



2021 MEDIA KIT

10 YEARS OF SBI

EXCITED is not the word. As we embark on our tenth year of publishing SportBikes Inc Magazine, especially during these turbulent times, we are grateful. Though the world has changed, we remain inspired, more now than ever, to bring our readers the highest level of moto-edutainment and expand our broadcasting platform for our media partners.

The Mission: Provide high-quality moto-focused content to the global motorcycle community directly and expeditiously that will uplift, educate and entertain riders from all genres and connect them to the products, apparel, gear, accessories, and news that is relevant to our industry and market, as well as address their needs as consumers.

The Goal: Stay rooted, while digging deeper with our media partners, maintaining and developing new methods to get the information in front of the eyes, and in the hands of, the end consumer.

The Process: "SportBikes Inc Magazine" is now



recognized as "SBI." The new branding and logo reflect our refreshed perspective of the industry that demands information and data to be presented in a timely and prompt manner.

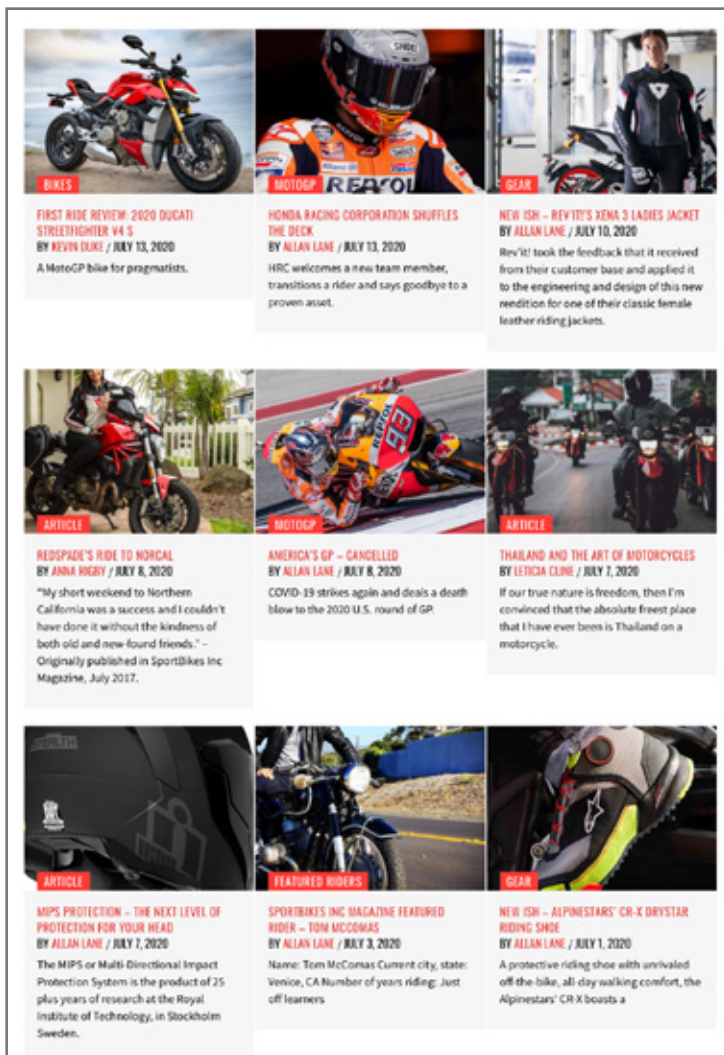
While the monthly digital magazine of SportBikes Inc Magazine will continue, our focus and drive will be centered on the daily content provider, the SBI FEED. Here you will find comprehensive moto-cultural news, information, and entertainment with dynamic imagery throughout multiple daily posts.

Consider the articles, news, and features that are being published and presented monthly in the digital magazine... Now, those items will be posted daily on the SBI FEED. To further the impact and broadcast potential, each post on the SBI FEED is supported by social media posts to promote that content. This method of posting on the SBI FEED, then promoting the post via Instagram, Facebook, and Twitter has a direct impact on engagement, thus increasing site traffic, creating a greater opportunity of exposure for our media partners.

Additionally, the SBI Newsletter is a weekly digest of a selection of posts from the SBI FEED sent out to our mailing list. With a brief description, each item encourages the reader to click through the hyperlink to read more at the SBI FEED.

As a brand, SBI provides content on a daily, weekly, and monthly basis, maximizing the opportunity of exposure for our media partners.

