

# ***DIRTBIKE***

## **2026 MEDIA GUIDE**

**TWO WHEELS. OFF-ROAD. HERE AT THE BEGINNING. HERE NOW.**





# 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 Hinz –1983**

## HI-TORQUE'S UNWAVERING ETHICAL COMMITMENT

### 1. Family Values:

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

### 2. Strict Advertising Standards:

-Adherence to Roland Hinz'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



## 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 DIRT BIKE READERS

Since 1971, *DIRT BIKE Magazine* is the  
Industry LEADER in all things off-road.

Over the last 50+ years, serious  
and casual off-road riders and  
racers have relied on *DIRT BIKE*  
for information and direction on  
what bikes and products WORK.

THEY STILL DO.

- 53% OF DIRT BIKE READERS HAVE  
BEEN READING FOR MORE THAN 15  
YEARS
- 30% HAVE BEEN READING FOR MORE  
THAN 30 YEARS

THAT'S ENGAGEMENT.

# DIRTBIKE

# DEMOGRAPHICS

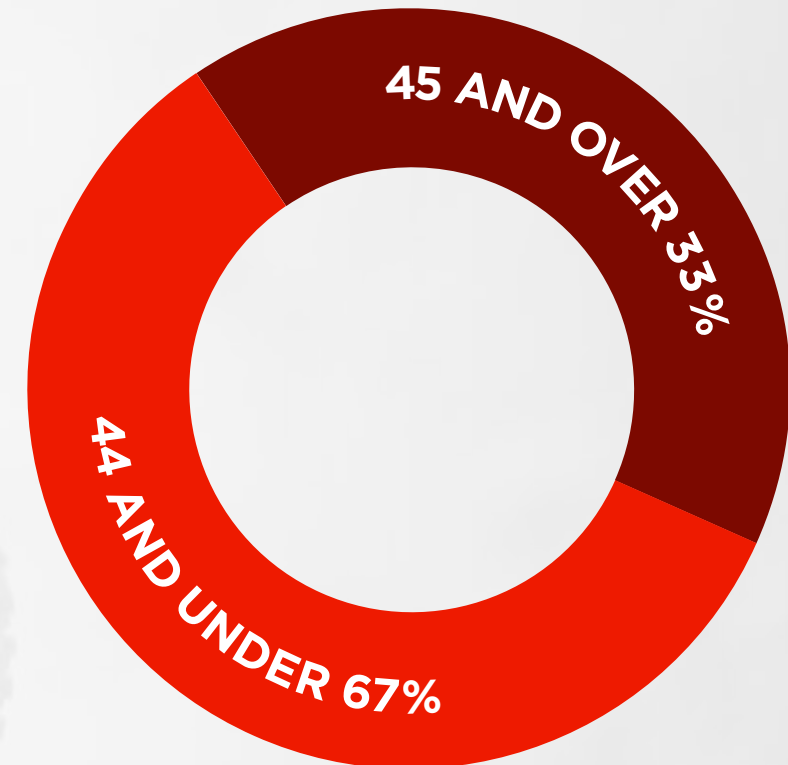
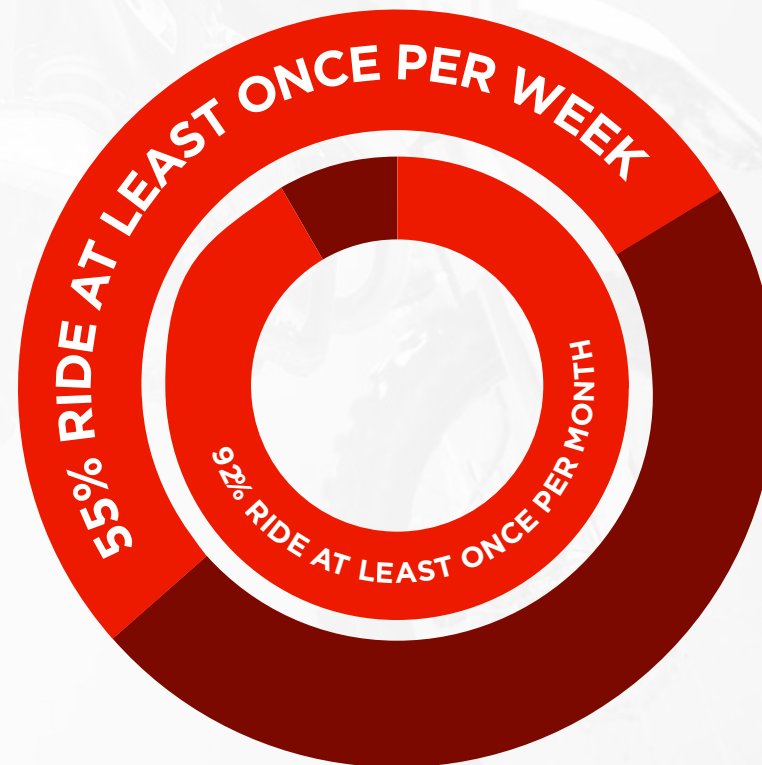
## *A COMMUNITY OF OFF-ROAD ENTHUSIASTS*

*DIRT BIKE Magazine* has the broadest, most diverse and focused group of off-road enthusiasts and consumers. Our multiple media platforms have grown organically with the help of our engaged off-road community.



