three levels of sponsorship opportunities and can customize any sponsorship to fit your needs. Let us know your ideas!

From Title sponsorships to water bottles, we have many opportunities for you. Call us for custom packages

Gold Level

Title Sponsor – Featured vendor location, exposure throughout the year on bmwmoa.org and in the *BMW Owners News*, exclusive discounts on advertising packages.

Entertainment Sponsor – from bands to the wall of death we have unique Gold Level opportunities to fit your desires

Silver Level:

- Beer Garden
- Brewfest
- ADV Thrill Pit

Bronze Level:

- In front of Entertainment
- Water Bottles



"YOUR LOGO HERE"

Digital Ads

- All files should be in high-res PDF format.
- Files can be emailed to the appropriate Account Representative.
- Please be sure that all files (high-resolution images, artwork, fonts) are embedded in the PDF.

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 Owners News

Trim size: 8.375" W x 10.875" H

Safety: 0.25"

Line Screen: 175

Max image density: 280%

Binding: Saddle Stitched

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 above. Any questions should be directed to your BMW MOA Account Representative.

LET'S TALK



We can customize an advertising package that is specific to your needs. Contact:

Wes Fitzer

Director of Business Development

wes.fitzer@bmwmoa.org (918) 773-7178

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.
13. Due to the policy of our bank, foreign advertisers are requested to pay credit card.
14. All rates are based on digital ads. 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.