



Motorcycle

CLASSICS

2024 MEDIA KIT



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.

84% male / **16%** female

Average age: **50**

Average HHI: **\$139k**

Average value of home: **\$419k**

96% perform their own repairs and restorations

72% ride at least once per week

99% wear protective gear when they ride

82% purchase parts and accessories online

Source: 2023 custom study and Google analytics



REACH THE RIGHT AUDIENCE AT THE RIGHT TIME

CONTENT THAT LEADS TO COMMERCE

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!

45.1k
PRINT*

345.4k
DIGITAL

33.1k
EMAIL

104.9k
SOCIAL

*Includes total circulation and pass-along audience.
Source: 2023 reader survey



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

Enewsletters



2024 PRODUCTION SCHEDULE

	Jan/Feb	Mar/April	May/June	July/Aug	Sept/Oct	Nov/Dec
Ad close	Oct. 23, 2023	Jan. 3, 2024	Feb. 26, 2024	April 22, 2024	June 21, 2024	Sept. 9, 2024
Materials due	Oct. 25, 2023	Jan. 5, 2024	Feb. 28, 2024	April 24, 2024	June 24, 2024	Sept. 11, 2024
Subscription ship	Dec. 1, 2023	Feb. 9, 2024	April 5, 2024	June 7, 2024	Aug. 2, 2024	Oct. 25, 2024

For specs, visit www.OgdenPubs.com/Marketing-Solutions

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