



MotorcycleRoads.com

Media Kit

*"There are roads and there are motorcycle roads
... riders know the difference!"*

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. Route descriptions includes pictures, videos, reviews and ratings from other who have ridden the route firsthand. Additionally, MotorcycleRoads.com lets riders know about local events, riding clubs, and favorite motorcyclist places across the country. Today, McR is the most popular motorcycle trip planning service on the Internet!



Traffic & Demographics

245k+

average page views
per month

average users per
month

78k+



49k+



27k+

Search Authority

Google search rankings for
following search phrases:

*"motorcycle roads,"
"motorcycle routes,"
"motorcycle rides,"
"motorcycle roads [state X]," etc.*

#1

Current Ad Sizes

728 x 90

320 x 50

300
x
600

300
x
250

Direct buy CPM = \$14

Editorial, "roadblock," and "skin"
advertising options available

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 - *"There are roads and there are motorcycle roads ... riders know the difference!"*

For More Information: webmaster@motorcycleroads.com