



MotorcycleRoads.com

Media Kit

"Great Roads Lead to Great Rides!"

About McR

MotorcycleRoads.com was started in 1998 as a way for riders to quickly and easily find quality motorcycle roads across the USA. The site provides riders with detailed descriptions of route scenery, road quality, and even the things to do along the way, local events, riding clubs, & more. Today, McR is the most popular motorcycle trip planning service on the Internet!

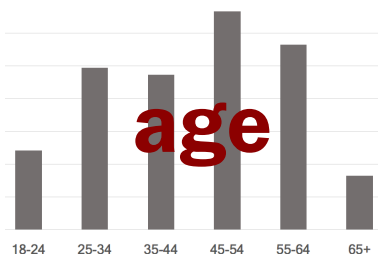
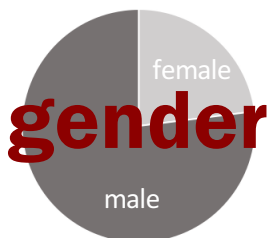
Traffic & Demographics

533k+

average page views
per month

average unique users
per month

123k+



39k+



32k+

Search Authority

Google search rankings for
following search phrases:

"motorcycle roads,"

"motorcycle trips,"

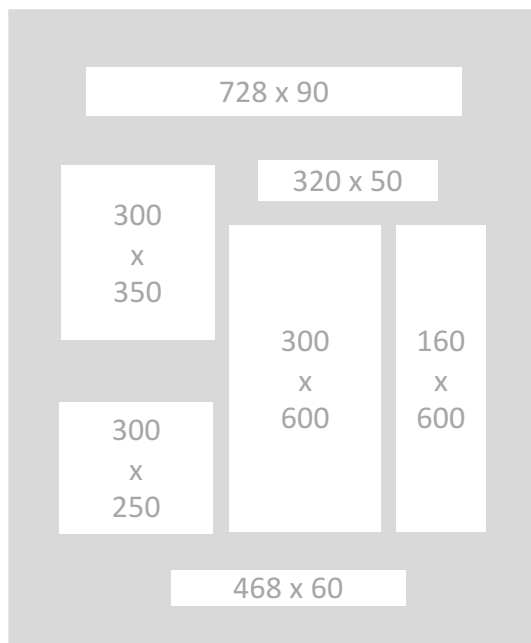
"motorcycle rides,"

"motorcycle roads [state X]," etc

#1



Current Ad Sizes/Rates



Direct buy CPM = \$12

Origins of McR



Bill Belei is the founder & editor of MotorcycleRoads.com. He served 25 years in the military and during those years moved 13 times allowing him to put a lot of miles on motorcycles exploring different parts of the country. He personally experienced how wonderful it is & yet sometimes difficult at times to find great motorcycle roads. Based on this, Bill founded MotorcycleRoads.com and shaped it around a motto that has guided the site ever since - *"Great Roads Lead to Great Rides!"*

For more information: webmaster@MotorcycleRoads.com