



OCTANE
MEDIA®

ADVERTISING OPPORTUNITIES

WE ARE OCTANE MEDIA

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

**CYCLE
WORLD**

**UTV
DRIVER**

ATV RIDER

Motorcyclist

**DIRT
RIDER**

CRUISER

CYCLE VOLTA

OCTANE

Partnered with and Powered by Octane Lending



**OCTANE
MEDIA**

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 Hoyer
VP, Editorial Director



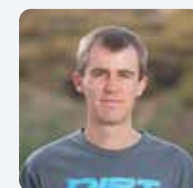
Zach Bowman
Editor-in-Chief
UTV Driver/ATV Rider
World-class writer/tester elbows-deep modifying a UTV right now.



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



Adam Waheed
Senior Editor
Motorcyclist
The most stoked person in moto media and his fans love him for it.



Andrew Oldar
Editor
Dirt Rider
National-level off-road competitor.



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



Kevin Cameron
Technical Editor
The greatest tech writer of all time.



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



Bert Beltran
Video Director
Always in action as he captures the action.

WE INSPIRE

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



1.3M

MONTHLY UNIQUE VISITORS



2.4M

MONTHLY PAGEVIEWS



146k

EMAIL SUBSCRIBERS



6M

SOCIAL FOLLOWERS

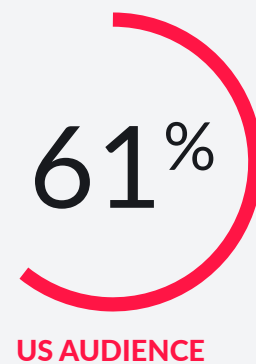
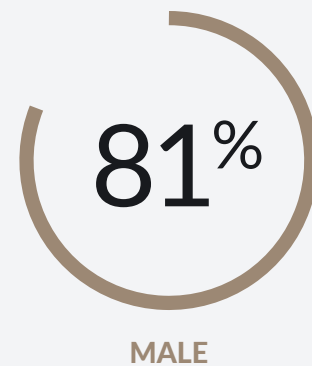
OCTANE
MEDIA

DEMOGRAPHICS



Who we reach &
how they engage.

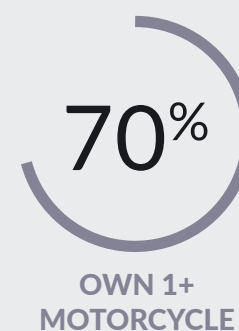
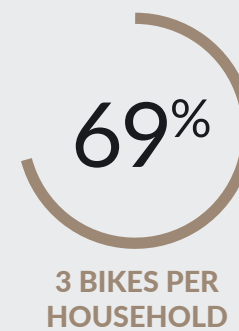
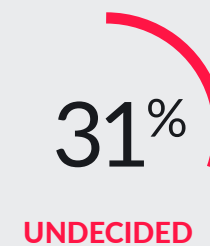
GENERAL AUDIENCE



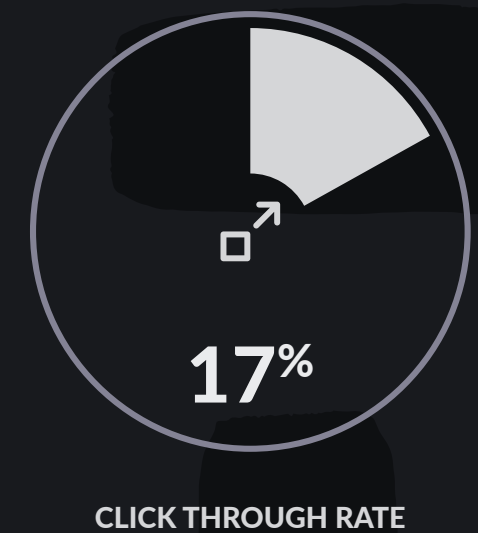
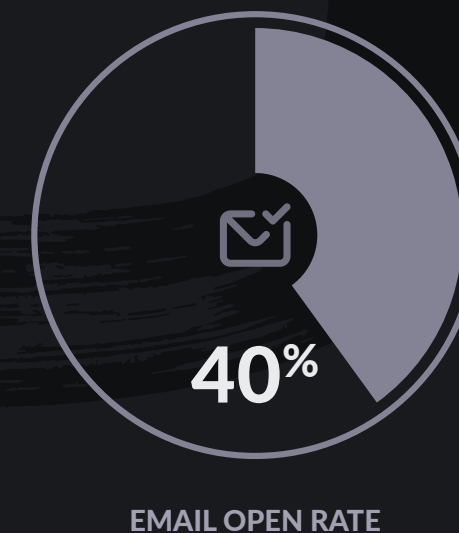
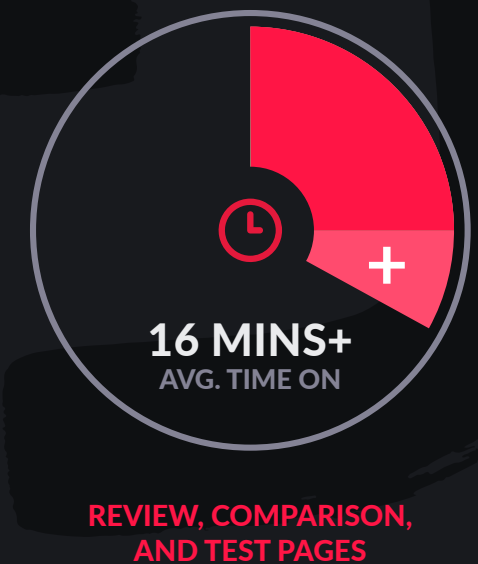
\$129K