As we look forward the future of SBI, we thank you for your interest in teaming up with us to address your marketing needs. As the world continues to change and as our industry continues to go through changes, we will adapt and continue to ride on. 🏍️



FACT SHEET

DIGITAL ANALYTICS

9/2019 - 9/2020

Monthly Impressions: 70.4K

Monthly Pageviews: 36.9K

Monthly Users: 20.2K

SOCIAL MEDIA (Total Reach)

FACEBOOK: 31K

INSTAGRAM: 32K

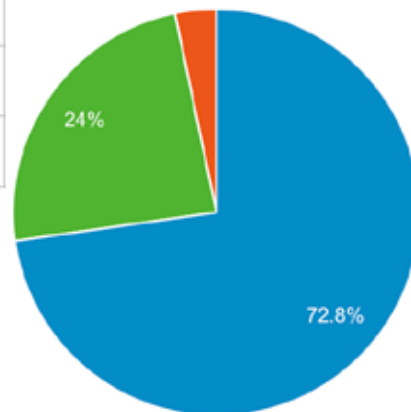
TWITTER: 9K

READING DEVICES

1.  mobile

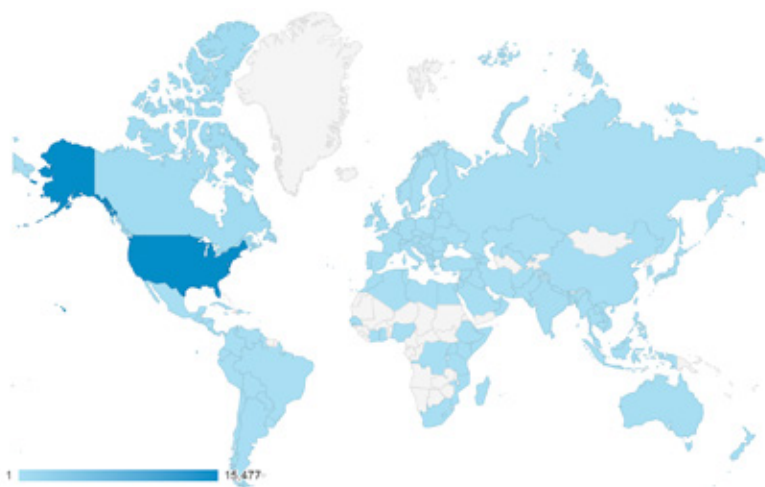
2.  desktop

3.  tablet

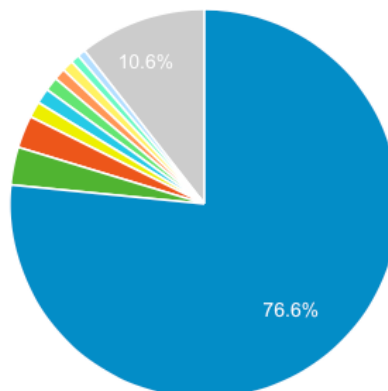


SOURCE: GOOGLE ANALYTICS//9.2020

READERS FROM AROUND THE WORLD



1.  United States
2.  Canada
3.  United Kingdom
4.  France
5.  Australia
6.  India
7.  Germany
8.  Japan
9.  China
10.  Malaysia



SOURCE: GOOGLE ANALYTICS//9.2020

SBI DIGITAL MAGAZINE

2021 EDITORIAL PRODUCTION CALENDAR

ISSUE//AD CLOSE-MATERIALS DUE//DISTRIBUTION DATE

January//November 29, 2020//January 1//Industry Issue
February//December 31, 2020//February 1//Road Race Issue
March//January 31, 2021//March 1//Spring-Summer Buyer's Guide
April//February 28, 2021//April 1//Riders Issue
May//March 31, 2021//May 1// Drag Racing Issue
June//April 30, 2021//June 1//Custom Bike Issue
July//May 29, 2021//July 1//TBD
August//June 30, 2021//August 1//TBD
September//July 31, 2021//September 1//TBD
October//August 31, 2021//October 1//Anniversary Issue
November//September 30, 2021//November 1//Holiday Gift Shopping Guide
December//October 30, 2021//December 1//Stunt Issue

BIKE REVIEWS



BIKES

FIRST RIDE REVIEW: DUCATI'S SUPERLEGGERA V4

The \$100,000 Superleggera V4 is a bike that will become an instant classic alongside the 916 and the 750 SS Green Frame.

