

MOTOCROSS

ACTION MAGAZINE

2025 MEDIA GUIDE

#1 TRUSTED MOTOCROSS INFLUENCER FOR 50 YEARS



HI-TORQUE IS FAMILY!

1. A 44-Year Family Legacy:

-Hi-Torque has been family-run by the Hinz family for over 44 years.

2. Our Extended Family:

-The Hinz family extends its values to all employees, many of whom have been with the company for over 30 years.

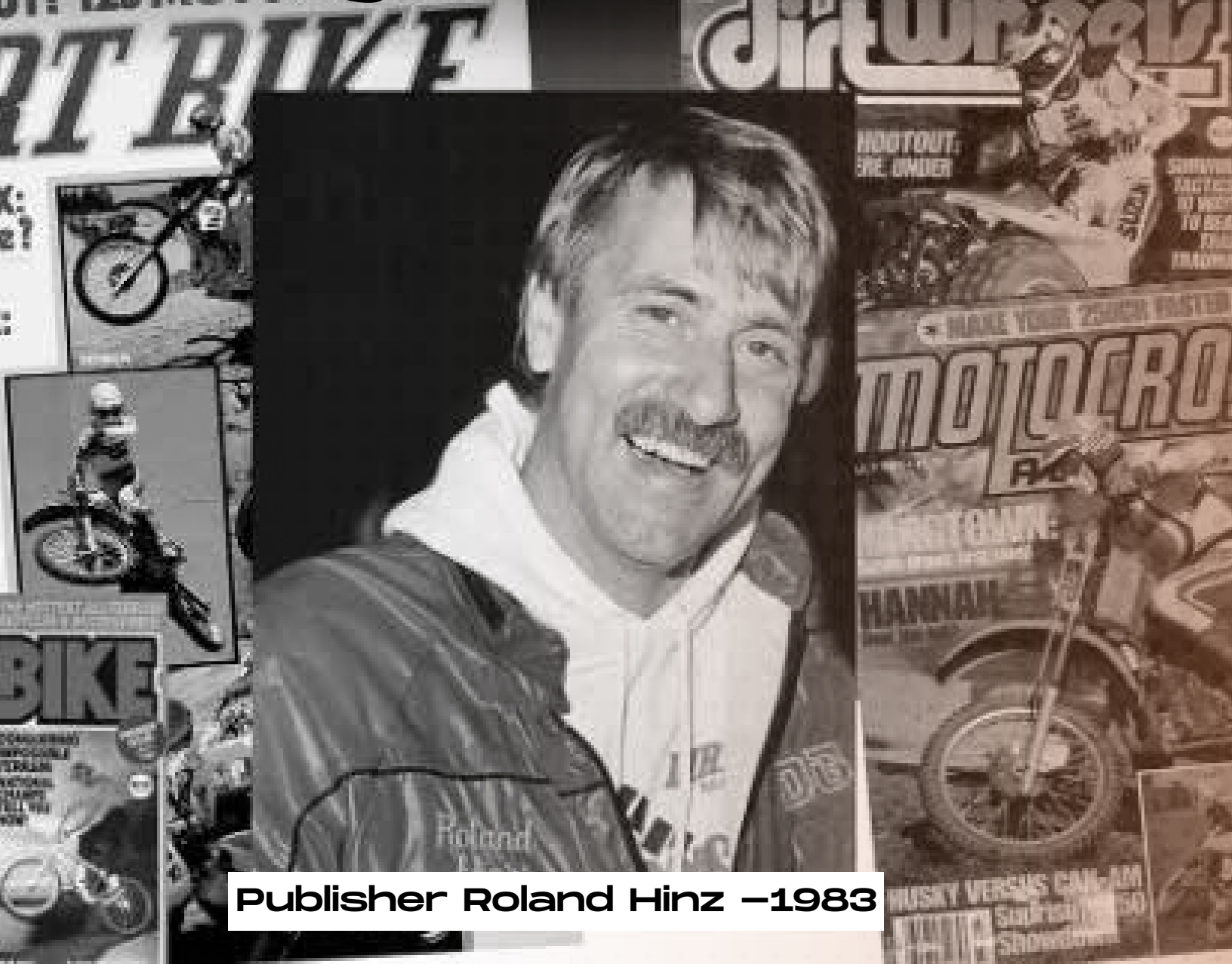
3. Growth and Wisdom:

-The Hinz management team encourages its employees to break down the walls of traditional media spaces and provide the tools and wisdom for success.



**Publisher Roland Hinz and Motocross
Action Editor Jody Weisel – 1982**

Building Trust Since 1980



Publisher Roland Hinze –1983

HI-TORQUE'S UNWAVERING ETHICAL COMMITMENT

1. Family Values:

-Since taking over Hi-Torque in 1980, the Hinze family has ensured that the content is family-friendly and appropriate for all ages.

2. Strict Advertising Standards:

-Adherence to Roland Hinze's principles: no provocative content, no gambling ads, no alcohol or cigarette ads, and no cursing. We prioritize reader trust over profit.

3. Industry Respect:

-Our ethical standards have earned respect across the industry, attracting top talent to work at Hi-Torque.

4. Integrity Over Profit:

-Hi-Torque has never run ads in any of its media that do not align with our values. We emphasize the trust of our readers, and therefore we will not run "advertorial"-type ads

5. Editorial Independence:

-Our editors have the freedom to give readers honest and unadulterated opinions about products.

STRENGTHENING PARTNERSHIPS FOR EXCELLENCE

BUILDING INNOVATION IN POWERSPORTS

 **DUNLOP**

**PRO
CIRCUIT**

KTM



PROGRESSIVE



YAMAHA

O'NEAL



HITORQUE
MEDIA GROUP

TRUSTED POWERSPORTS MEDIA

1. Partnership Dedication:

- Committed to multi-decade partnerships.
- Collaboration with partners to achieve shared goals.

2. Strong Partnerships:

- Long-standing relationships with top industry brands: FMF, Pro Circuit, KTM, Works Connection, Dunlop, Moose Racing, Twin Air, Yamaha, Honda, Progressive and many more

3. Driving Product Excellence:

- Providing valuable feedback to partners.
- Joint effort to produce the best products on the market.



THE VALUE OF MOTOCROSS ACTION READERS

MXA's roots are in hardcore testing. For the past half century, we have informed and influenced literally millions of serious and engaged motocross enthusiasts with our moto knowledge and unassailable testing procedures.

