## 2024 Content Planner

### JANUARY
- V-Twin/Cruiser Segment
- Helmets
- OEM Update
- Dealership Spotlight

### FEBRUARY
- UTV Market
- Tech & Sales Talent
- Luggage
- Audio Systems
- Dealership Spotlight

### MARCH
- PWC Market
- Waterproof Gear
- Maximizing F&I
- OEM Update
- Dealership Spotlight

### APRIL
- Used Market Update
- Digital Retailing
- Off-Road Tires
- Dealership Spotlight

### MAY
- Sport Bike Market
- Communication Devices
- PG&A
- OEM Update
- Dealership Spotlight

### JUNE
- EVs
- Electric vs. Gas Dealer Survey
- Oil Options
- Dealership Spotlight

### JULY
- E-Bike Market
- Understanding Inventory
- On-Road Tires
- OEM Update
- Dealership Spotlight

### AUGUST
- Snowmobile Market
- Winter Gear
- Beyond Word-of-Mouth Marketing
- Suspension Options
- Dealership Spotlight

### SEPTEMBER
- Custom Bike Building
- Dealing with Different Generations
- Footwear
- OEM Update
- Dealership Spotlight

### OCTOBER
- ATV Market
- Exhaust Systems
- Fixed Operations
- Dealership Spotlight

### NOVEMBER
- Adventure/Touring Bike Market
- Employee/Customer Incentives
- GPS
- OEM Update
- Dealership Spotlight

### DECEMBER
- Youth Powersports Market
- Social Media Contact Points
- Fairings/Windshields
- Dealership Spotlight

### ADDITIONAL DIGITAL CONTENT:
- On the Throttle
- Ride of the Week
- Power Player
- Dealer Spotlight
- MPN Reviews
- Tech Tips
- Kickstart Chronicles
- Project X

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**ADVERTISING INFORMATION AND RESOURCES FOR THE MPN BRAND**
At Babcox.com/brand/motorcycle-powersports-news/

**DIGITAL ADVERTISING SPECIFICATIONS**