**AVERAGE INCOME: \$129,000**

**MEDIAN INCOME: \$115,000**





# THE MAGAZINE

THE TRUE OFF-ROAD SOURCE SINCE 1971

Spreading out FAR beyond our print roots, *DIRT BIKE Magazine's* Media Platform reach is the **BROADEST** in the Off-Road Industry. When your products are showcased in the print version of *DIRT BIKE*, your brand and products are broadcast over **ALL** of our diverse media, **AMPLIFYING** your message to **EVERY** demographic and potential consumer in the off-road world.



*DIRT BIKE Magazine* is read by

300,000

individuals each year

95%

ARE MORE LIKELY TO RESEARCH  
A PRODUCT IF IT APPEARS  
IN *DIRT BIKE Magazine*.

94%

ARE MORE LIKELY TO BUY A  
PRODUCT IF GETS A POSITIVE  
REVIEW IN *DIRT BIKE Magazine*.



# SPECIAL ISSUES!

WITH OUR ALL-NEW DIRT BIKE 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

Dirt Bike 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 Dirt Bike news, expert reviews, or thrilling adventure stories, Dirt Bike 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*

Our targeted and integrated media channels reach every age and every demographic, on EVERY PLATFORM, in every facet of the dirt bike world. *DIRT BIKE* has been the largest and best source for motorcycle content for over 40 years now and is STILL the most respected and most relevant media source in the industry.

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**TOTAL CIRCULATION** **57.7K+**  
PRINT 41k / DIGITAL 16.7K

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**MAGAZINE IMPRESSIONS** **179K**

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**WEBSITE UNIQUE VISITS** **400K**

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**INSTAGRAM IMPRESSIONS** **1.8MM**

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**FACEBOOK IMPRESSIONS** **550K**

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**YOUTUBE IMPRESSIONS** **3.7MM**

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**6.68** **MILLION**  
**MONTHLY IMPRESSIONS**





# DIGITAL MAGAZINE

The *DIRT BIKE* Digital Magazine is available on the *DIRT BIKE* App in every App store on the planet and is sent to subscribers for download on any and all of their e-devices.

The version has **ADDITIONAL, BONUS** content, with links to all of our **VIDEO BIKE TESTS** for a multimedia experience and great marketing opportunities. **ALL ADVERTISING** and product content in the Digital version is linked to each brand's website for enhanced engagement.

## LOCATED ON DIRT BIKE APP OR ANY E-DEVICE

Every ad in the Print magazine gets featured in the *DIRT BIKE* Digital Edition as well, but we also offer "Digital Issue-Only" ads at a reduced cost. All digital ads you run feature click-through links that go from the digital magazine directly to your website.



Available on the  
**App Store**



GET IT ON  
**Google Play**



# WEBSITE

**THE MOST ACCELERATION ON THE WEB**

With numerous sponsorship opportunities on our online content, we can increase your CTR (Click-Through Rate) 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.

