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: 48
Average HHI: $135k
Average value of home: $377k
95% perform their own repairs and restorations
72% ride at least once per week
99% wear protective gear when they ride
75% purchase parts and accessories online

Source: 2020 custom study and Google analytics
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!
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
2021 PRODUCTION SCHEDULE

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