octane MEDIA

ADVERTISING OPPORTUNITIES

Octane Media's portfolio is a best-in-class collection of the most influential & historic brands in motorcycling & powersports.





Partnered with and Powered by Octane Lending



EXPERT STAFF

The expert editorial staff and contributor base includes: Pro-level riders, mechanics, former dealership employees, former OEM product testers & enthusiasts who love the sport & lifestyle.



Mark Hover P. Editorial Director



Zach Bowman **Editor-in-Chief** UTV Driver/ATV Rider World-class writer/tester elbowsdeep modifying a UTV right now.



Justin Dawes **Executive Editor** Cycle World Expertly rides any kind of motorcycle anywhere in the world.







Photo Director Rides everywhere our editors do, but with 70 pounds of camera gear on his back.

Jeff Allen





Technical Editor The greatest tech writer of all time.



Bradley Adams In-Market Editor Cvcle World Super fast all-rounder and we forgive him for getting agency experience.

media and his fans love him for it.



Andrew Oldar

Editor Dirt Rider National-level off-road competitor.



Bert Beltran Video Director

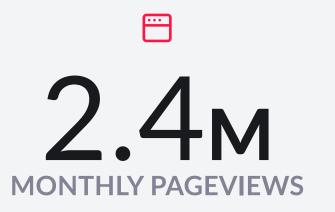
Always in action as he captures the action.



Cycle World & Octane Media inspire new riders, experienced enthusiasts & shoppers to ride & grow the industry.



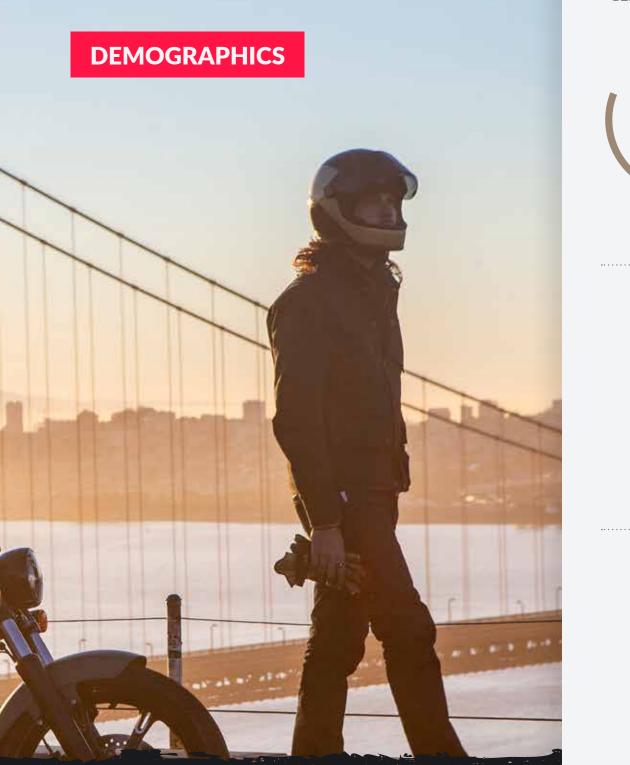
R 1.3M Monthly unique visitors



► 146K EMAIL SUBSCRIBERS



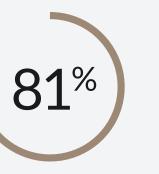




Who we reach & how they engage.

GENERAL AUDIENCE

RIDERS UNDER 35:



MALE



UNDER 44



\$129K **AVERAGE** HOUSEHOLD INCOME



PLAN TO PURCHASE A MOTORCYCLE IN THE NEXT 2 YEARS



UNDECIDED



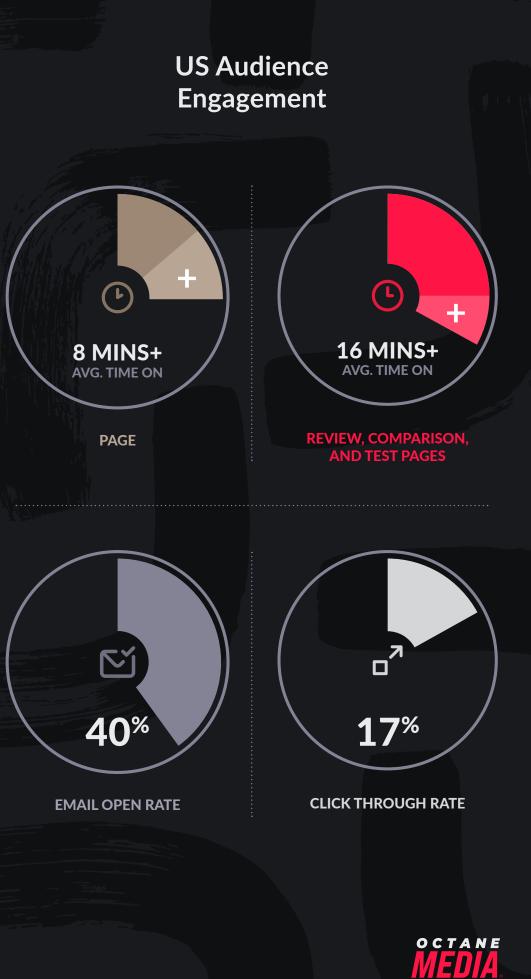
3 BIKES PER HOUSEHOLD

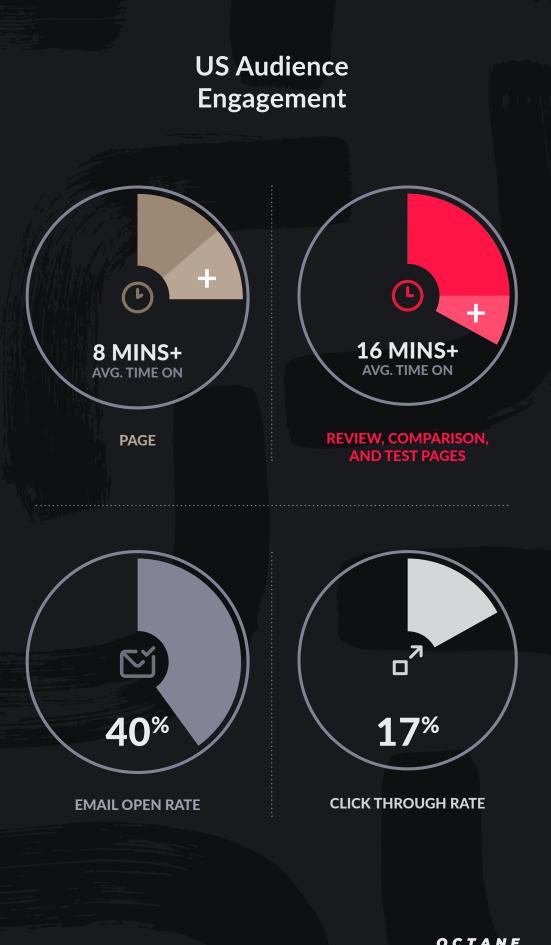


OWN 1+ MOTORCYCLE



EMPLOYED





OUR AUDIENCE BUYS

We sell Motorcycles, UTVs, and ATVs.

We inspire in-market consumers to purchase their next bike using the following content channels:

Rew motorcycle reviews

- Comparison tests
- Buyers Guide
- states New rider guides
- **Q** Gear and product reviews
- 🔛 Dyno testing
- 1000s of videos, millions of views
- C Racing Coverage

Noto Galleries



OUR AUDIENCE BUYS

No. Really. We sell Motorcycles, UTVs, and ATVs.

Our on-site widget, powered by Octane, allows motivated buyers to get prequalified, walk into a dealership, and ride out on the machine of their dreams. \rightarrow

С Cycleworld.com/story/buyers-guide/2022-honda-gold-wing/

Menu ≡

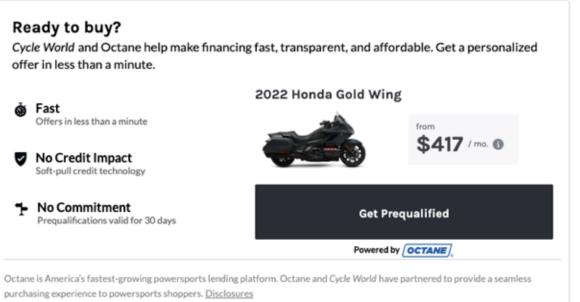
well, with its extruded aluminum frame contributing to the weight loss. But the sixth-generation 2018 GL1800 underwent a complete redesign (see our in-depth story here), with the new engine getting completely reworked with four valves per cylinder, and the entire bike made more compact. Weight dropped an amazing 90 pounds from the fifth-gen Gold Wing, and power/torgue increased. A new die-cast twin-spar aluminum frame sports a double-wishbone Hossack-type front suspension that is similar in concept to BMW's Duolever setup, along with electronically adjustable suspension on the deluxe Tour model. Throttle is ride-by-wire with four ride modes, HSTC (Honda Selectable Torque Control, aka traction control), Hill Start Assist, along with optional DCT seven-speed transmission and numerous other available extras.