20% of *MXA's* AUDIENCE IS NEW TO THE SPORT AND HAVE BEEN READING FOR 5 YEARS OR LESS

50% HAVE BEEN READING FOR MORE THAN 16 YEARS

MOTOCROSS
ACTION MAGAZINE

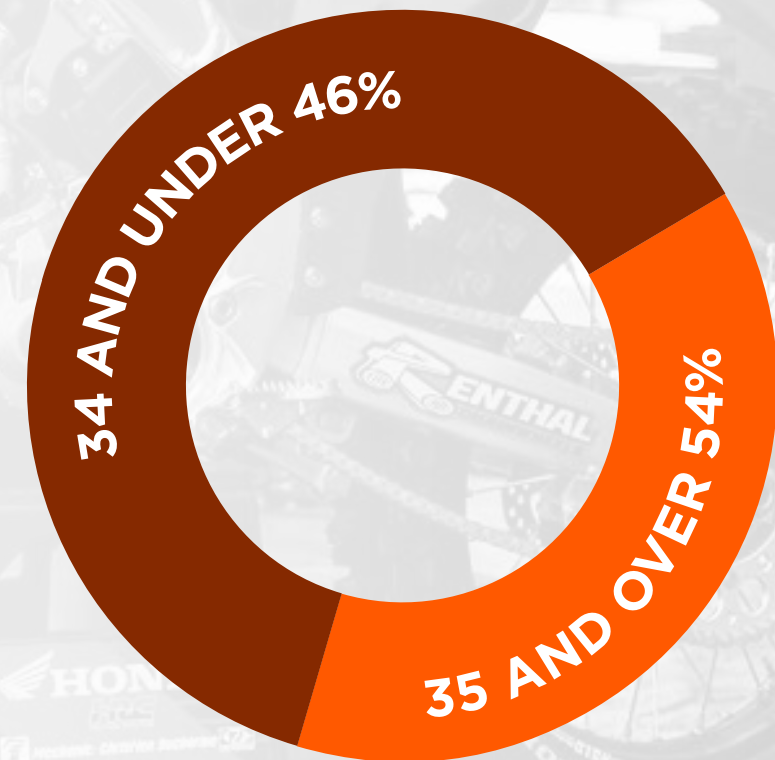
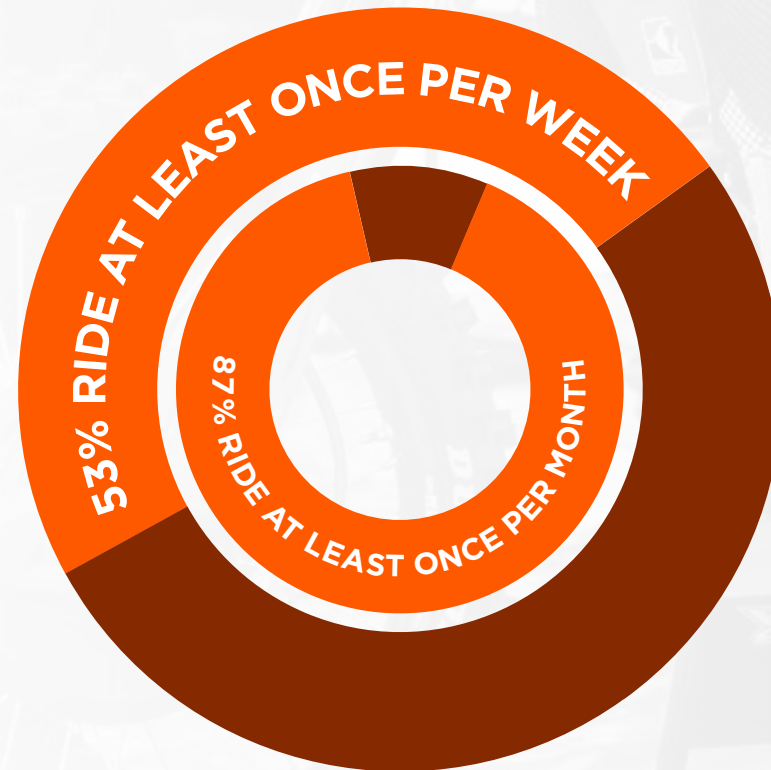
DEMOGRAPHICS

WE ARE A FAMILY OF RIDERS

MXA's multitude of media channels reach the complete spectrum of the moto demographic, from the age of 12 all the way up through vet riders 60+ years old. In addition to the broadest reach through demographics in this media space, we are able to target highly specified demographics for our partners to meet whatever audience they are looking to reach.



AVERAGE INCOME: \$135,000
MEDIAN INCOME: \$122,000



THE MAGAZINE

AUTHENTIC MOTOCROSS MATERIAL SINCE 1973
Motocross Action Magazine is much more than a traditional magazine. It is the most concentrated medium to reach the highest-value motocross enthusiasts in one place. *MXA's* voice in the magazine is rolled across ALL of our media platforms to MULTIPLY the initial investment — video, social media, digital magazine and the *MXA* website. The initial investment in the print magazine also brings a far greater demographic reach and return to our partners.



Motocross Action Magazine is read by

350,000 individuals each year

96%

are MORE LIKELY to buy a product if it gets a favorable review in *MXA*

97%

still enjoy reading the PRINT version of *MXA* (and this response came from our website users)

SPECIAL ISSUES!

WITH OUR ALL-NEW MOTOCROSS ACTION BUYERS GUIDE, WE'VE STARTED BRANCHING OUT TO PERIPHERAL FIELDS OF INTEREST, ATTRACTING NEW READERS TO OUR BRAND AND DELIVERING NEW CUSTOMERS TO YOURS.

THESE SPECIAL ISSUES
GET PREMIUM PLACEMENT
ON 10,000 NEWSSTANDS!

3-MONTH
SHELF LIFE!

MAXIMIZING THE EXPOSURE AND REACH OF
YOUR PRODUCTS TO AN EXPANDING AUDIENCE.
PLUS, WE SEND THESE SPECIAL ISSUES
TO ALL SUBSCRIBERS!



FUELING PASSION

AROUND EVERY CORNER

Motocross Action magazine is now more accessible than ever before, available on over **10,000** newsstands each month.

You can find us in major retailers such as Kroger, Vons, Albertsons, Food Lion, Fry's Food Stores, Hannaford Brothers, Chapters, Indigo Books, Books-A-Million, Mac's Convenience, Meijer and featured in every other major supermarket in the U.S. and Canada as well as distribution on newsstands in Europe, Australia and abroad.

Whether you're looking for the latest news, expert reviews, or thrilling adventure stories, Motocross Action is just around the corner.



**JOIN US AND FUEL YOUR PASSION FOR OFF-ROAD ADVENTURES,
READY AVAILABLE AT YOUR FAVORITE STORES**

TOTAL MONTHLY REACH

THE NUMBERS SPEAK FOR THEMSELVES

MXA offers 8 thriving media channels that reach a diverse motocross audience that continues to grow and engage with our users.

TOTAL CIRCULATION 61K+
PRINT 41k / DIGITAL 20K

MAGAZINE IMPRESSIONS 189K

WEBSITE UNIQUE VISITS 1MM

INSTAGRAM IMPRESSIONS 2.4MM

FACEBOOK IMPRESSIONS 4.2MM

YOUTUBE IMPRESSIONS 14MM

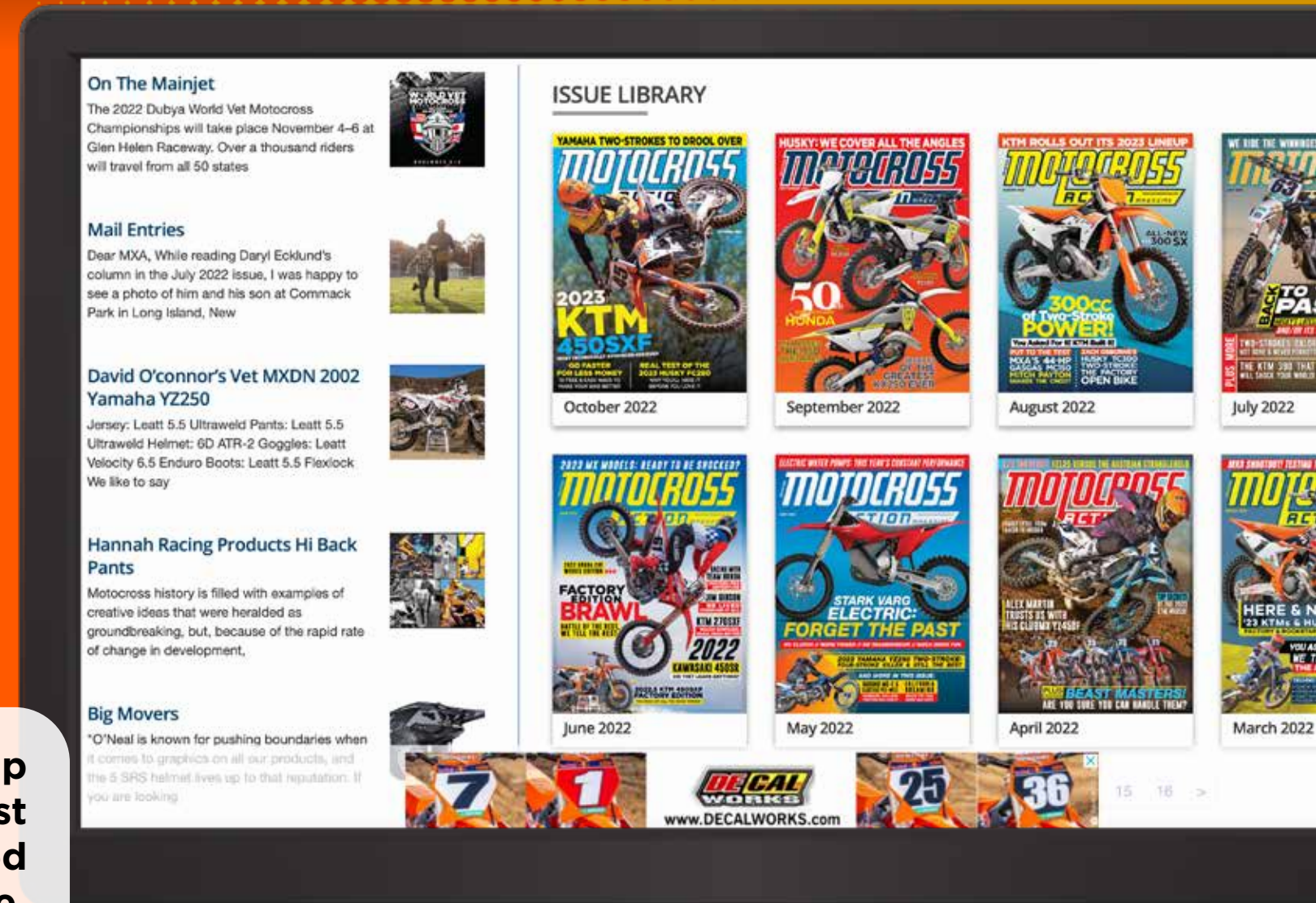
21.8 *MILLION*
MONTHLY IMPRESSIONS



DIGITAL MAGAZINE

***MXA* offers a digital magazine that's sent to your e-mail and/or digital device when you download *MXA's* app. Users get a notification on their phones or other devices telling them that the latest issue of *MXA* is out and ready for download.**

***MXA* offers a variety of digital campaigns of different sizes to help you reach your advertising goals. Our click-through rate is the best in the business due to the high density of riders (the most qualified moto consumers) coming directly to *Motocross Action's* website.**



Available on the
App Store



GET IT ON
Google Play

WEBSITE

THE MOST PEDAL POWER ON THE WEB

With numerous sponsorship opportunities on our online platform, we can increase your CTR far beyond the usual programmatic advertising. We do this by targeting specific groups in our vast audience with your messaging and response vehicles on specialized content designed to drive your product and get people to see and respond to your message.

7 MILLION
UNIQUE
VISITORS

18 MILLION
PAGE
VIEWS

100

MILLION AD IMPRESSIONS
AVAILABLE

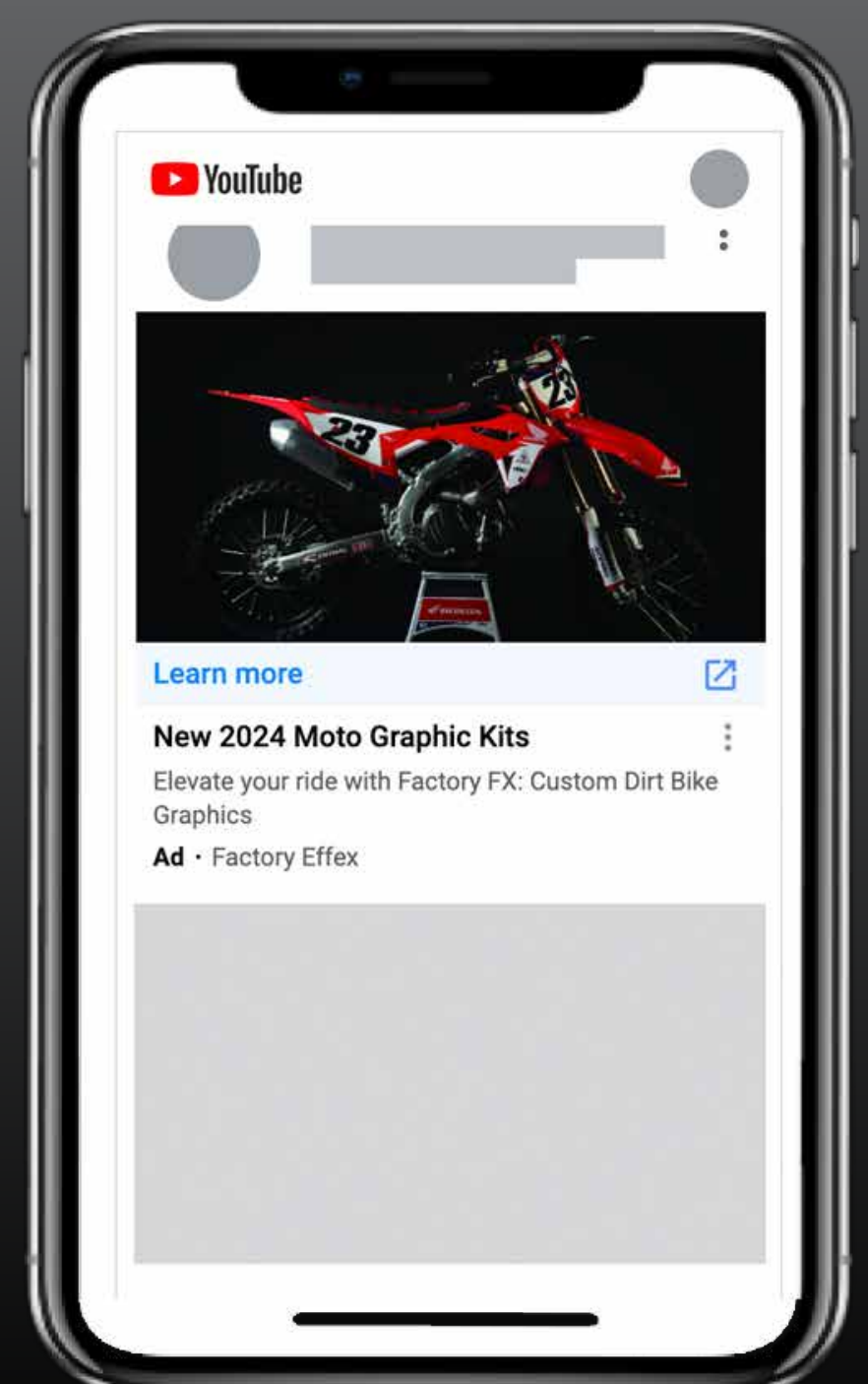
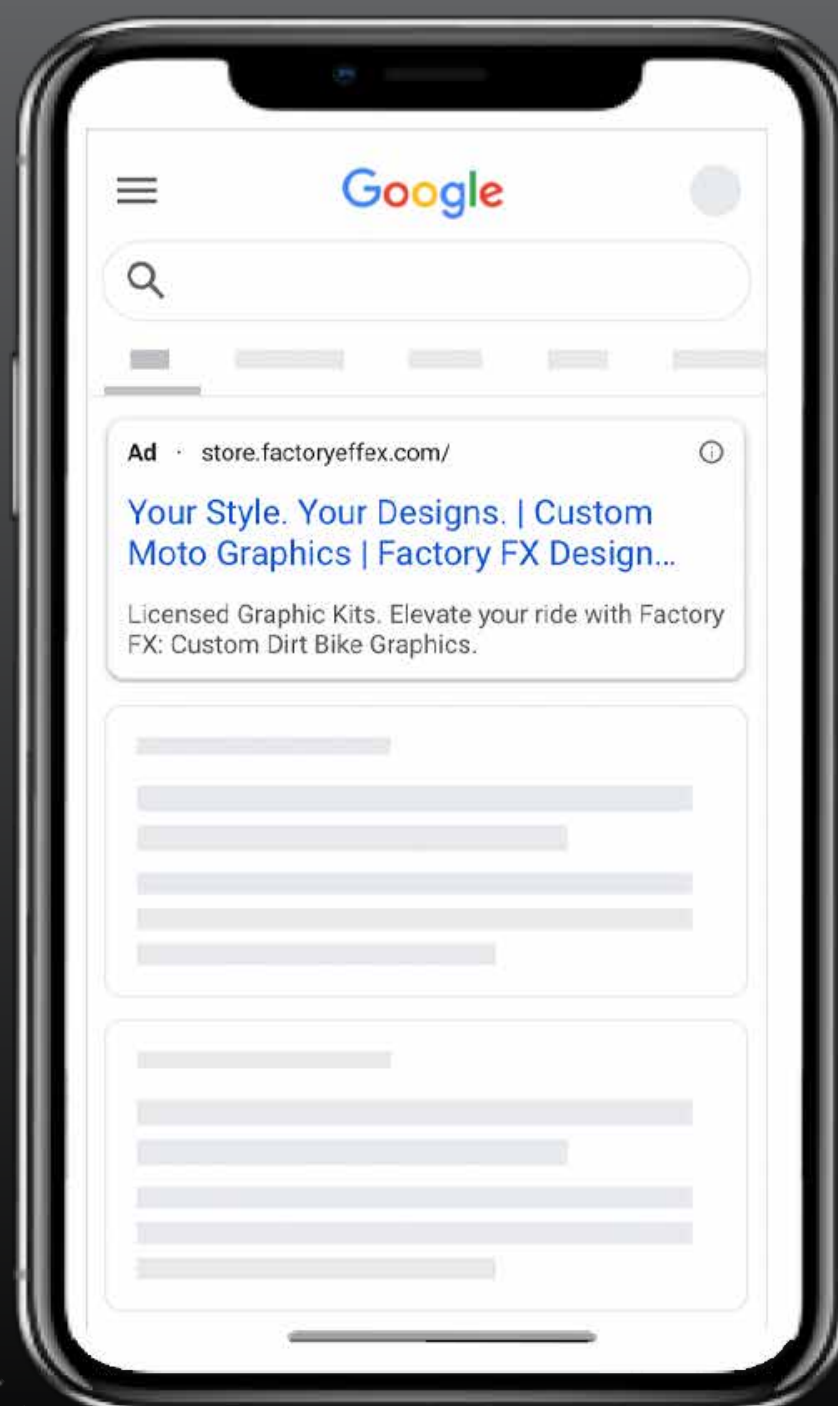
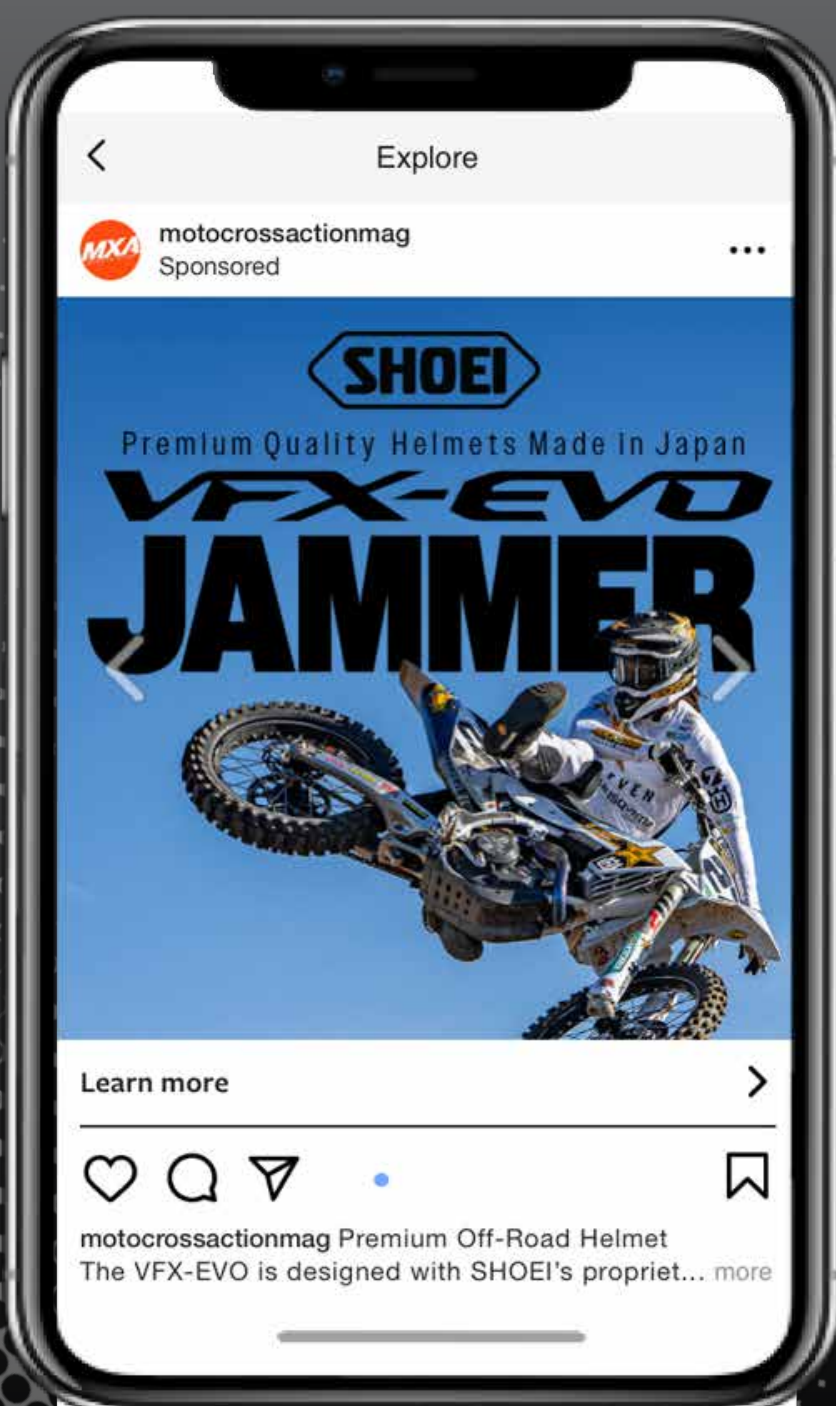


Hi-Torque Media's HT PRO Ad solution is a premier asset for your business. If you want to define online lead-generation and/or website conversion strategies that directly impact your revenue and profitability, we deliver exceptionally strong targeted advertising and digital targeting production services that have a proven background of success. Our HT PRO system offers custom advertising solutions to specifically meet your branding and conversion sales optimization needs.

 Meta

 Google

 YouTube



SOCIAL MEDIA

We can get your message out to our 1.2 million Social Media followers organically through *MXA's* unique audience, or we can become Social Media partners to target the audience you want.

17,000

X

185,000

TikTok

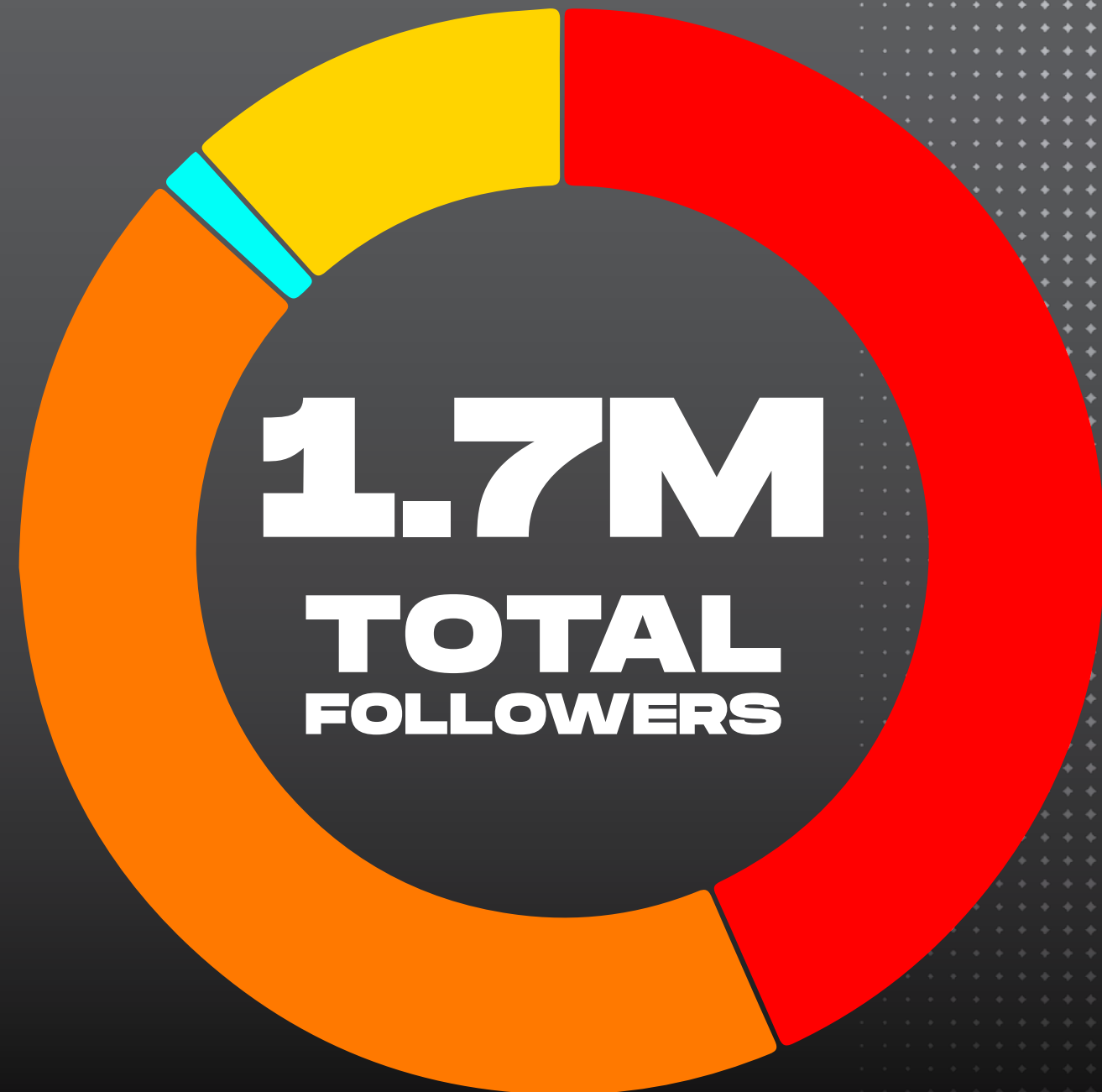
700,000

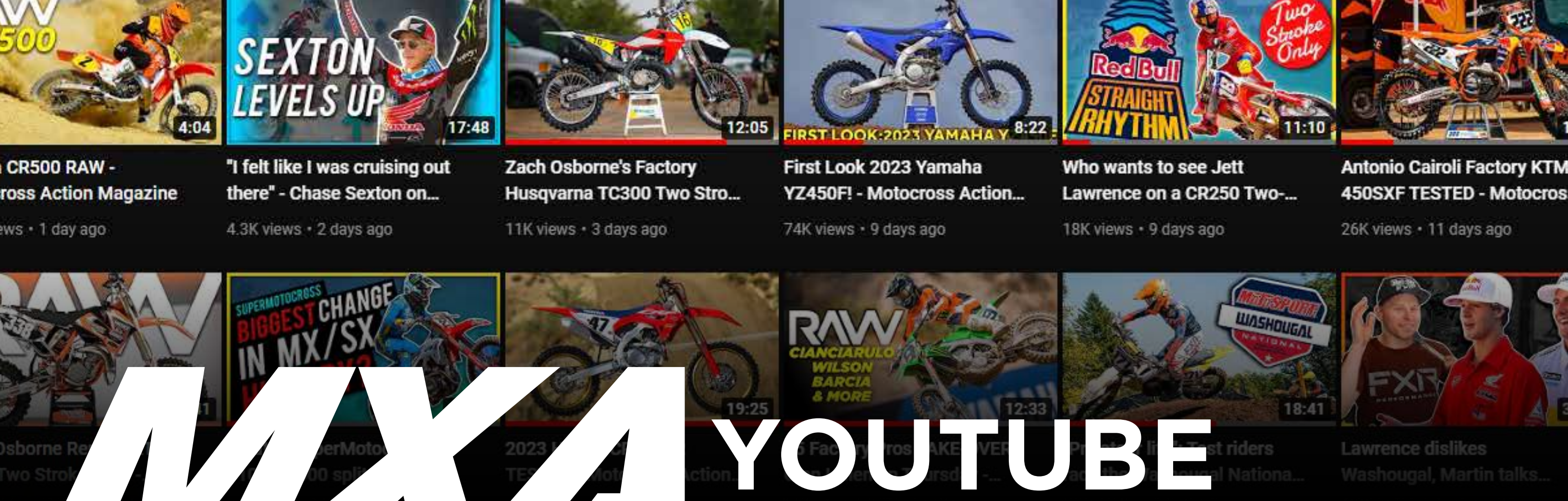
Instagram

620,000

Facebook

LET'S TALK MOTO





MXA dominates the video category in the motocross community. It is proven by the views and responses that ***MXA*** gets in comparison to our competition. Like a dyno, the numbers don't lie.

285,000
Subscribers

200 VIDEOS/YEAR | 10.5 MILLION VIEWS | 750 thousand hours of watch time

EDITORIAL E-NEWSLETTERS

Weekly e-mail targeting with a

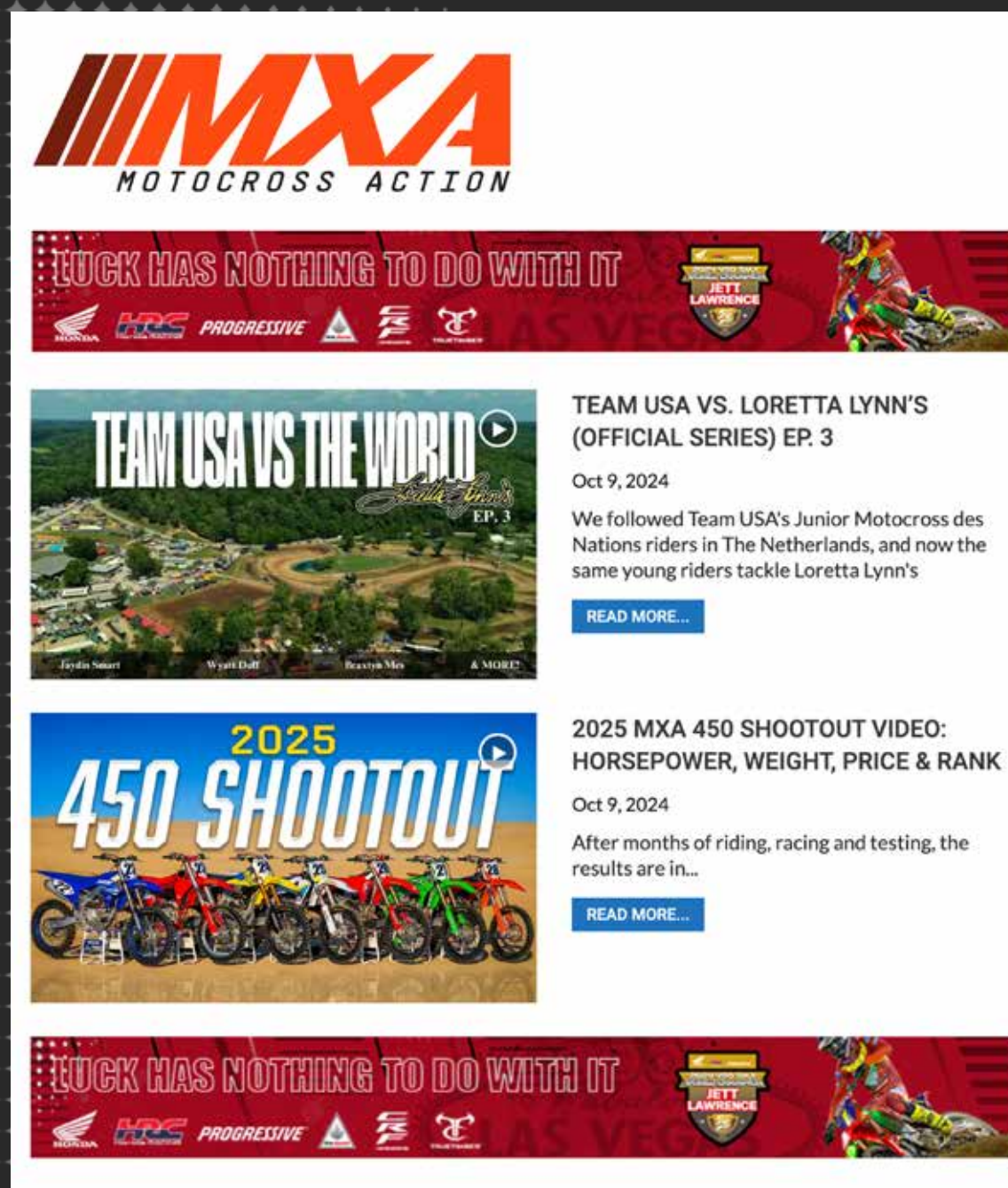
42% +

OPEN RATE

CUSTOM E-MAIL REACH:
Reaching the riders that are
looking for you

20,000

UTV ENTHUSIASTS



MULTIPLATFORM

728x90

DESKTOP

300x250

MOBILE

PARTNERSHIP OPPORTUNITIES

MXA has a multitude of advertising opportunities across EVERY PLATFORM to fit your marketing needs.

PRINT MAGAZINE

THE POWER OF PRINT

PRINT is still the most impactful and highest-value advertising for your products. In *Motocross Action* Magazine, there are all types and sizes of ad placements to fit your needs. Whether it's a 1/3-page ad or a full TWO-PAGE spread ad showing your products to the most engaged moto consumers in the world, you can be sure that the statement you are making will be seen numerous times by our readers in each issue and drive the response you are looking for.

