

# MPN MOTORCYCLE & POWERSPORTS NEWS



Motorcycle and Powersports content for dealers, industry professionals, and consumers. If a powersports dealer cares about it, MPN covers it.

## MARKET SERVICES



### CONTENT

Tell a story to our audience! **Sponsored Content** allows you to write an article for [MotorcyclePowersportsNews.com](http://MotorcyclePowersportsNews.com). Educate readers by discussing industry trends or providing technical knowledge. Prominent positioning and promotion are included. Marketers also turn to us for custom content creation and creative services including but not limited to:

- Case Studies & Whitepapers
- Infographics
- Reviews
- How-Tos, Lists or Guides
- [Landing Pages](#)



### CUSTOM SPONSORSHIPS

Align your brands with our respected content with custom sponsorships.

- Website Sponsorships
- Event Sponsorships
- Garage Studio Sponsorships



### VIDEO

**Video** is not only popular but also has great visual storytelling capabilities to help you reach and engage your target audience. Align your brand with MPN-produced videos like **Project X**.

- Sponsor attribution in each video
- Promotion via eNewsletter, website and social media
- Product Placement
- Custom Video
- Booth/Trade Show Video
- Interactive Video

[Garage Studio and Training Center](#)  
[Why Video is Significant](#)



### WEBSITE

[MotorcyclePowersportsNews.com](http://MotorcyclePowersportsNews.com) provides a trustworthy source of news and information to decision makers in the motorcycle and powersports market. Align your brand message to this audience through:

- Website Display Ads
- High-Impact Ads
- Content Targeting Ads
- Site Sponsorship
- Sponsored Content
- Digital Supplements

[BabcoX.com Ad Demos](#)

Monthly Pageviews: **40,000**



### PODCASTS

**Podcasts** allow you to tap into a loyal and engaged group of listeners. A podcast audience forms a relationship with the brand that sponsors the show. Align your brand with the **MPN** podcast. Sponsorships include:

- Sponsor attribution in each episode
- Promotion via eNewsletter, website and social media
- Posting of the episodes to [MotorcyclePowersportsNews.com](http://MotorcyclePowersportsNews.com) and syndication to all major podcast platforms



### WEBINARS

A **webinar** helps you:

- Position your company as a thought leader
- Generate leads
- Deliver an impactful branding message

It doesn't matter if you already have a topic and presenters in mind, or if you need help creating an idea from scratch. Our team of experts makes it easy by managing the process from start to finish.

## MARKET SERVICES



### ENEWSLETTERS

Take advantage of digital display and native ad placements, as well as sponsorship opportunities, placing your message in front of Dealership Owners and Managers while they're proactively seeking information about the industry.

- **MPN eNewsletter** - 4x/week (Tues-Fri)  
*Subscribers: 7,322 | Open Rate: 57.7%*
- **The Ride of the Week** 1x/week (Sat) -  
*Subscribers: 2,525*
- **On the Throttle** 1x/week (Mon) -  
*Subscribers: 7,322*



### DIRECT MARKETING

We offer several direct marketing tools that leverage our first-party data to locate and engage your target audience. As a third-party sender, you can rent our list to deploy single or multi-send email campaigns to specific demographics of the MPN subscriber audience, segmented by job title, business classification, sales volume, and geography. You can also serve a custom topical targeting ad to visitors who have previously engaged with content relevant to your brand on [MotorcyclePowersportsNews.com](http://MotorcyclePowersportsNews.com). Reporting included.



### RESEARCH

From surveys to focus groups, our experienced automotive aftermarket industry research team leverages deep industry knowledge to craft research campaigns that deliver accurate and reliable data that can help you take the pulse of the market, court new business, gain customer insights and track and predict trends.

- State of the Industry

[Request more info](#)



### SOCIAL MEDIA

Meet your audiences where they are online with the power of social media marketing. Supporting your multimedia projects with social media not only expands your content's reach, but it also positions you as a thought leader with a voice of authority on the channels that matter most to your audiences.

**Reach of 3+ million across Facebook, YouTube and Instagram**

[Request more info](#)



### ADVANCED DIGITAL TARGETING

Leverage our industry knowledge, first-party data and expertise to create a custom campaign that reaches your audience at the right time, in the right place, with the right message.

- Connected TV
- Audio Ad Delivery
- Native Ads
- Keyword Targeting
- Weather Targeting**
- Retargeting
- Contextual Targeting
- Social Retargeting

- Look-alike Audience
- Predictive Targeting
- Audience Excluding

**Facility Targeting:**

- IP Targeting
  - Geofencing
  - Historical Targeting
- Audience Targeting:
    - Behavioral
    - NAICS/SIC Codes
    - CRM Targeting

## CUSTOM SOLUTIONS

### CUSTOM VIDEO

Babcox Media can produce videos on your company's behalf, then distribute them to the market.

### WEBSITE DESIGN

Creating a website doesn't have to be difficult. We'll help you bring your website to life, so you can stay focused on running your business.

### CUSTOM PRINT

MPN will print a custom brochure and mail to the circulation.

### SOCIAL MEDIA SERVICES

Babcox Media offers promotional campaign services as well as full-service social media management on your company's behalf.

### CUSTOM ENEWSLETTERS

Babcox Media is a leader in connecting your message directly to aftermarket professionals. When working with us, you can create leads and deliver a return on your marketing investment.