Ready to buy? offer in less than a minute. ດັສ Fast Offers in less than a minute No Credit Impact Soft-pull credit technology No Commitment

purchasing experience to powersports shoppers. Disclosures

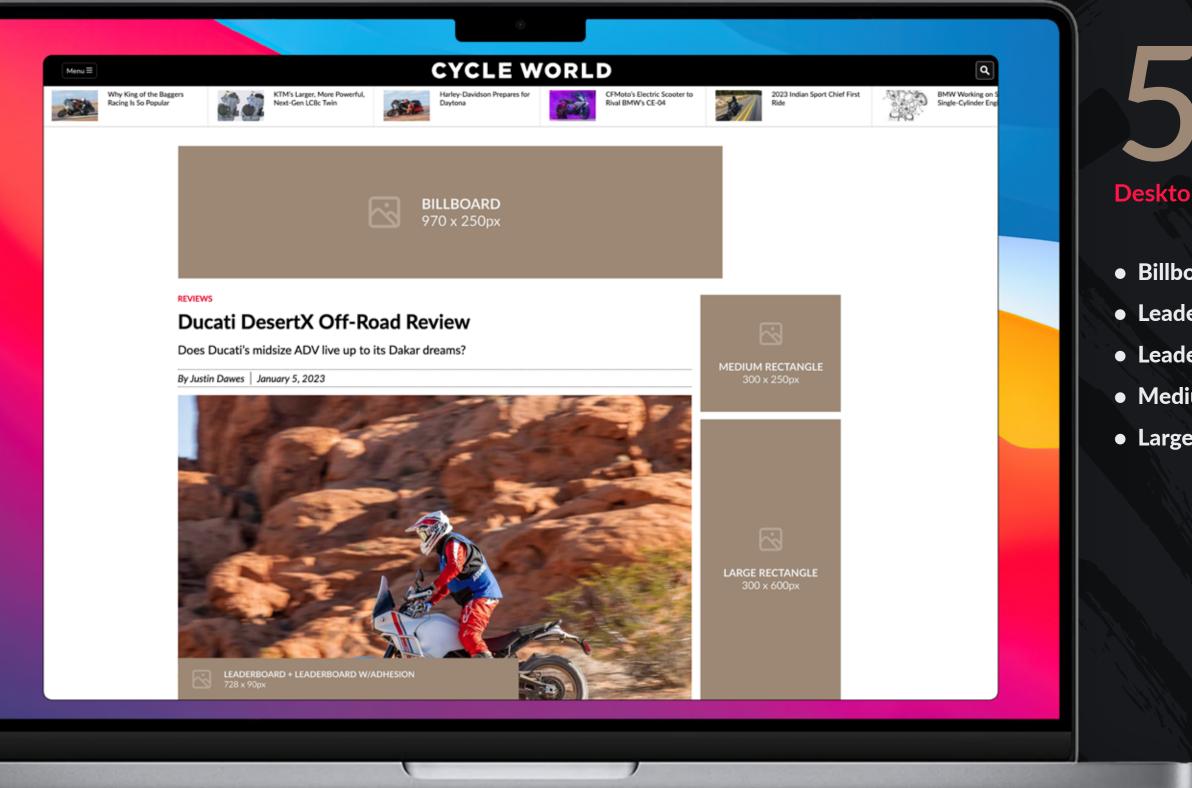
Pregualifications valid for 30 days

CYCLE WORLD





DISPLAY ADVERTISING

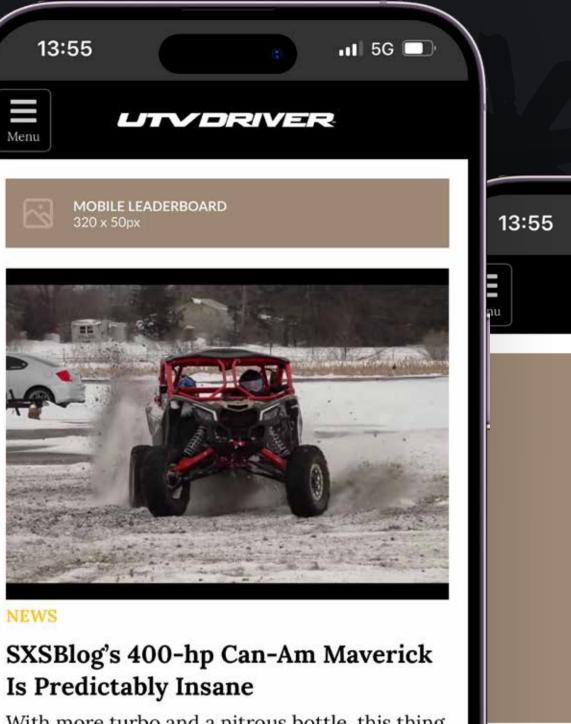


Desktop Ad Units

Billboard-970 x 250px
Leaderboard-728 x 90px
Leaderboard w/ Adhesion-728 x 90px
Medium Rectangle-300 x 250px
Large Rectangle-300 x 600px



DISPLAY ADVERTISING



With more turbo and a nitrous bottle, this thing has everything but traction.