AVERAGE
HOUSEHOLD
INCOME

RIDERS UNDER 35:



US Audience Engagement



OUR AUDIENCE BUYS


We sell Motorcycles, UTVs, and ATVs.


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


 New motorcycle reviews

 Comparison tests

 Buyers Guide

 New rider guides

 Gear and product reviews

 Dyno testing

 1000s of videos, millions of views

 Racing Coverage

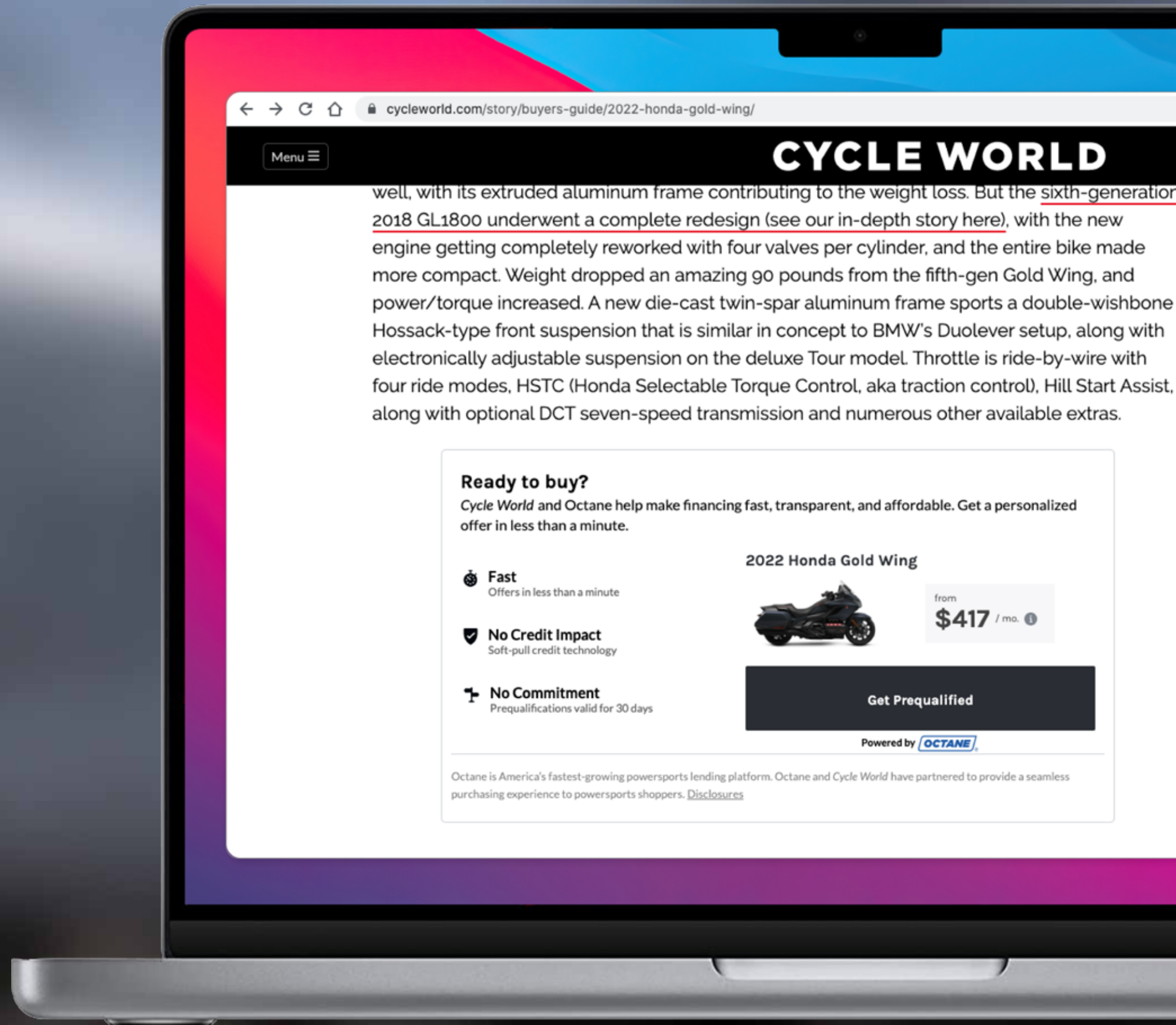
 Photo Galleries



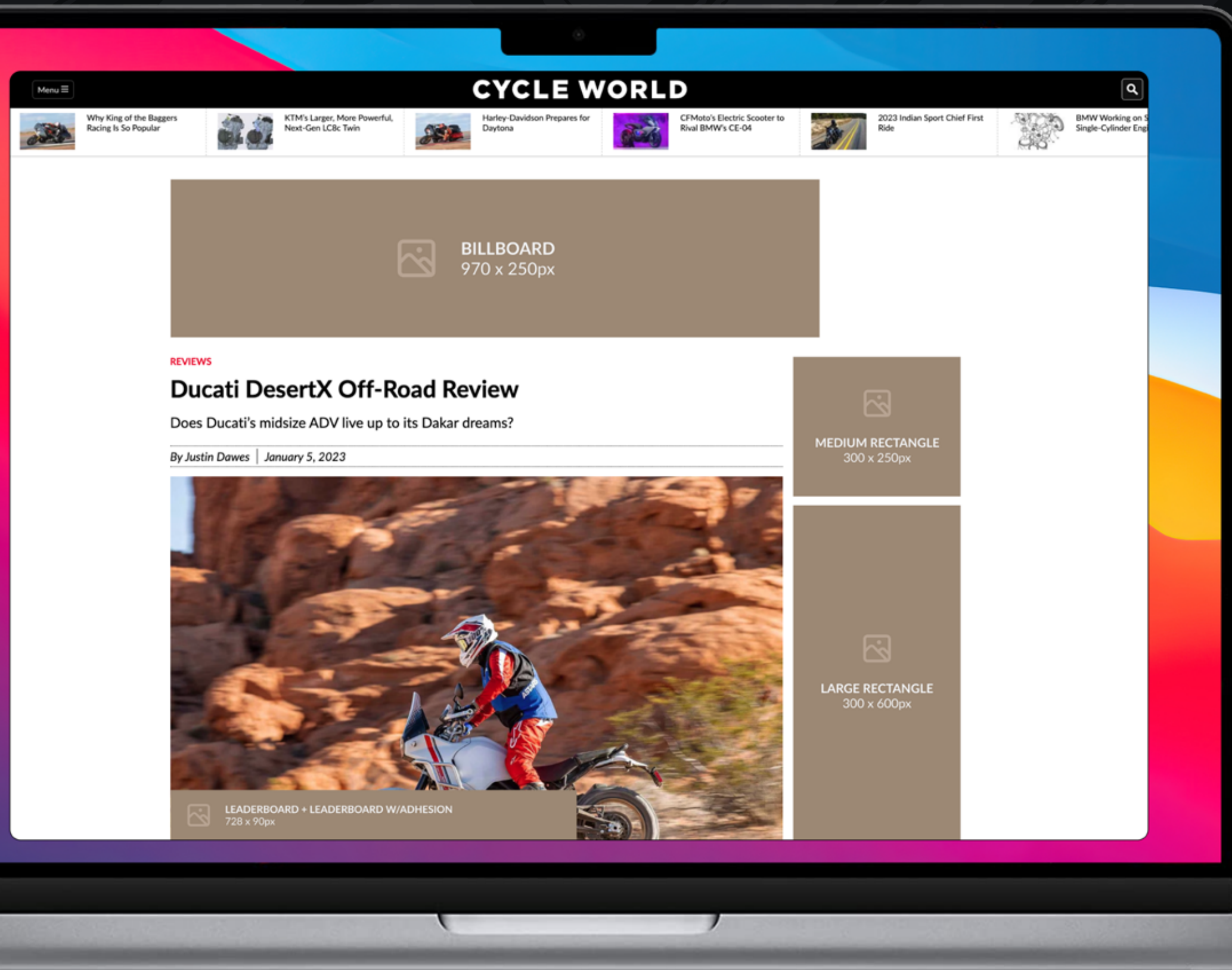
OUR AUDIENCE BUYS

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.



