


BLUEMOTO

MEDIA KIT




FUELING YOUR DIRT DREAMS WITH UNMATCHED COOL



Bluemoto is on its way to being the leading online community for all things dirtbike bringing all dirtbike and off-road motorcycle content, marketplaces, and forums into one dynamic community.

BE AMONGST THE FIRST

to leverage our full-funnel digital campaigns and online reach to reach a growing community of real riders through our advertising options, digital media, social channels, email news, videos, and curated content.



Allied Market Research reports

“The global dirt bike industry was pegged at \$9.1 billion in 2021, and is expected to reach \$18 billion by 2031”

2021

**\$9.1
BILLION**



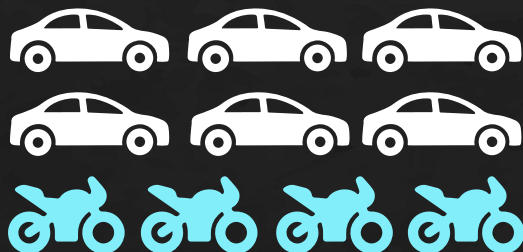
2031

**\$18
BILLION**

How many motorcycles are there in the world?

OH ABOUT

600
MILLION



FOR COMPARISON,
THERE ARE ABOUT
1.4 BILLION
CARS

The Audience

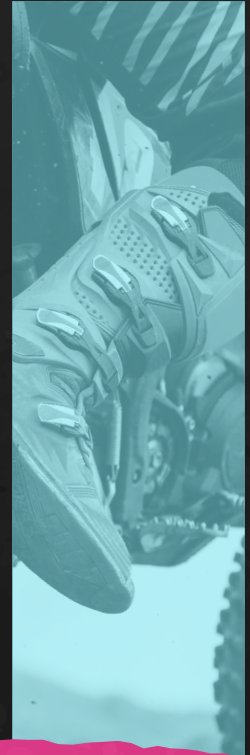
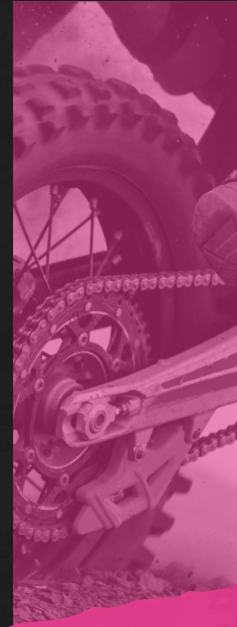
Riders Age group

12 - 60+

(North American Stats)

81% MALE

19% FEMALE



Category & E-News Takeovers

Be the highlighted partner or product of the month on our categorized pages on the site, social channels, or in our email news

Category options

Marketplace
Forum topics
Video
Photos
Innovation/Tech
Health/Fitness



Branded Content

Preroll on our video content
Blogs, product features, event
promotions, gift guides etc.

Emerging Innovation Features

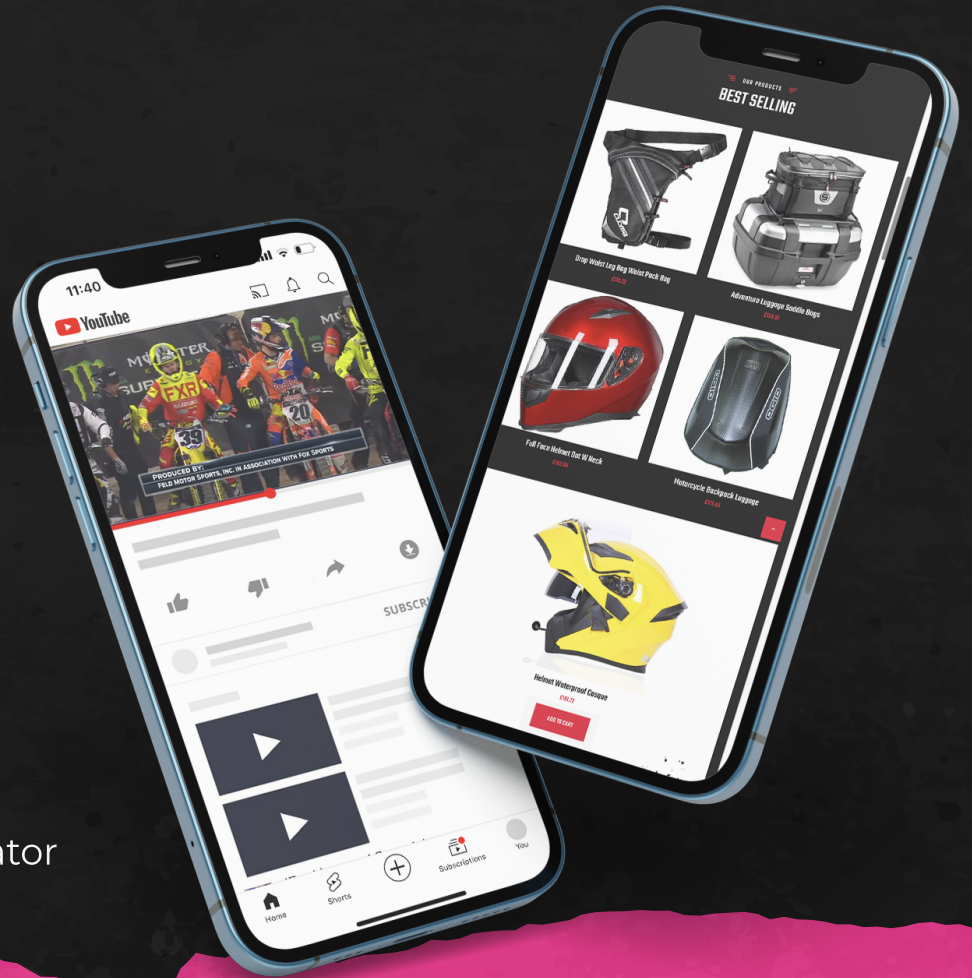
New bikes, gear, accessories, tech,
and more