VALUE ADVERTISING

For advertisers with a limited budget who want to have a consistent presence in the magazine, we also offer placement ads in our Showcase section.

AMAZON PRINTS CATALOGS... SO DO WE!

If your company is interested in producing consumer catalogs, we have a division that can print and produce yours as standalone books, and/or include them in any copy of MXA Print and Digital.



PRINT DISPLAY AD SIZES

THOUSANDS OF COLOR
Visit GoColors.com and Use the Interactive Design

COMBINATIONS AVAILABLE!
Features to Create Your Own Custom-Made Graphics!

2 PAGE*

| | WIDTH | HEIGHT |
|-------------|----------|----------|
| Bleed | 16 in | 10.75 in |
| Trim | 15.25 in | 10.5 in |
| Live/Safety | 15.25 in | 10 in |

***GUTTER ALLOWANCE:**
please allow 3/8" minimum left and right of gutter.

1 PAGE

| | WIDTH | HEIGHT |
|-------------|----------|----------|
| Bleed | 8.125 in | 10.75 in |
| Trim | 7.875 in | 10.5 in |
| Live/Safety | 7.375 in | 10 in |

1/2 PAGE HORIZONTAL SPREAD*

| | WIDTH | HEIGHT |
|-------------|----------|----------|
| Bleed | 16 in | 5.375 in |
| Trim | 15.25 in | 5.25 in |
| Live/Safety | 15.25 in | 4.75 in |

***GUTTER ALLOWANCE:**
please allow 3/8" minimum left and right of gutter.

***WARNING -** Please be sure all pertinent information (phone numbers, address, legal lines, logos, etc.) are within the live/safety area on each page to avoid important information being lost in the gutter and/or trim areas.

METRIC SIZING

| | WIDTH(mm) | HEIGHT(mm) |
|-------------|-----------|------------|
| BLEED | 406.4 | 273.05 |
| TRIM | 400.05 | 266.70 |
| LIVE/SAFETY | 397.35 | 254 |

METRIC - 1 PAGE

| | WIDTH(mm) | HEIGHT(mm) |
|-------------|-----------|------------|
| BLEED | 203.2 | 273.05 |
| TRIM | 200.07 | 266.70 |
| LIVE/SAFETY | 197.37 | 254 |

SHOWCASE AD SIZES

| 1/4TH PAGE HORIZONTAL | 1/4TH PAGE VERTICAL | 1/6TH PAGE HORIZONTAL | 1/6TH PAGE VERTICAL | 3 INCH | 2 INCH | 1 INCH |
|---------------------------------|------------------------------------|----------------------------------|------------------------------------|--------------------------------------|------------------------------------|---------------------------------|
| | | | | | | |
| WIDTH: 4.5 in HEIGHT: 3.5 in | WIDTH: 3.375 in HEIGHT: 4.75 in | WIDTH: 4.5 in HEIGHT: 2.25 in | WIDTH: 2.125 in HEIGHT: 4.75 in | WIDTH: 2.125 in HEIGHT: 3.4375 in | WIDTH: 2.125 in HEIGHT: 2.25 in | WIDTH: 2.125 in HEIGHT: 1 in |

2/3RD PAGE

| | WIDTH | HEIGHT |
|-------------------|----------|----------|
| Bleed (left side) | 5.25 in | 10.75 in |
| Trim | 5.125 in | 10.5 in |
| Live/Safety | 4.75 in | 10 in |

1/2 PAGE

| | WIDTH | HEIGHT |
|------------------|----------|----------|
| Horizontal Bleed | 6.125 in | 5.375 in |
| Trim | 5.875 in | 5.25 in |
| Live | 5.375 in | 4.75 in |

1/2 PAGE VERTICAL

| | WIDTH | HEIGHT |
|-------------|--------|---------|
| (non-bleed) | 4.5 in | 7.25 in |

1/3RD PAGE

| | WIDTH | HEIGHT |
|------------------------|--------|---------|
| Horizontal (non-bleed) | 4.5 in | 4.75 in |

1/3RD PAGE

| | WIDTH | HEIGHT |
|----------------------|----------|----------|
| Vertical (non-bleed) | 2.125 in | 9.625 in |

1/3RD PAGE

| | WIDTH | HEIGHT |
|----------------|----------|----------|
| Vertical Bleed | 2.875 in | 10.75 in |
| Trim | 2.625 in | 10.5 in |
| Live/Safety | 2.375 in | 10 in |

1/4TH PAGE

| | WIDTH | HEIGHT |
|--------------------|--------|--------|
| Horizontal (Bleed) | 4.5 in | 3.5 in |

1/6TH PAGE

| | WIDTH | HEIGHT |
|------------|--------|---------|
| Horizontal | 4.5 in | 2.25 in |