DISPLAY ADVERTISING

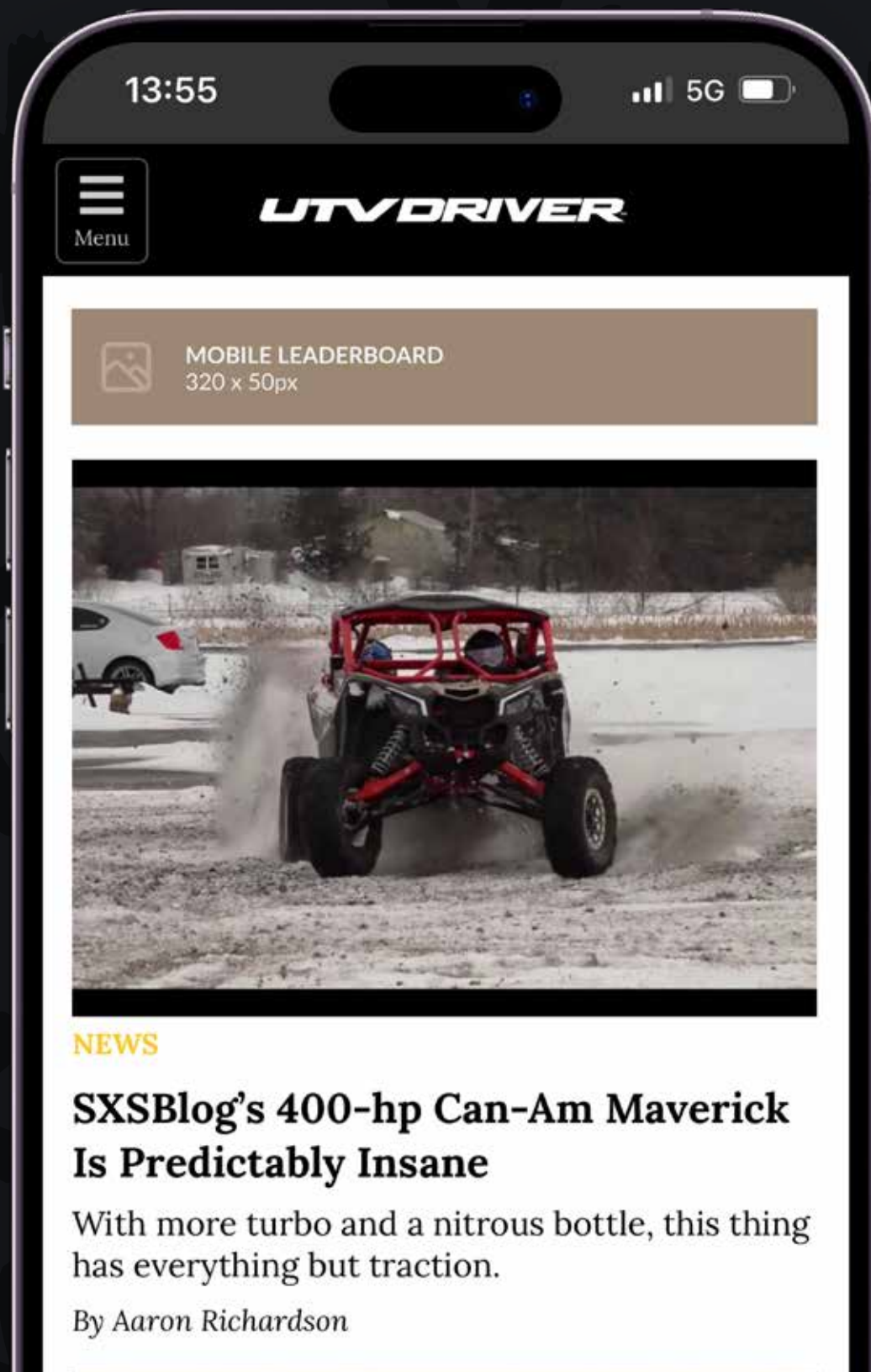


5

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



2

Mobile Ad Units

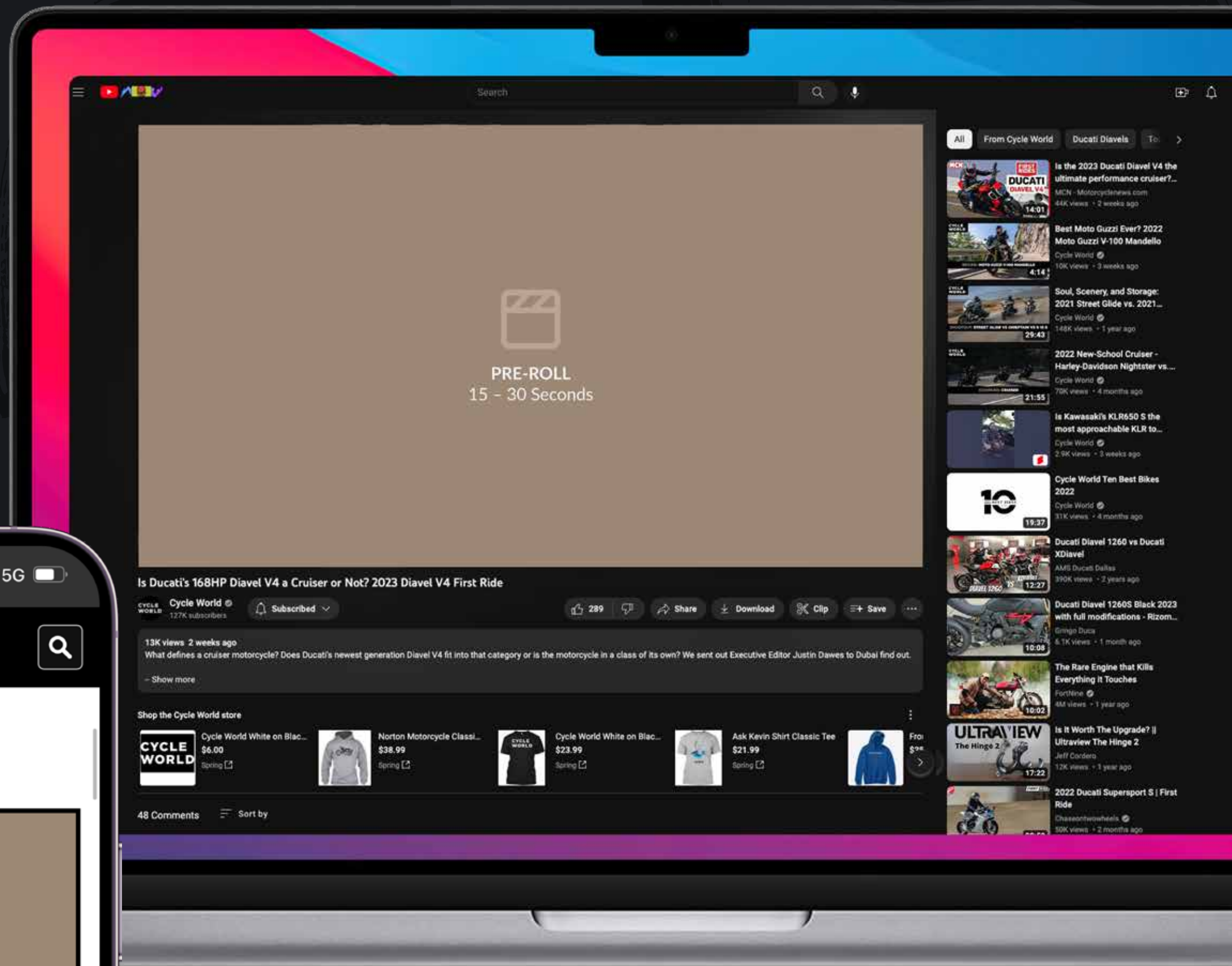
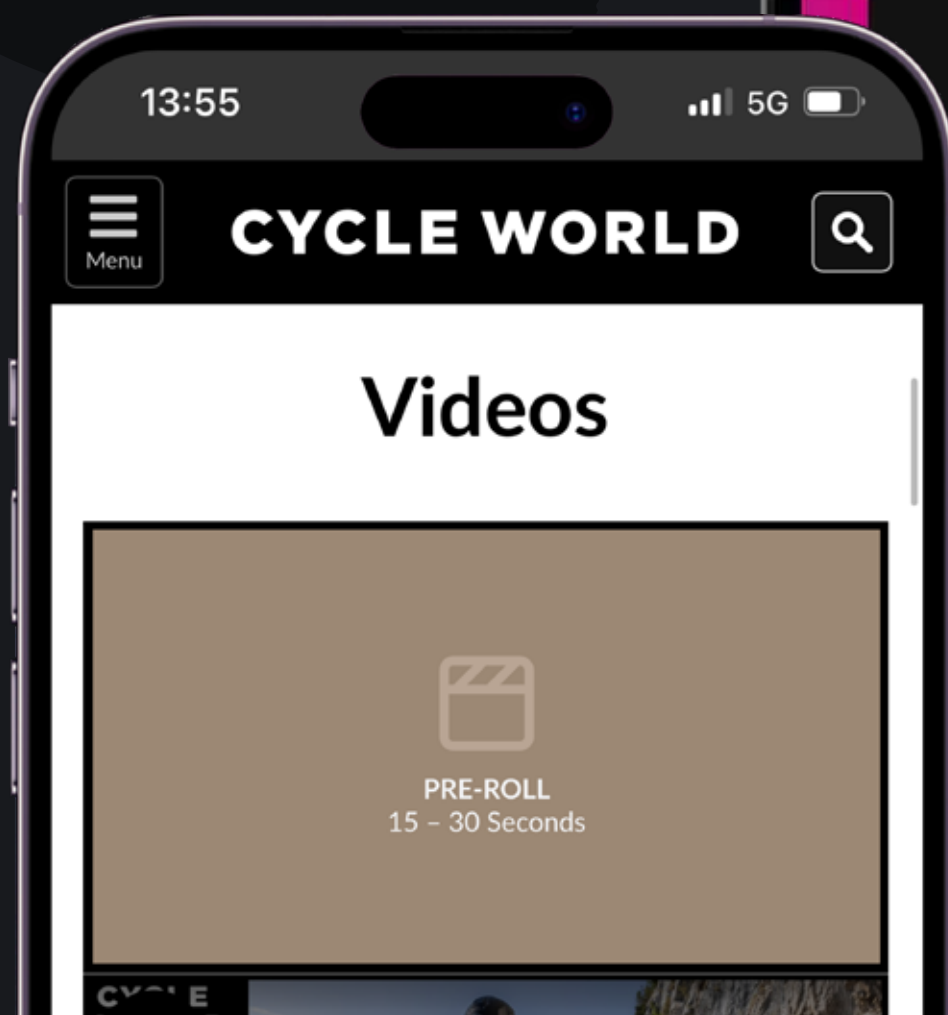
- Mobile Leaderboard—320 x 50px
- Medium Rectangle—300 x 250px

VIDEO PRE-ROLL

1

Video Units

- Pre-Roll—15-30 Seconds





Questions?
We're here to help.

Ross Cunningham

Advertising Manager

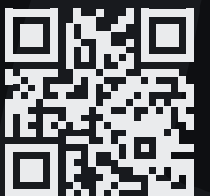
ross@octane.co

516-818-1890

This proposal includes confidential and proprietary information that is submitted for a specific purpose. The recipient, by accepting this document, agrees that this material will not be used, disclosed, copied, or reproduced in whole or part, or its contents revealed in any manner or to any person except to meet the purpose for which it was provided.

This proposal is not a contract for the purchase of goods and/or services and, except for the recipient's obligations regarding use of this proposal set forth in the prior paragraph, does no in any way bind Octane and or it's affiliates (collectively "Octane") or the recipients to any obligations or impose upon Octane liability for any costs or expenses incurred by the recipient.

This proposal and all terms, pricing, events, and timing will be subject to due diligence by Octane. While Octane anticipates that the provisions in this proposal will remain unchanged for the next 90 days, it reserves the right to alter any or all terms, pricing, events and timing contemplated herein.



LEARN MORE AT OCTANEMEDIA.CO



LEARN MORE AT OCTANE.CO

POWERED BY:

