

RIDEX365

2023 MEDIA KIT



SNOW | MOTO | ADV

PHOTO | VIDEO | WEBSITE | PODCAST
EVENT PRODUCTION



WEBSITE | PODCAST | SOCIAL

Website

RideX365.com is the cornerstone of our media platforms, featuring daily updates, industry news, team media, race reports, photo galleries, videos, product reviews and feature stories; including lifestyle and fitness.

Original content features team and rider photo sessions and video reports from test tracks and race shops and behind-the-scenes profiles on the stars and support staff who make up the sports of snowmobile and off-road racing.

We've recently added Adventure motorcycle touring to our offerings and occasionally like to mix in a little outdoor content just because it's our favorite thing outside of riding and most of our audience seems to agree!

Podcast

What started as a recorded bench racing session 10 years ago has turned into one of the most popular listens in powersports. Each one-hour show includes industry insiders along with special guests, race reviews, product reports and general rambling. Recorded monthly with bonus episodes from the podium following each ISOC snocross national. Available on RideX365.com, iTunes, Stitcher, Google podcast and soon on Spotify.

Social

At the height of the snow and off-road seasons, our website averages 18,000 unique visits per month, peaking at over **94,000**. Our weekly social media reach has peaked at over **185,000** views and maintains a solid 50-60,000 monthly reach throughout the year.

Contact: Gary Walton

Gary@RedPlateMedia.com | cell: 218.821-5692

Website: YTD September 2022

Total Unique Visits - 165,094

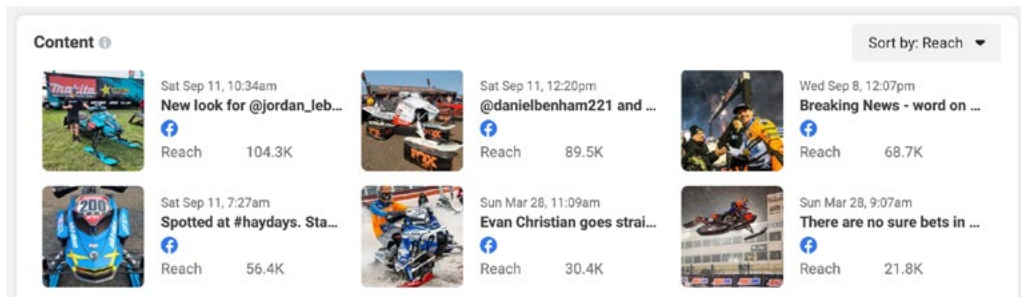
Podcast: YTD September 2022

Downloads - 15,793

Instagram

17,500 accounts reached monthly

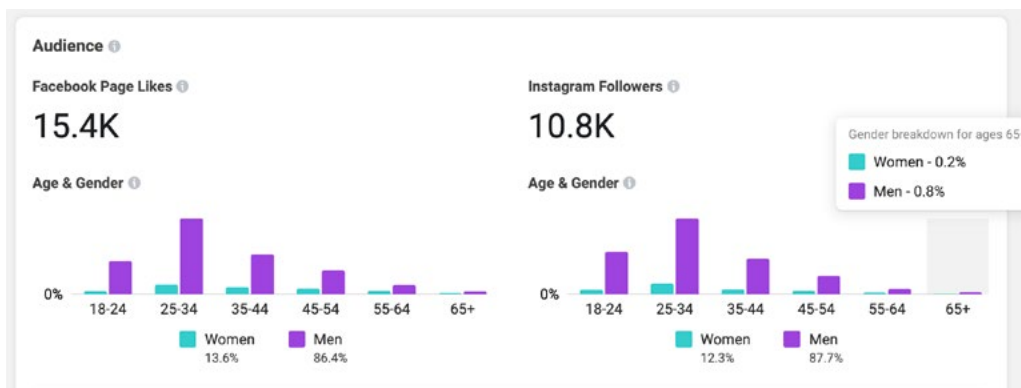
Activity up 87.6% over previous year



Facebook

60,291 accounts reached montly

Activity up 132.1% over previous year



WEBSITE | PODCAST | SOCIAL

WEBSITE Specs & Rates

Home Page Sidebar (Large) - 360p x 360p clicks-thru to the URL of your choice.

Frequency	1 Month	6 Months	12 Months
Rate	\$400	\$300	\$200

Home Page Sidebar (Medium) - 360p x 180p clicks-thru to the URL of your choice.

Frequency	1 Month	6 Months	12 Months
Rate	\$300	\$250	\$2050

Home Page Sidebar (Standard) - 360p x 120p clicks-thru to the URL of your choice.