By **Peter Jackson** / August 6, 2020

AD SPECS & SUBMISSIONS

MECHANICAL REQUIREMENTS (for IN-BOOK ad insertions):

- PDF or JPEG files with a minimum of 300DPI are required.
- Corresponding Hyperlink where traffic is to be directed.
- Half Page Ad (8.5" x 5.5" Horizontal)
- Full Page Ad (8.5" x 11" Vertical)
- Double Page Spread Ad (17" x 11" Horizontal)

SUBMISSION GUIDELINES:

- Email with attached file or direct link for file download: advertising@sportbikesincmag.com
- Dropbox.com
- Wetransfer.com



ARTICLE

IMPROVE YOUR SKILLS: PRIORITIES BY ERIC WOOD / SEPTEMBER 7, 2020

The art of riding a motorcycle quickly around a racetrack is a process that includes



ARTICLE

THE INSIDE LINE – PARKED MOTORCYCLE SYNDROME IS GETTING THE BEST OF ME... BY DEVONNE DUEBAUM / AUGUST 14, 2020

It was minutes away from midnight on December 31st when I was counting down the



ARTICLE

IMPROVE YOUR SKILLS: USE YOUR VISION TO RIDE YOUR MOTORCYCLE BETTER AND FASTER BY ERIC WOOD / AUGUST 12, 2020

How far ahead should a rider look? Reference points are vital to a rider's ability to run consistent laps on the track.



ARTICLE

IN THE AGE OF COVID-19, THE DISTINGUISHED GENTLEMAN'S RIDE SHIFTS A GEAR IN 2020 BY ALLAN LANE / AUGUST 11, 2020

The Distinguished Gentleman's Ride's Ride Solo initiative celebrates social distancing while raising awareness and funds for November.



ARTICLE

THE INSIDE LINE – A RETURN TO NORMAL? BY DEVONNE DUEBAUM / JULY 16, 2020

It feels like it's been an eternity since our normal life, and when I say life, you all know I'm talking about MotoGP.



ARTICLE

REDSPEAR'S RIDE TO NORCAL BY ANNA RIGBY / JULY 8, 2020

"My short weekend to Northern California was a success and I couldn't have done it without the kindness of both old and new-found friends." – Originally published in SportBikes Inc Magazine, July 2017.



ARTICLE

THAILAND AND THE ART OF MOTORCYCLES BY LETICIA CLINE / JULY 7, 2020

If our true nature is freedom, then I'm convinced that the absolute freest place that I have ever been is Thailand on a motorcycle.



ARTICLE

MIPS PROTECTION – THE NEXT LEVEL OF PROTECTION FOR YOUR HEAD BY ALLAN LANE / JULY 7, 2020

The MIPS or Multi-Directional Impact Protection System is the product of 25 plus years of research at the Royal



ARTICLE

IMPROVE YOUR SKILLS: BIG BIKES VERSUS LITTLE BIKES BY ERIC WOOD / JUNE 24, 2020

The similarities and differences between riding big bikes and little bikes on the track.



SIGN UP FOR THE SBI NEWSLETTER

FIRST NAME

LAST NAME

EMAIL ADDRESS

SIGN UP

Search ...

SEARCH

FOLLOW SPORTBIKES INC ON SOCIAL MEDIA...

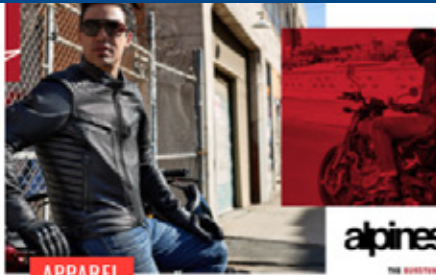


RECENT POSTS

SportBikes Inc Magazine Featured Rider – Dylon Casanova from New Jersey

NEW ISH – Increasing the stability of the Arai Corsair-X with the new Arai Spoiler EX2

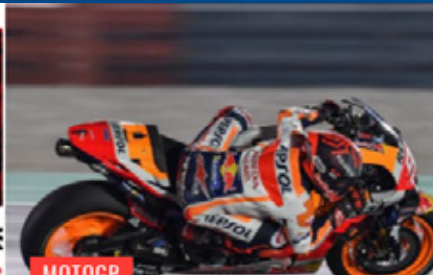
NEW PRODUCTS, LIFESTYLE, NEWS, RACING & MORE



APPAREL

ALPINESTARS' 2020 SPRING MOTORCYCLING COLLECTION
BY **ALLAN LANE** / FEBRUARY 26, 2020

The latest offerings from the house of Alpinestars has been released. The multi-line Spring 2020



MOTOGP

LOOKIN' AT MY GUCCI, ITS ABOUT GP TIME!
BY **B.T.** / FEBRUARY 25, 2020

MotoGP Testing Starts in Sepang and my 2020 Preseason Predictions!



