

Sworn Statement Rider Magazine

RIDER

Plymouth, Minnesota 55441

Annual Frequency: 12 times/year

Published by EPG Media & Specialty
Information

Field Served: RIDER serves owners and enthusiasts of road and street motorcycling, focusing on touring, commuting, camping and general sport street riding.

June 2024

**Paid & Verified Circulation:
Subscriptions:**

Circulation

Paid

125,207

RiderMagazine.com

ONLINE STATS...

- We have a **12% crossover rate** from the magazine, so your web advertisement reaches a whole new audience!
- Our website receives **138,000+ monthly new users**.
- Our website receives **650,000+ monthly page views**.

Social Media Activity

Channel

URL

Audience

Facebook

<https://www.facebook.com/RiderMagazin>

294,145

Instagram

<https://www.instagram.com/ridermag/>

5,870

Pinterest

<https://www.pinterest.com/ridermagazine/>

130,218

What does *Rider* deliver to advertisers?

Rider delivers a dedicated, highly active group of real-world motorcycle enthusiasts who are passionate about their motorcycles, their gear and "the ultimate ride."

Readers who devour the **LATEST NEWS AND INFORMATION** about touring, travel and adventure

Readers who eagerly await our trusted **BIKE REVIEWS** and tests

Readers who look at owning a motorcycle as a **LIFESTYLE**, not a luxury or passing fad

Readers who are **KEY INFLUENCERS** among their motorcycling peers

Readers who research their **NEXT STREET BIKE PURCHASE** or seek ideas for improving their current bikes

Readers who regularly **SHOP** for apparel, helmets, boots, gloves and other motorcycle gear

Readers who continually seek **NEW ACCESSORIES** to enhance their riding experience

Who is the *Rider* audience?

They are affluent, experienced and key influencers in the motorcycle community.

52%

own 2 or more motorcycles, 32% own 3 or more

60%

ride more than 5,000 miles annually

42%

have an annual household income of more than \$100k

28%

ride 10,000 miles annually

17%

have an annual household income of more than \$150k

80%

perform some of their own maintenance

85%

have more than 10 years of riding experience

80%

of products advertised in *Rider* are bought by readers

85%

own/use electronic and communication devices

60%

purchased a motorcycle in the past 3 years

75%

use their motorcycle for recreation, long weekends, and/or vacations

31%

of households have a female rider

More demographics available.

State			
Alabama	2,218	Oregon	1,932
Arizona	2,872	Pennsylvania	5,476
Arkansas	2,115	Rhode Island	380
California	11,112	South Carolina	1,784
Colorado	2,497	South Dakota	636
Connecticut	1,464	Tennessee	2,898
Delaware	912	Texas	7,390
District of Columbia	218	Utah	962
Florida	7,183	Vermont	471
Georgia	3,635	Virginia	3,112
Idaho	923	Washington	3,230
Illinois	4,901	West Virginia	847
Indiana	3,024	Wisconsin	3,094
Iowa	1,445	Wyoming	345
Kansas	1,402	Total 48 States	122,119
Kentucky	1,700		
Louisiana	1,225	Alaska	286
Maine	698	Hawaii	321
Maryland	1,896	Total Alaska & Hawaii	607
Massachusetts	2,350		0
Michigan	4,696	Total US	122,726
Minnesota	2,900	Poss. & Other Areas	67
Mississippi	953	U.S. & POSS., etc.	123,400
Missouri	2,232	Total Canada	831
Montana	566	International	116
Nebraska	987	Other Unclassified	0
Nevada	1,138	Military or Civilian Personnel Overseas	61
New Hampshire	848		879
New Jersey	3,827	GRAND TOTAL	125,287
New Mexico	929		
New York	4,713		
North Carolina	3,828		
North Dakota	409		
Ohio	6,218		
Oklahoma	1,528		