OVER **2** MILLION  
UNIQUE  
VISITORS

**50**

MILLION AD IMPRESSIONS  
AVAILABLE

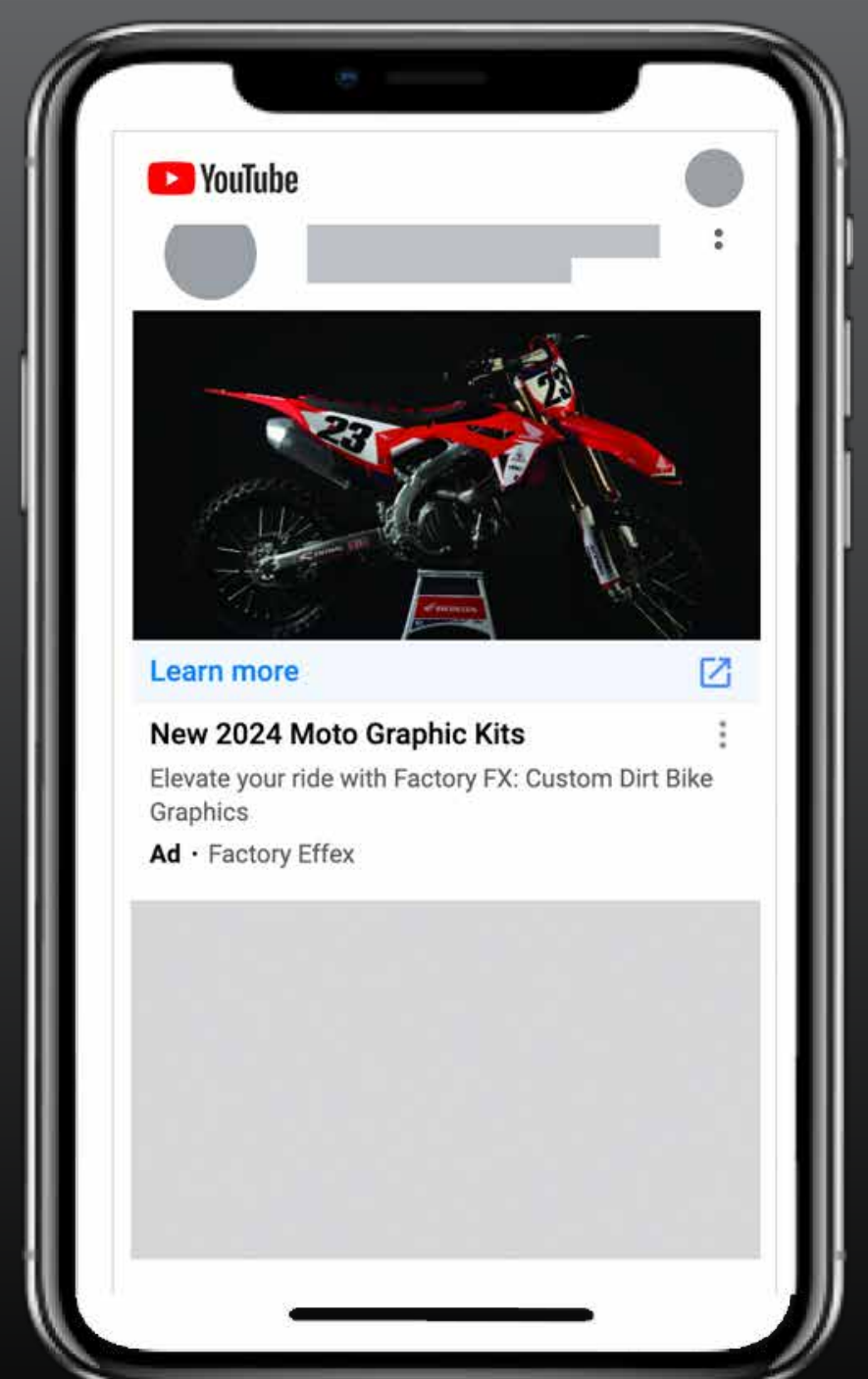
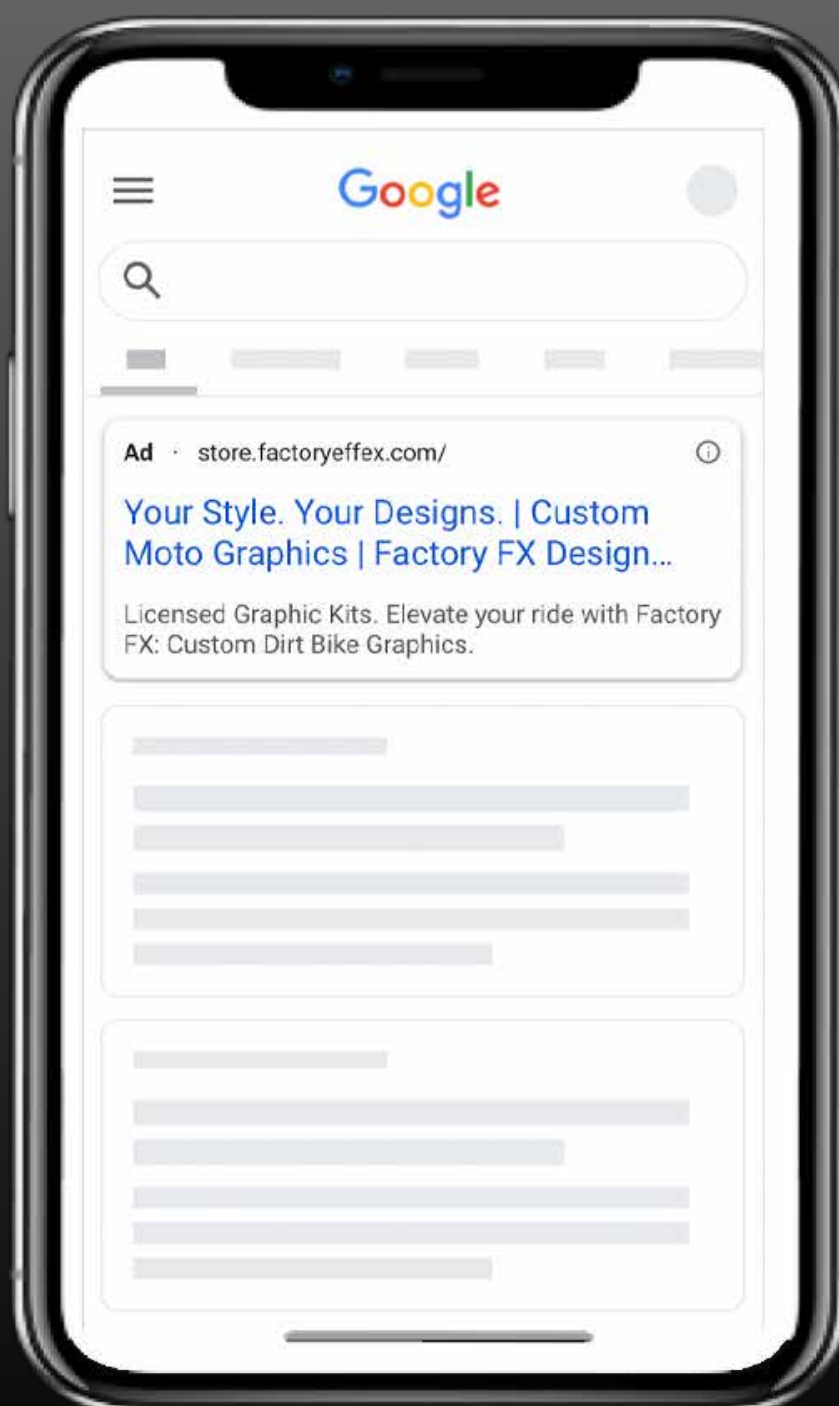
**HT PRO**  
HI-TORQUE MEDIA DIGITAL ADVERTISING SOLUTIONS

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**



 **YouTube**





# SOCIAL MEDIA

We can get your message out to our 400,000 Social Media followers organically through *DIRT BIKE's* unique audience, or we can become Social Media partners to target the audience you want.

9,100

X

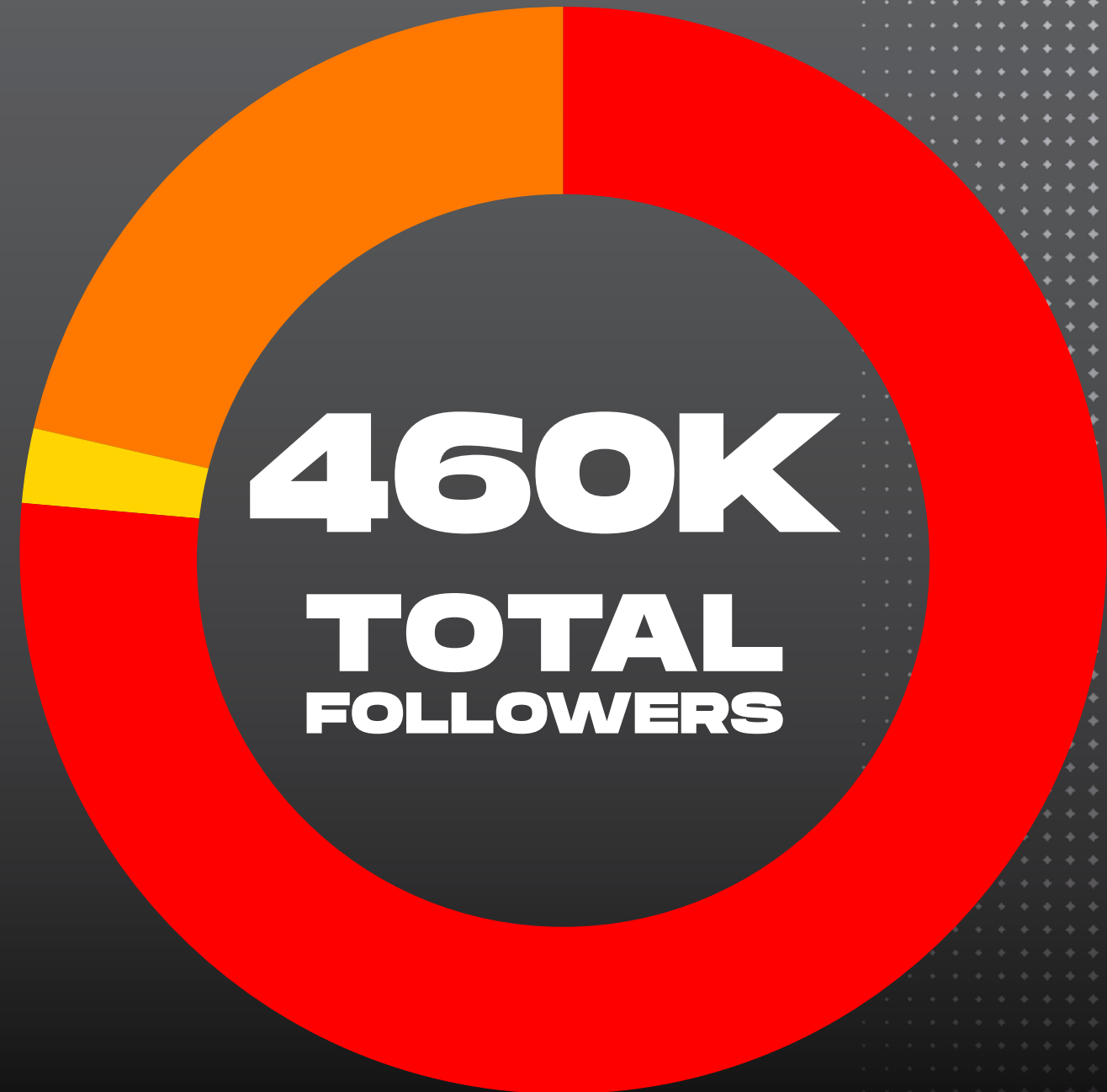
350,000

Instagram

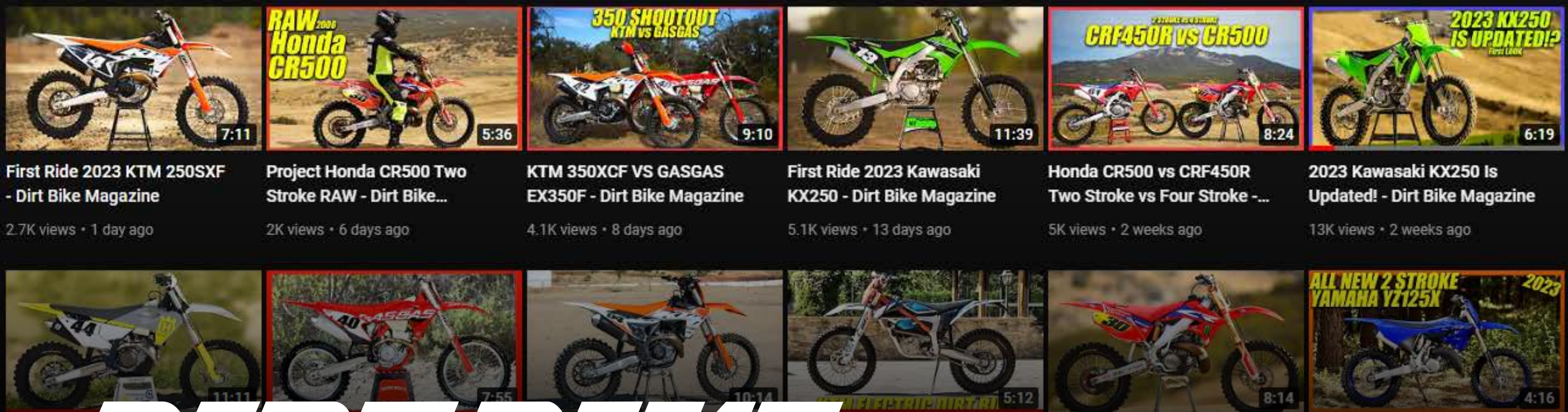
100,000

Facebook

## LET'S TALK OFF-ROAD







# DIRT BIKE YOUTUBE

DIRT BIKE's large YouTube audience has been cultivated by the ongoing effort to produce off-road content that keeps viewers engaged. We understand the importance of video in the digital landscape, as we are continually expanding to increase video production and quality.

205,000  
Subscribers

80 VIDEOS/YEAR | 4.9 MILLION VIEWS | 250,000 hours of watch time



# EDITORIAL E-NEWSLETTERS

Weekly e-mail targeting with a

**40%+**  
**OPEN RATE**

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

**20,000**

**UTV ENTHUSIASTS**

***DIRT BIKE***



#### 2025 KAWASAKI KX250 : WHAT'S NEW AND IMPORTANT

Oct 2, 2024

The 2025 Kawasaki KX250 is all new featuring new frame, new body-work, new engine, new air-box, new mapping, new start button, new tires, new suspension, and much more. Learn all about the details in this video!

[READ MORE...](#)



#### CROSSING THE HIMALAYAS BY MOTORCYCLE

Oct 1, 2024

We sent Ron Lawson to the Himalayan mountains to get him out of our hair for a couple of weeks. He came back with stories and photos of the Moto Himalaya Mustang tour through Nepal where he rode the new Royal Enfield Himalayan 450 from...

[READ MORE...](#)



***MULTIPLATFORM***

**728x90**

**DESKTOP**

**300x250**

**MOBILE**



# PARTNERSHIP OPPORTUNITIES

**DIRT BIKE** 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 *DIRT BIKE 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 *DIRT BIKE*, Print and Digital.



#### PRINT DISPLAY AD SIZES



**2 PAGE\***

WIDTH HEIGHT  
Bleed 16 in 10.75 in  
Trim 15.75 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

**\*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	
2 PAGE SPREAD*	
BLEED	406.4
TRIM	400.05
LIVE/SAFETY	397.35
METRIC - 1 PAGE	
BLEED	203.2
TRIM	200.07
LIVE/SAFETY	197.37



**1/2 PAGE HORIZONTAL SPREAD\***

WIDTH HEIGHT  
Bleed 16 in 5.875 in  
Trim 15.75 in 5.25 in  
Live/Safety 15.25 in 4.75 in

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

#### 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 HEIGHT 4.5 in 3.5 in	WIDTH HEIGHT 3.375 in x 4.75 in	WIDTH HEIGHT 4.5 in 2.25 in	WIDTH HEIGHT 2.125 in 4.75 in	WIDTH HEIGHT 2.125 in 3.4375 in	WIDTH HEIGHT 2.125 in 2.25 in	WIDTH HEIGHT 2.125 in 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 5.875 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**

Horizontal (only) WIDTH HEIGHT  
4.5 in 3.5 in



**1/6TH PAGE**

Horizontal WIDTH HEIGHT  
4.5 in 2.25 in



**1/6TH PAGE**

Vertical WIDTH HEIGHT  
2.125 in 4.75 in

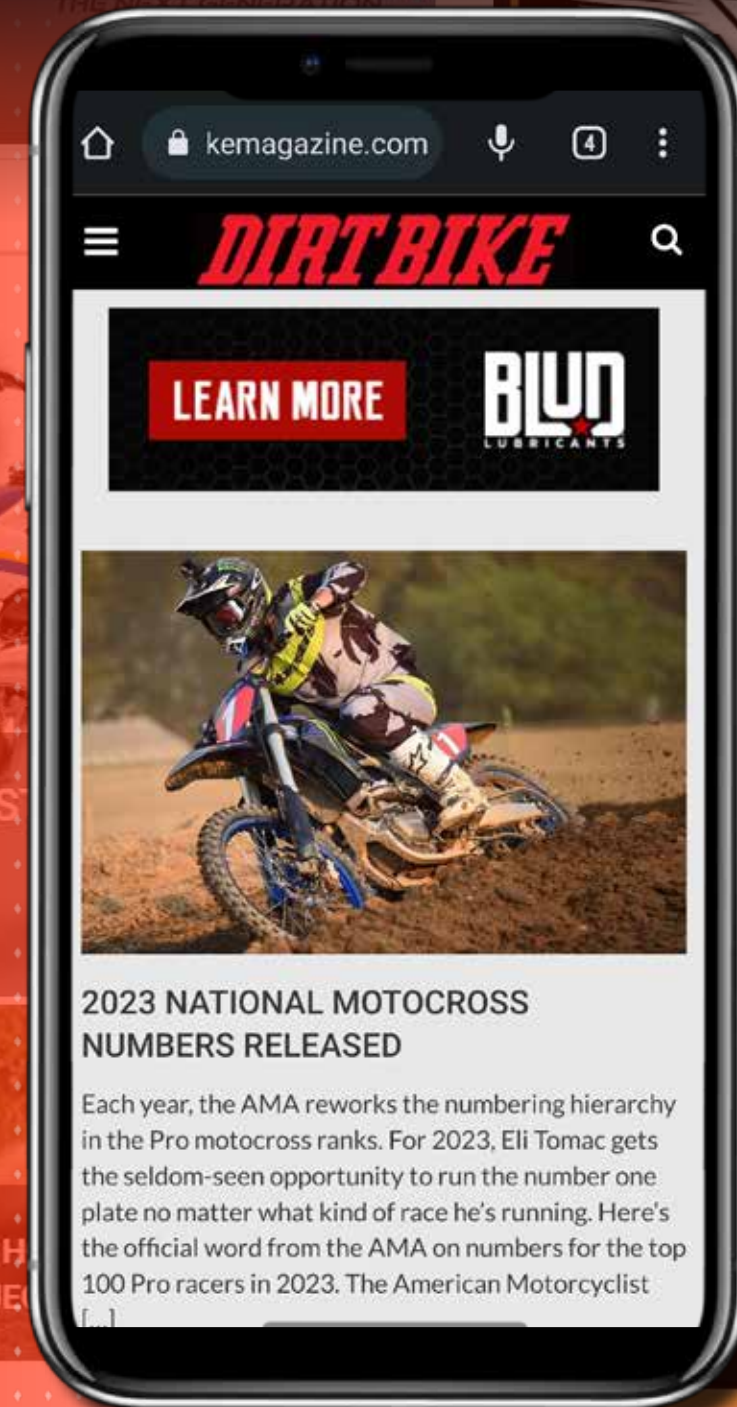
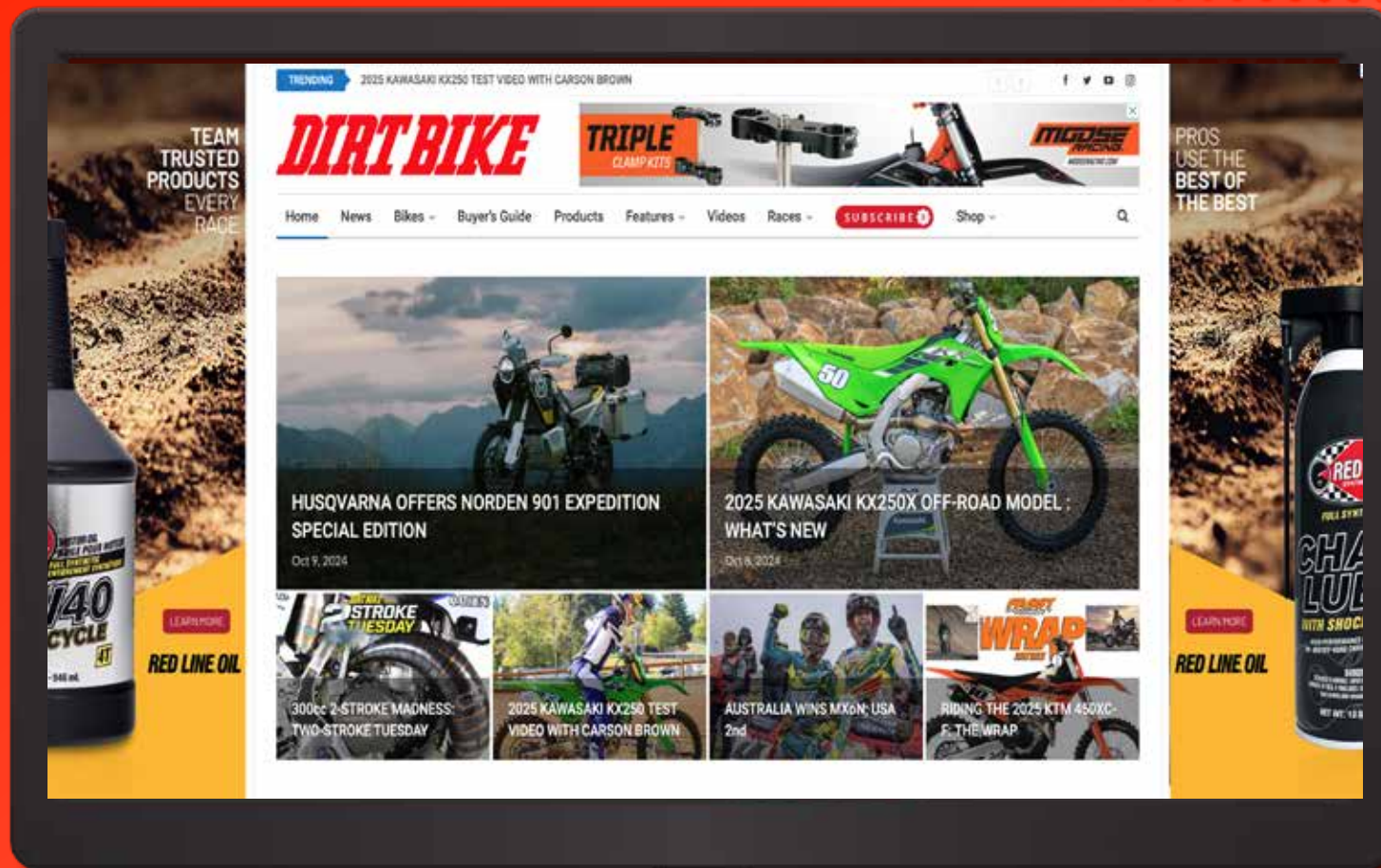
For pricing contact your account manager. If you don't have one, email [decklund@hi-torque.com](mailto:decklund@hi-torque.com) or call (661) 733-5455

# DIRTBIKE



# ONLINE

***DIRT BIKE*** 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 ***DIRT BIKE***'s website.





# SPONSORSHIP FEATURE

For clients who want to have a permanent, branded space on *DIRT BIKE*'s Website, we recommend sponsoring a Weekly Content Feature. We offer numerous placement opportunities on these consistent, frequent 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 *DIRT BIKE*'s Social Media to obtain a larger reach and demographic.



2023 HUSQVARNA HERITAGE 2-STROKE MODELS:

1989 SUZUKI RM 125 2-STROKE





TRENDING 2023 KTM 890 ADVENTURE R ANNOUNCED

**DIRT BIKE**

Distributed by: **innTECK** **MOUSSE BALLS** THE MOUSSE WITH BALLS MR WOLF WE SOLVE PROBLEMS

www.InnTeck-USA.com

Home News Bikes ▾ Buyer's Guide Products Features ▾ Videos Races ▾ Subscribe ▾ Shop ▾

# HOME-PAGE TAKEOVER

**DIRT BIKE** offers a Home-Page Takeover for those companies who 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 Home Page 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.

BETA 450RX MOTOCROSS BIKE TO BE SHOWN AT RED BUD MXoN

BAYLOR, GRANT TAKES MARQUETTE 'LOOSE MOOSE' NATIONAL ENDURO

KTM 250SX-F, 2023 VIDEO SERIES

2006 HONDA CR500 AF PROJECT: RAW VIDEO SERIES

Home Page Features

TADDY STORMS ENDUROCROSS OPENER

English



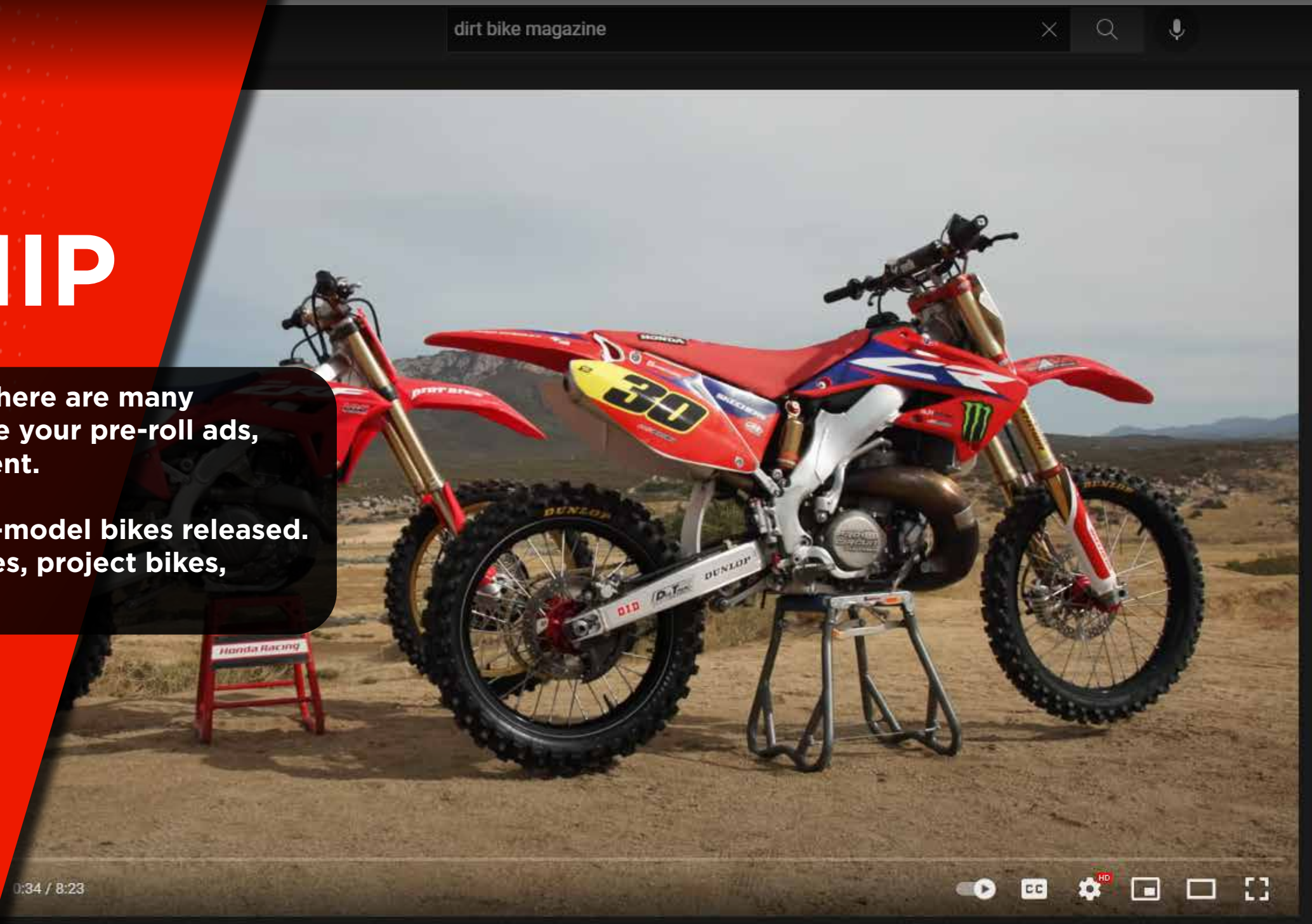


# VIDEO SPONSORSHIP

With *DIRT BIKE* producing 80 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.

# DIRTBIKE







# SOCIAL MEDIA ADVERTISING

***DIRT BIKE*** 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, driving 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.

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





# 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 YouTubechannel. With a full production crew, drones capturing aerial fooage, and professional announcers delivering play-by-playcommntary, we ensure fans worldwide don't miss a single moment of the action.



NGPC Round 6 Primm GP Pro Race LIVE!

2023 Two Stroke World Championship Live Stream

7.4K views • Streamed 1 year ago

362K views • Streamed 1 year ago



# EVENTS

***Dirt Bike 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:***

**17 rounds of Supercross  
International Six Days  
AMA Pro Motocross Nationals  
Two-Stroke World Championship  
World Vet Motocross Championship  
WORCS  
Dakar Rally**

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





## Off-Road Buyer's Guide

Here we lay out all the off-road models from around the world to showcase in one spot. It is the ultimate off-road dirt bike shopping guide.

## 250 MX Shootout

Every year we get together all the best 250 four-stroke motocross bikes and compare them to each other, ranking them from first to last.



## Dual-Sport Buyer's Guide

For our readers that like to have one bike that does it all, the “Dual-Sport Buyer’s Guide” gives them an inside look at every dual-sport bike that’s offered on the market.

## 450 MX Shootout

Buying a brand-new 450 four-stroke is a big decision. We cut the fat and provide the information our readers need to make the most informed decision possible.



## Caselli Cup

The Caselli Cup was never meant to be a Rider of the Year Award. We think of it as so much more than a rehash of the year that was. This is our annual State of the Sport address, an acknowledgment of the people who make the world of off-road motorcycle racing great right now at the opening of each season.

## Dakar Rally

We cover the hardest, most grueling rally on earth — the multiple-stage Dakar Rally — each year in the pages of *DIRT BIKE* Magazine. This exciting two-week event is not just about speed to cross the finish first. It is about consistency, navigation, managing energy and ensuring that the equipment stays intact.



## Inside a Factory Supercross Bike

While we cover every round of Supercross, we also find the time to go in-depth with the factory mechanics to the stars as they take us step by step into the builds of their factory machines.

## Off-Road Shootout

We take the cream of the crop in off-road bikes and shoot them out together to give our readers a real-world approach to which off-road bike will suit their needs best.



## Project Bike Special

We are always working on project bikes — new or old, two-stroke or four-stroke. Whether it is to showcase cool new parts or show our readers how to build the bike of their dreams.

## Two-Stroke Buyer's Guide

We give our readers a guide to every known two-stroke dirt bike around the globe. It is a shopping list for all the two-stroke lovers in the market.



## MX Buyer's Guide

The hottest tech generally comes first to the motocross models. Each year we compile all the hottest motocross bikes into one giant issue to showcase what’s new and what’s not for the new model year.