ARTICLE

JASON PRIDMORE'S JP43 NEXT GENERATION MOTORCYCLE TRAINING
BY **ANA MATA** / FEBRUARY 19, 2020

What's really in that JP 43 secret green sauce?



ARTICLE

THE INSIDE LINE: PLANNING YOUR TRIP TO AUSTIN FOR GP
BY **DEVONNE DUERBAUM** / FEBRUARY 19, 2020

It's the greatest time of the year again - America's GP. Many people from all over travel to Austin by plane, car or motorcycle.



ARTICLE

IMPROVE YOUR SKILLS: HOW FAR SHOULD I HANG OFF?
BY **ERIC WOOD** / FEBRUARY 12, 2020

Hanging off the motorcycle properly is something that is talked about all the time, but very few riders arrive at the racetrack with good form



BIKES

FIRST RIDE REVIEW: 2020 DUCATI PANIGALE V4 S
BY **COSTA MOUZOURIS** / FEBRUARY 10, 2020

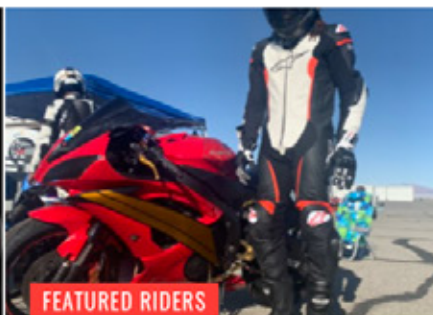
We're at Bahrain International Circuit. My left knee puck wears down on the pavement as



BIKES

DUCATI'S SUPERLEGGERA V4
BY **ALLAN LANE** / FEBRUARY 6, 2020

Fast facts about the Italian manufacturer's lightest and most powerful limited edition work of moto-art.



FEATURED RIDERS

SBI'S FEATURED RIDER OF THE MONTH
BY **ALLAN LANE** / FEBRUARY 6, 2020

L.A.'s DJ Odom Name: DJ Odom Current city, state: Los Angeles, CA Number of years riding: 4 years.



NEWS

AIMEXPO PRESENTED BY NATIONWIDE RETURNS TO COLUMBUS, OHIO FOR 2020
BY **ALLAN LANE** / FEBRUARY 6, 2020

The 2020 AIMExpo, presented by Nationwide Insurance happens October 1-4, 2020 at the Greater Columbus



2021 ADVERTISING RATES

IN-BOOK ADS

HALF PAGE AD (8.5" X 5.5" HORIZONTAL)

- \$300.00 per insertion 4x
- \$250.00 per insertion 8x
- \$200.00 per insertion 12x

FULL PAGE AD (8.5" X 11" VERTICAL)

- \$600.00 per insertion 4x
- \$550.00 per insertion 8x
- \$500.00 per insertion 12x

DOUBLE PAGE SPREAD AD (17" X 11" HORIZONTAL)

- \$1000.00 per insertion 4x
- \$900.00 per insertion 8x
- \$800.00 per insertion 12x

DIGITAL WEB ADS

LEADERBOARD BANNER AD 729x90 (below header on home page) \$350.00/month

One insertion for the duration of the month.

LEADERBOARD BANNER AD 729x90 (above footer on home page) \$300.00/month

One insertion for the duration of the month.

LEADERBOARD BANNER AD 729x90 (below header on post page) \$300.00/month

Two (2) insertions per week.

LANDSCAPE or BANNER AD (in post) \$250.00/month

Two (2) insertions per week.

MEDIUM RECTANGLE or MEDIUM SQUARE AD (right side of post page) \$200.00/month

One insertion for the duration of the month.

LEADERBOARD or LANDSCAPE AD (bottom of post page) \$150.00/month

Two (2) insertions per week.

SQUARE AD 300x300 (left side of post page, above footer) \$150.00/month

One insertion for the duration of the month.

CONTACT INFORMATION

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PUBLISHED BY HARD KNOCKS MOTORCYCLE ENTERTAINMENT, INC.