1/6TH PAGE

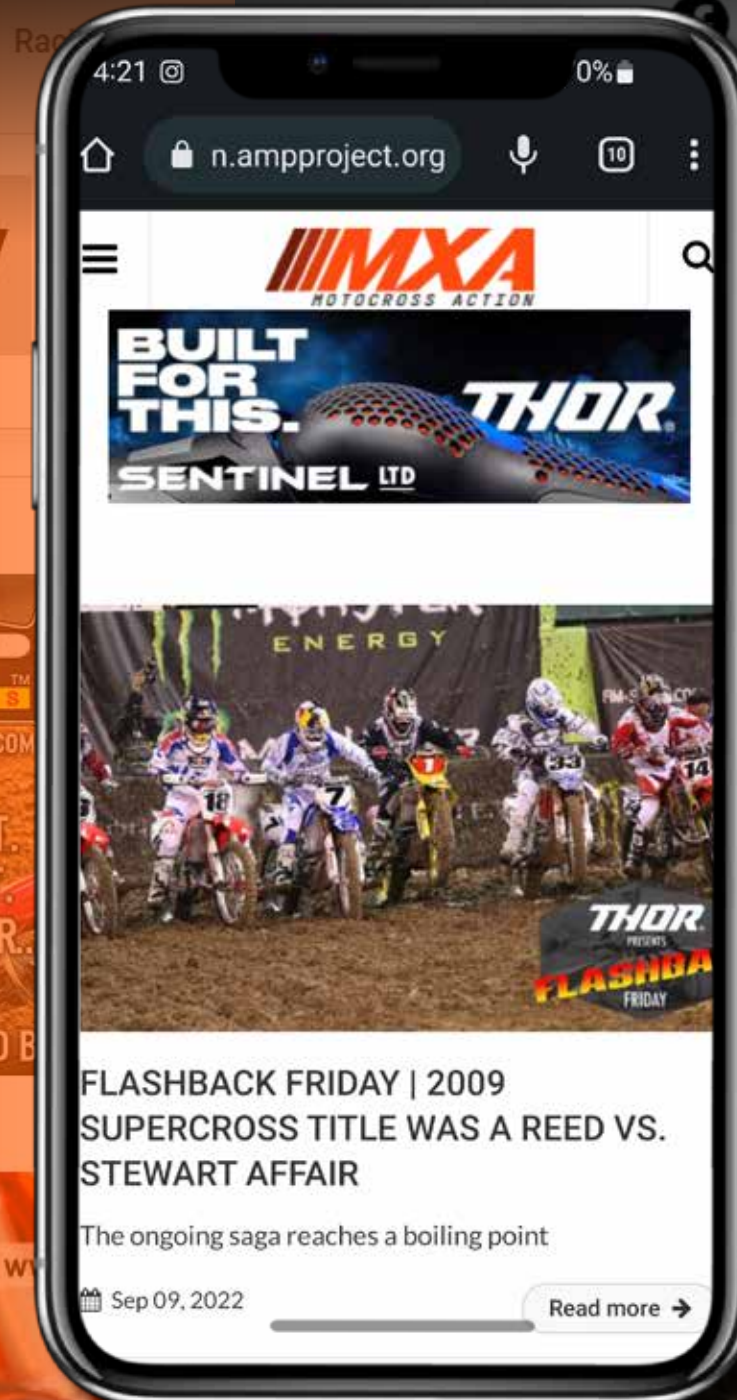
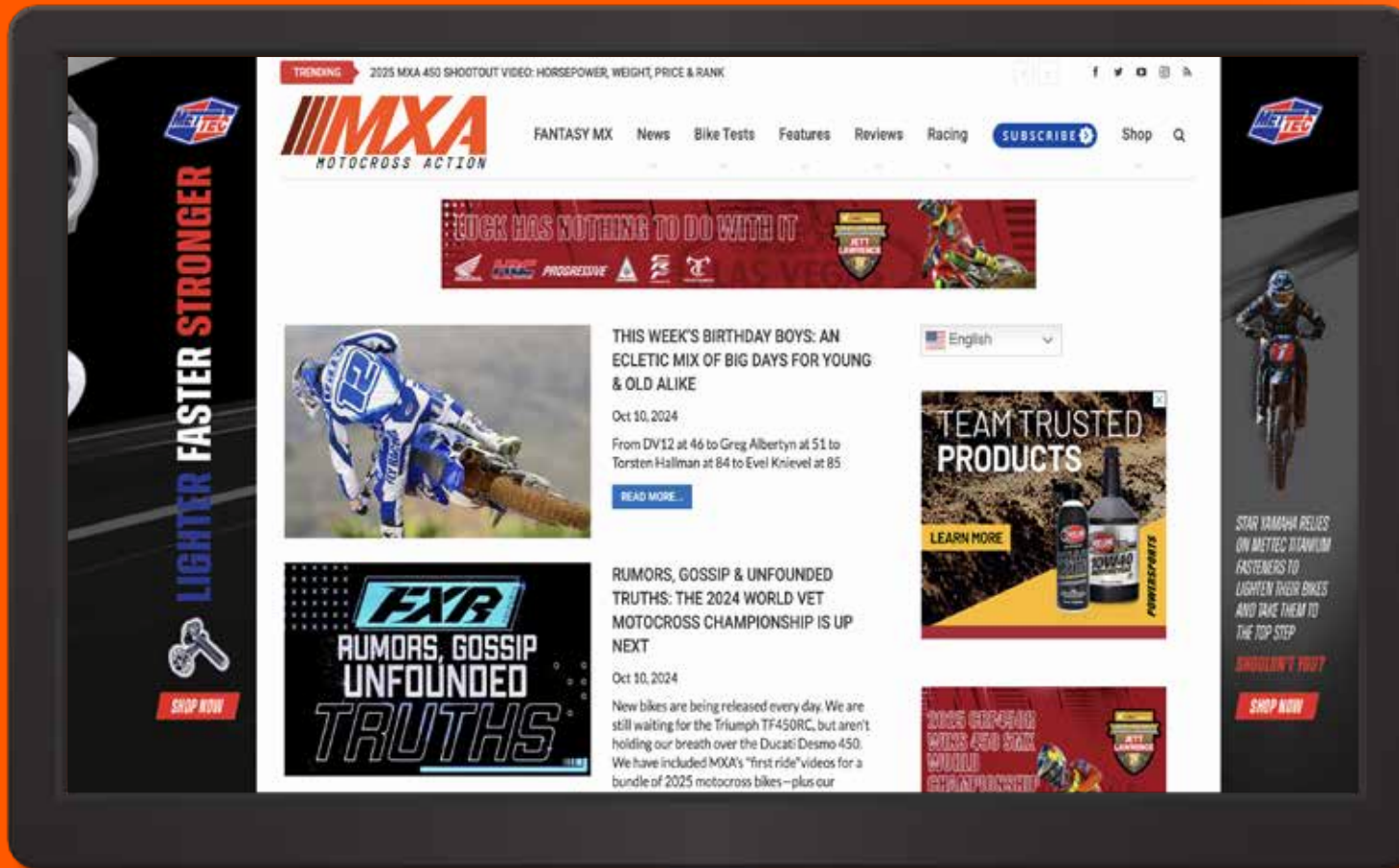
| | WIDTH | HEIGHT |
|----------|----------|---------|
| Vertical | 2.125 in | 4.75 in |

For pricing contact your account manager. If you don't have one, email decklund@hi-torque.com or call (661) 733-5455

MOTOCROSS
ACTION MAGAZINE

ONLINE

MXA offers a variety of digital campaigns of different sizes to help you reach your advertising goals. Our click-through rate is the best in the business due to the high density of riders (the most qualified moto consumers) coming directly to *Motocross Action's* website.



SPONSORSHIP FEATURE

For clients that want to have a permanent, branded space on *Motocross Action's* Website, we recommend sponsoring a Weekly Content Feature. We offer numerous placement opportunities on these consistent frequency features, and we will work with you to find what best suits your company's goals. These features include ad takeovers in the feature and logo and/or "Presented By" placement. Many of these features can be integrated with *MXA's* Social Media to obtain a larger reach and demographic.



CRAWFORDSVILLE NATIONAL
MOTOCROSS TRACK

Aug 27, 2022

BLUP

ENGINE
FOR



**Husqvarna Factory Racing
i-Road Team**



CALWORKS.com

HOMEPAGE TAKEOVER

MXA offers a Homepage Takeover for those companies that want to make a statement, or highlight a new product or their racer who just won a race or championship. We offer "Takeover" packages — from 6 hours to 24 hours (or longer if required) — showing ONLY your ad content on our Homepage in the contracted period. We also offer a multi-tier marketing strategy mixed with Social Media and/or video and have many different options available.