By Aaron Richardson

13:55		0	. 11 5G □		
au		DRIVE	2		
	MOBILE MEI 300	DIUM RECTANGL) x 250px	E		



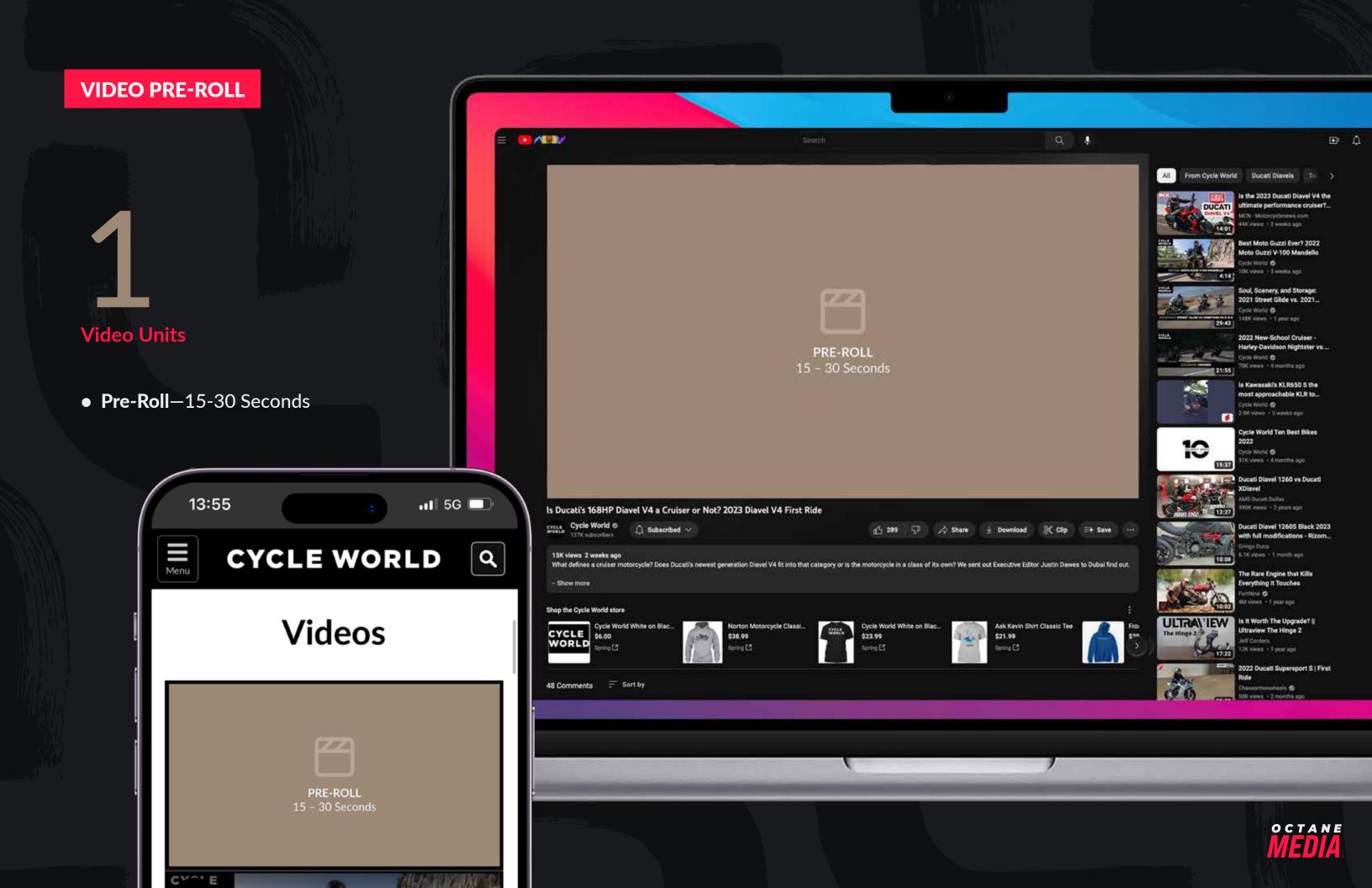


Watch Calamity Befall

Mobile Ad Units

• Mobile Leaderboard—320 x 50px • Medium Rectangle—300 x 250px







Questions? We're here to help.

Ross Cunningham Advertising Manager ross@octane.co

516-818-1890

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