Giveaways and Contests

Get your gear or tech into the hands of
real riders

Adopt a Creator

Sponsor an up and coming content creator
(photo, video, podcast, etc.)

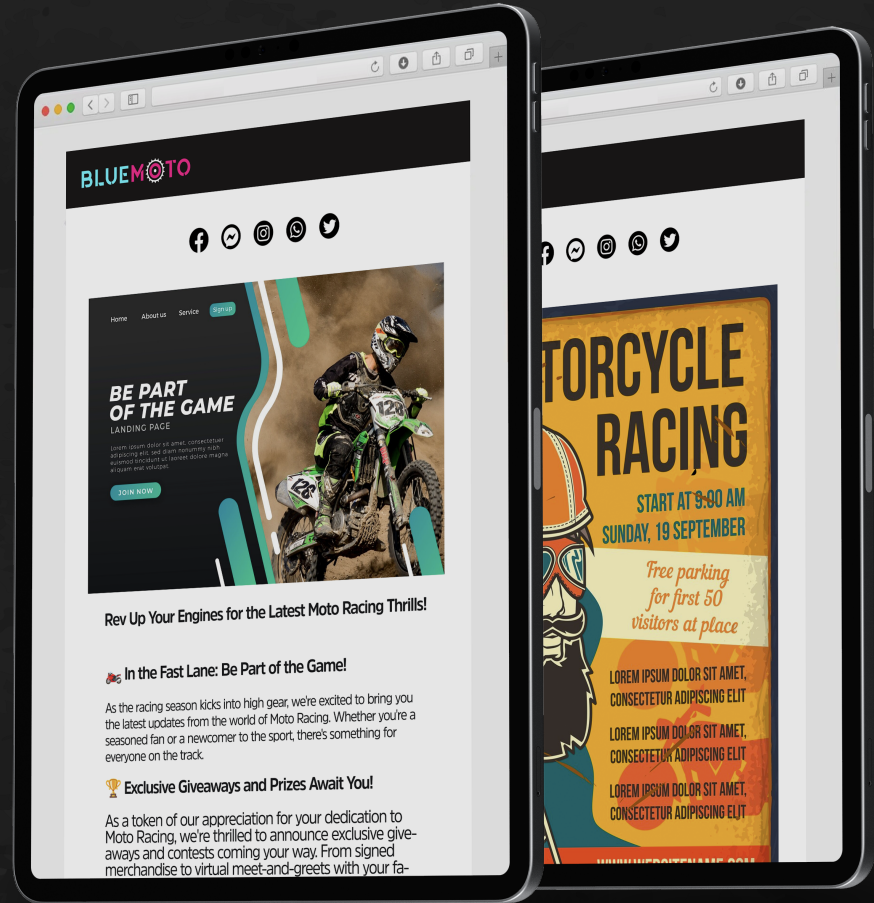


Email Newsletter “The Manual”

- Monthly at first
- New content on the site
- How to use the site
- Featured bike for sale
- Motorcycle Mistake of the Month Fail, crash, break, parts fail, anything goes!