**Rockstar Energy Husqvarna
Off-Road Team**



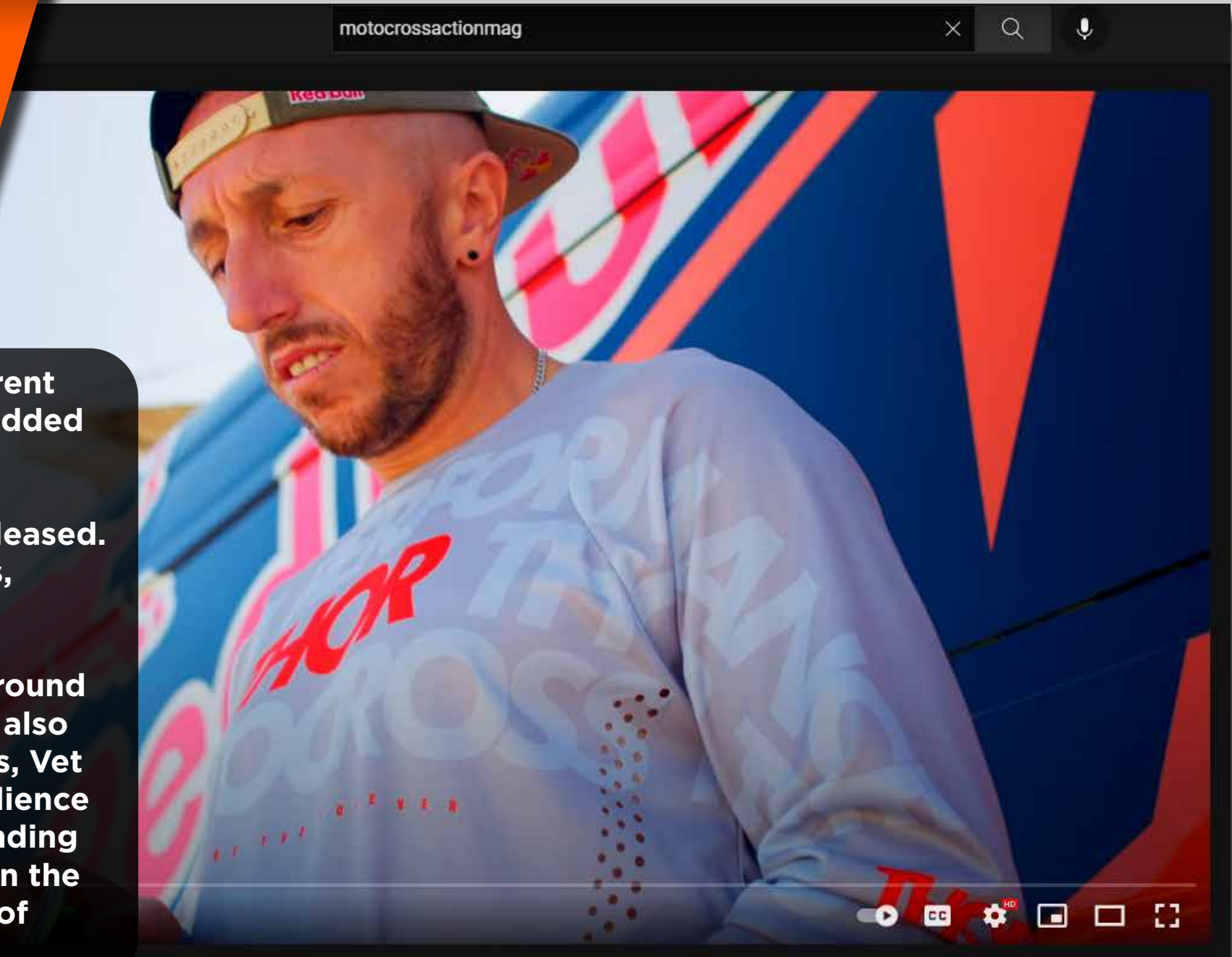
SIMON CUDBY

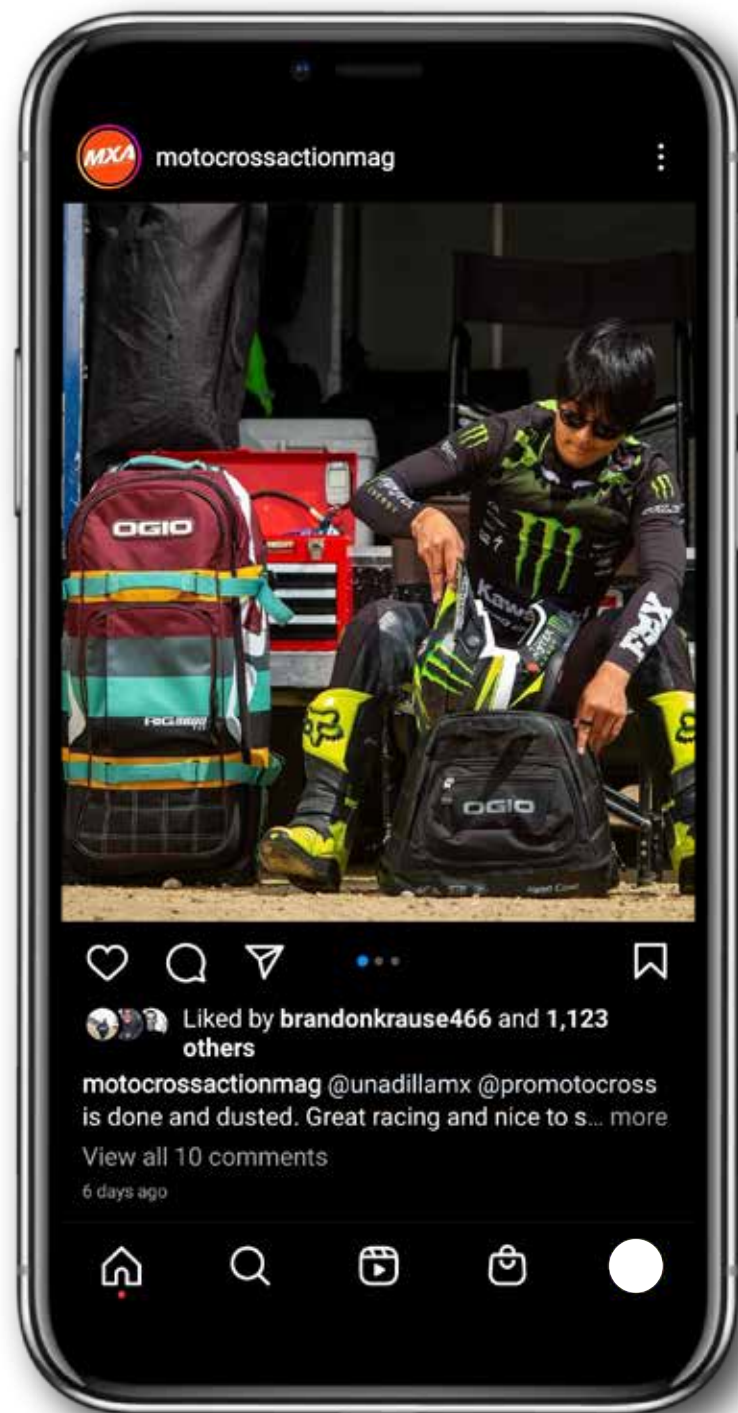
VIDEO SPONSORSHIP

With *MXA* producing 200 videos a year, there are many different video genres to choose from to place your pre-roll ads, embedded ads, and in-video product placement.

We do hardcore testing videos on all the new-model bikes released. We accompany those videos with one-off bikes, project bikes, versus videos and more.

Shifting from testing to events coverage, *MXA* attends every round of Supercross highlighting the experience through video. We also attend many one-off events, such as the Two-Stroke Nationals, Vet Nationals, Red Bull Straight Rhythm and more, giving our audience the experience as if they were there watching in person. Rounding it out, we have exclusive coverage at bike intros, what's new in the industry and racing news as well. Videos can be a major part of your multi-tier advertising strategy.





SOCIAL MEDIA ADVERTISING

Social Media is a great addition to your multi-tier advertising package.

MXA has a huge reach to get to the consumers you want. Our Social Media strategy drives the largest, most engaged audience on the platforms. We will work with you to create a custom Social Media advertising strategy tailored to your goals.

We also offer “giveaway” packages that drive traffic with your products as a prize, in-feed packages, story opportunities and “call to action” options to drive your engagement and consumer awareness, and other completely customizable and scalable options.



LIVE STREAM

Be part of the action. Dirt Bike magazine proudly partners with Glen Helen Raceway to bring the excitement of the 2-Stroke National to a global audience via a live stream on the Dirt Bike YouTube channel. With a full production crew, drones capturing aerial footage, and professional announcers delivering play-by-play commentary, we ensure fans worldwide don't miss a single moment of the action.



EVENTS

***MXA* covers a plethora of events throughout the year. We can bring attention to your brands or events by putting together campaign packages that go hand in hand with unique coverage at:**

**All 17 rounds of Supercross
Most AMA Pro Motocross Nationals
Two-Stroke World Championship
World Vet Motocross Championship
Saturday MX at the Glen
MX des Nations
Red Bull Straight Rhythm
Surfercross
Red Bull Imagination**

...and more! If you want us to cover it, we will work on a partnership to be there. Event coverage includes everything from Print, Video, Social Media and Web coverage. The possibilities are endless.



PODCAST

Motocross

MXA

FOLLOW



Latest episode

- **Jeremy Albrecht talks Surfercross, SuperMotocross, World Supercross & being an AMA**

Jeremy Albrecht is a well known character within the motocross industry and MXA's Trevor Nelson snagged with him this past week at Surfercross. Jeremy is the mastermind behind the event and he explains what Su



Aug 17 · 9 min 16 sec

All Episodes ▾



- **Jeremy Albrecht talks Surfercross, SuperMotocross, World Supercross**
official

Jeremy Albrecht is a well known character within the motocross industry and MXA's T

PODCAST

THE VOICE OF MOTO

Podcasts have been gaining popularity with the general public. Whether driving or just listening at work, you can bring *MXA* wherever you are on the most popular platforms, like Spotify and Apple Podcasts. We offer multiple different podcasts series, such as bike tests, breaking-news stories and interviews. Sponsor *MXA's* podcast and we can offer 15-second audio spots that editors like Josh Mosiman will record for the podcast in three available spots.

EDITORIAL CALENDAR



***MXA'S* 450 SHOOTOUT**

After months of race testing each 450cc four-stroke machine, *MXA* gets all the bikes together and runs them head to head on the dyno and the track.

***MXA'S* 250 SHOOTOUT**

MXA does its 250 shootout after each bike is tested individually. Once we are confident in knowing each bike from head to toe, we will bring them together for a no-holds-barred shootout.



***MXA'S* FAVORITE PRODUCTS**

Every year for the Christmas issue, the *MXA* wrecking crew gets together to talk about their favorite products. Some products have been around for many years, while some are new to the market.

***MXA'S* FIRST LOOK!**

In the second half of the year, the “First Look” of new-model-year bikes start to be released. There is always lots of anticipation and buzz around the look and changes each year.



SUPERCROSS COVERAGE

With the popularity of Supercross, *MXA* attends all 17 rounds across the USA to bring our readers the best coverage possible.

VET NATIONAL COVERAGE

The World Vet Championship brings hardcore racers from all over the world to race at the famous Glen Helen racetrack. These racers are our readers, as they are of the same age and income range.



2-STROKE NATIONAL COVERAGE

The event is growing in popularity each year. Some of the hottest, fastest and coolest smokers you have ever seen are at this event and banging bars. We bring you the action in the pages of *MXA*.