



MOTORCYCLE.COM

The #1 Resource For Motorcycle Enthusiasts

est. 1994



Driven By Enthusiasts

est. 1994

Motorcycle.com has been the online authority for everything motorcycles since 1994. Motorcycle.com receives more than 1.3 million visits every month and our unique brand of top notch journalism has made it a must-read for consumers and industry professionals alike. Motorcycle.com is owned and operated by VerticalScope Inc., a leading Internet media company with more than 40 Web sites in the motorsports, auto, sports and technology verticals.

The Definitive Resource

425 + Single bike reviews

100 + Multi-bike comparison tests

40 Manufacturers

260 + Product reviews & how-to features

270 + Event and lifestyle articles

Thousands of photos and video clips

Daily industry news updates

Enthusiast discussion forums

A Loyal Affluent Audience

Most visited online motorcycle site (comScore Media Metrix)

1.3 million unique visits per month

64% first found Motorcycle.com through search engines

84% are 24 - 54 years old

68% have household incomes of \$50k +/yr.

89% college grads/some college

Passionate Enthusiasts

93% own one or more motorcycles

46% own two or more motorcycles

59% own a truck or van

Active Consumers

45% plan to purchase a motorcycle

51% will spend \$1,500+ on modifications

65% will attend at least one motorcycle event

Most popular upgrades #1 Handling and Suspension

#2 Performance

#3 Riding comfort

#4 Style and apparel

MOTORCYCLE.COM

est.1994

▣ All Things Motorcycle

For more than a decade, Motorcycle.com has earned the trust and respect of loyal motorcycle veterans and legions of new riders. It has become the definitive resource for information hungry enthusiasts who want to know the latest about bikes, parts, accessories and industry trends. We cover all classes of motorcycles from sport bikes, choppers, cruisers and customs to motocross bikes and everything in between.

Expert Motorcycle.com staff journalists and freelancers cover major product launches and events in North America and Europe. Our archives contain thousands of searchable reviews and motorcycle performance tests, as well as feature articles on travel, lifestyles, rider education and do-it-yourself projects – more depth and breadth than most other motorcycle sites combined.

▣ Reach Your Target Audience

Whether you are building brand awareness, or driving sales, there is simply no better choice than Motorcycle.com to reach your target market. Our visitors are passionate enthusiasts and active consumers. They come to learn about what you have to offer and they are ready to buy. Three quarters of our audience checks Motorcycle.com at least once a week for information on new bike introductions, parts, accessories and gear to help plan their next purchase. That's what they expect – and that's what we deliver.

▣ Partner With the Leader

Motorcycle.com is the most respected online resource in the industry. We are independent journalists who understand the importance of working closely with industry partners to cover the products and topics that interest our readers the most. And we are always looking for new forms of advertising partner involvement in editorial coverage.

▣ Let's Talk Today

Now is the best time to become a Motorcycle.com advertising partner. Our audience is growing daily and our world class technology platform gives you the freedom to build a custom campaign tailored to your target market. Standard IAB units, email, video, polls, special features, newsletter sponsorships and custom promotions are just a few of the possibilities. Whether you are a manufacturer, retailer, online business operator, service provider or event marketer, our business development professionals are standing by to help you grow your business.

MOTORCYCLE.COM

est. 1994

Motorcycle.com is the definitive source of reviews, news and how-to's for motorcycle enthusiasts and a proven performer for advertisers. Our partners are always looking for innovative ways to present their products on Motorcycle.com. We understand the need to showcase and talk about the latest model launches and product innovations. That is why we have developed several opportunities for editorial exposure in addition to our advertising solutions.

Single Bike Features



Motorcycle.com advertisers benefit from product exposure in our extremely popular single bike reviews. This is the perfect stage for your new model introductions. Our expert writers and riders perform thorough road tests and report the results to a huge audience of enthusiasts who are eager to hear about your latest creation.

Multi-bike Shoot Outs



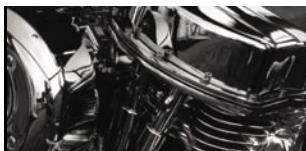
This is the most popular Motorcycle.com feature. Each multi-media comparo is a comprehensive write-up of ride reports, specs, dyno and track videos that examine the pros and cons of the best the industry has to offer. If your new model hasn't appeared in a Motorcycle.com shoot out, it hasn't received the attention it deserves. Call us today for our shoot out schedule and availabilities.

Product Reviews & Buyer's Guides



Put your product on center stage and build exposure for your new offering in a Product Review or a Buyer's Guide environment. Photos, video and expert write-ups are an ideal complement to any campaign. From engine performance parts to brakes, suspension, accessories and more, this is where you have to be.

Product Installs & Project Bikes



Motorcycle.com's detailed photo rich installation articles and bike build projects move your products off the shelf, out of the box and onto the bike – right where readers want to see them. Contact your Motorcycle.com Sales Executive for upcoming opportunities in our How To section.

Company Features & News



Motorcycle.com takes enthusiasts behind the scenes to follow your new products from R+D and design, through to testing and manufacturing. Send us your press releases today to ensure your company's story appears in our News section.

Integrated Reader Promotions



Motorcycle.com partners with advertisers throughout the year to create innovative opportunities that build deep relationships with readers through co-branded promotions and special offers. Contact us today to discuss the many possibilities.

MOTORCYCLE.COM
est.1994
A Leaderboard

SHOOT-OUTS REVIEWS PRODUCTS HOW TO EVENTS FORUMS

REVIEWS

- Harley-Davidson
- Honda
- Yamaha
- Suzuki
- Kawasaki**
- KTM
- BMW
- Triumph
- Ducati
- Buell
- Aprilia
- Others

SHOOT-OUTS

- Cruisers
- Custom
- Dirt Bikes & MX
- Dual Sport
- Supermoto**
- Scoters
- Sportbikes
- Standard
- Touring
- Antique/Vintage
- Other

TOOLS

- Motorcycle Dealers
- Motorcycle Clubs
- Event Schedule**
- Motorcycle Dynos
- Reader Rides

MOTORCYCLE.COM
est.1994
A Leaderboard

SHOOT-OUTS REVIEWS PRODUCTS HOW TO EVENTS FORUMS

REVIEW

650 Shoot – out
Suzuki SV vs. Kawasaki Ninja

Imagine our surprise when we got invited to the introduction for Kawasaki's Ninja 650R. We knew our readers would want to know how this bike -- the first serious competition for the SV available in the US -- would do against the Suzuki twin, so we called up Suzuki and begged for an SV650 to test as well. All we had to decide was ...

▶ MORE

PRODUCTS

Helmet Round-up

Touring Gear Choices

▶ All Product Reviews

HOW-TO

Disk Brake Maintenance

Replacing Wheel Bear...

▶ All How To Stories

SHOOT-OUTS

Godzilla Cruiser...

Sport Touring Compare

▶ All Shoot Out Stories


EVENTS

Power sports Dealer...

AMA Daytona 200

▶ All Event Stories

LATEST NEWS ▶ view all news



Bikers and Auto Drivers Split on Lane Sharing

Lane sharing, or riding a motorcycle between lanes of traffic, is legal only in a few states, including California. Lawmakers in Washington and Texas recently drafted ...

[read more](#)

- ▶ Harley-Davidson Q4 profits up [read more](#)
- ▶ Motorcycle Theft Report Released [read more](#)
- ▶ Bike Week 2007 Announcements [read more](#)

Free Motorcycle.com Email Newsletter

SIGN UP TODAY! We deliver updates and promotional offers direct to your inbox – all for free. Just enter your email address and click to start delivery.

E-Mail

PHOTOS

Bike Tests

Events

Products

VIDEOS

Multimedia Archives


[Click Here](#)

BLOGS

Personal points of view

[Click Here](#)

MOTORCYCLE FORUMS ▶ view all forums



New Model Introductions

Wheels, Tires and Suspension

Performance and Exhaust

Body Work and Custom Painting

- Kawasaki
- KTM
- Triumph
- Ducati
- Honda
- Yamaha
- Buell
- Suzuki
- BMW
- Harley-Davidson
- Aprilia
- Others

BUYER'S GUIDES

- ▶ Motorcycle Insurance
- ▶ **Motorcycle Loans**
- ▶ Radar Detectors
- ▶ Motorcycle Helmets
- ▶ Motorcycle Leathers
- ▶ Motorcycle Parts

User Name

Password

Not registered Yet?

▶ Sign Up Now

Register now for special features and valuable offers.

B Skyscraper

SHOOT-OUTS REVIEWS PRODUCTS HOW TO EVENTS FORUMS

MOTORCYCLE.COM
est.1994
A Leaderboard

For more information contact your
Motorcycle.com Sales Executive today.

416-341-8950 x 285
sales@motorcycle.com