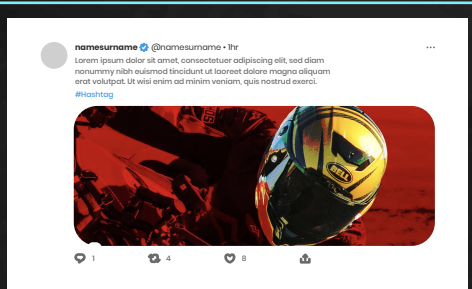
Category options

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Video
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Innovation/Tech
Health/Fitness



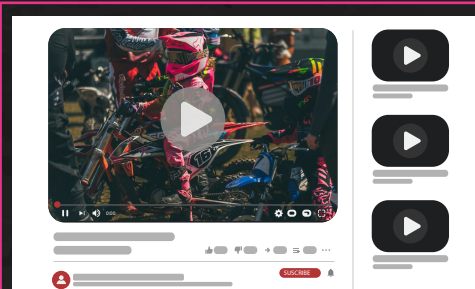
Advertising Opportunities

DISPLAY ADVERTISING



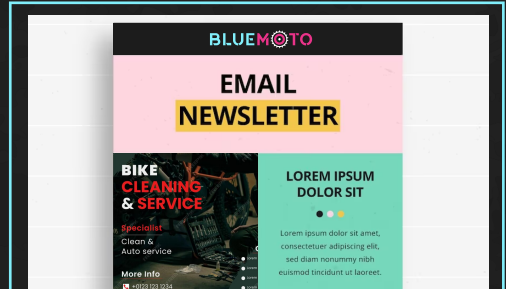
Place your brand's banner ads on prominent sections of our platform, including the homepage, articles, and community pages.

SPONSORED CONTENT



Collaborate with us to create engaging and relevant sponsored articles, videos, or tutorials that align with our audience's interests.

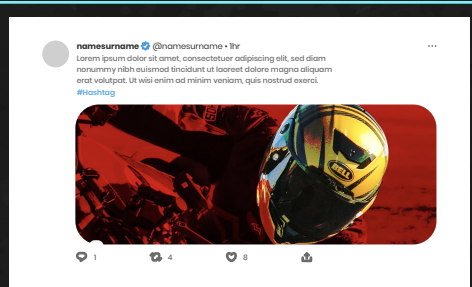
NEWSLETTER SPONSORSHIP



Feature your brand in our regular newsletters, reaching our engaged subscriber base.

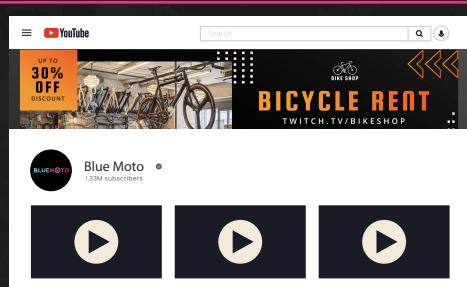
Advertising Opportunities

PRODUCT REVIEWS



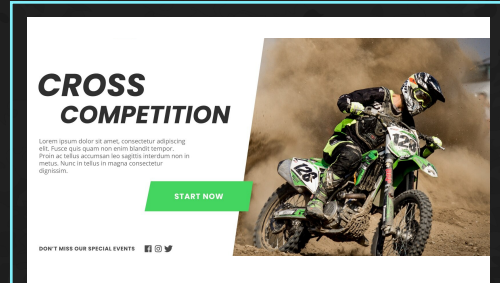
Showcase your dirtbike-related products through honest and unbiased reviews by our expert riders.

SOCIAL MEDIA PROMOTION



Promote your brand through our active and engaged social media channels, including Instagram, Facebook, Twitter, and YouTube.

EVENT SPONSORSHIP



Partner with us for coverage and promotion of dirtbike events, races, and competitions.

Why Advertise with Us?

1

Targeted Audience

Reach (what will be!) a highly engaged audience of dirtbike enthusiasts who are passionate about the sport and related products.



2

Global Reach

Benefit from our international audience base and connect with real riders from all over the world, and across all aspects of the riding community.

3 Engagement

Capitalize on our platform's diverse, interactive features, ensuring better engagement and brand recall. So much more than a buy and sell around here!



AD **GUIDELINES**

All advertising content must align with our platform's values and be relevant to dirtbike enthusiasts and the community as a whole.



Contact Information

For advertising inquiries, partnership opportunities, wheelie tips, and more information, please contact:

OFFICIAL@BLUEMOTO.MX

ZAC




OR

CADOT

**MEGAN
MADDEN**





You're probably asking "Umm, why should we give our money to a site with no track record?" and we get it! We haven't proven ourselves within this space (yet...) but interest is high so we thank you for considering being part of a rising tide. BlueMoto is filling a gap in the moto world and people are STOKED. For now, we are offering partnership opportunities at early adopter rates so we can grow with you.

***THANK YOU FOR
CONSIDERING BLUEMOTO
AS AN ADVERTISING
PARTNER.***

BLUEMOTO