Frequency	1 Month	6 Months	12 Months
Rate	\$200	\$150	\$100

The screenshot shows the rideX365 website layout. At the top is a navigation bar with links: BBXC, SNOW, MOTO, OFF-ROAD, PODCAST, SHOP, ADVERTISE, and social media icons. Below the navigation bar is a large hero image with the text 'ALL FINISH CONCRETE POURS FOUNDATION TO SNOCROSS FUTURE' and the date 'OCTOBER 10, 2021'. To the right of the hero image is a large sidebar ad for 'ALL FINISH CONCRETE POURS FOUNDATION TO SNOCROSS FUTURE'. Below the hero image are three smaller sidebar ads: 'GNCC - JONATHAN GIRROIR CLINCHES XC2 250 AT BUCKWHEAT 100', 'ALL FINISH CONCRETE POURS FOUNDATION TO SNOCROSS FUTURE', and 'BOULDER'. At the bottom of the page are two more sidebar ads: 'STUD BOY' and 'CAPRO III'. The 'STUD BOY' ad features the text 'TRACTION BY' and 'TAKE CONTROL AT STUDBOYTRACTION.COM'. The 'CAPRO III' ad features the text 'RIDE LIKE A PRO'. The 'FREE SHIPPING' ad features the text 'ON ORDERS OVER \$99' and 'SHOP NOW'.

Sidebar Large

Sidebar Std.

Sidebar Med.

WEBSITE | PODCAST | SOCIAL

Series Presenting Sponsor Specs & Rates

750p x 120p Banner ad placed at top of all content related to the race series of your choice. Ad clicks-thru to the URL of your choice.

Series	Rate (paid in four installments)
ISOC Snocross	\$2,400 - SOLD
COR Powersports	\$2,100
USSA Pro Star/Ice Oval Combo	\$2,100 - SOLD
Two Eighty Six Sno Series	\$1,800 - SOLD
National Enduro/World Enduro Combo	\$1,800
GNCC/US Sprint Combo	\$1,800
ISOC Pro Power Rankings	\$800 - SOLD
ISOC Pro Lite Power Ranking	\$800 - SOLD
ISOC Sport Power Ranking	\$800 - SOLD

RIDEX365

BBXC SNOW MOTO OFF-ROAD PODCAST SHOP ADVERTISE MEDIA KIT

DOC SPORT Snocross Power Rankings – Week 7

© MARCH 23, 2022



1. Adam Ashline – Doo (-)
2. Crayden Dillon – Doo (+1)
3. Eric Downs – Pol (+1)
4. Kellen Chapuran – Doo (+2)
5. Domenic Hegman- Doo (-)

RIDEX365

BBXC SNOW MOTO OFF-ROAD PODCAST ADVERTISE SHOP

Herfindahl Sweeps Spirit Mt. To Clinch Cor Pro Championships

© APRIL 4, 2022



Story & Photos: Emily Wicklund

Cor Powersports had their season finale at a familiar venue for snowmobile racing, Spirit Mountain in Duluth Minnesota. This stop was absent on the ISOC Snocross schedule in 2022 but was added to the Cor Powersports Cross Country schedule earlier this year. With skiing still open for the public, the Cor crew was only able to utilize half of the hill which made the course three miles in length. Sport Improved, Semi Pro Improved, and Pro Open all ran qualifiers and finals on Saturday with Sport Stock, Semi Pro Stock, and Pro Stock all running their qualifiers and finals on Sunday. All other classes ran a two day merged time format.

WEBSITE | **PODCAST** | SOCIAL

PODCAST Specs & Rates

Title and Presenting sponsor space is category exclusive.

Brand mention at beginning and end of each episode.

20 second audio spot at segment break.

One episode per month. Additional episodes in season, included with 12X contract.

	3X	6X	12X
Frequency	prepaid	billed monthly	billed monthly
Title Sponsor			\$300
Presenting Sponsor			\$200
Associate Sponsor	\$100		



WEBSITE | PODCAST | SOCIAL**2023 Options****Bi-Weekly Athlete/Product Profiles**

26 reviews/profiles with your sponsored athletes & brand ambassadors. Presented on our website and supplied for use on your media channels.

Annual rate - 26 posts @ \$60 \$1,560

Web Display Ads

Display ad on homepage of ridex365.com. One new ad placement per month.

360p x 360p Annual rate - 12 months @ \$200 \$2,400

360p x 120p Annual rate - 12 months @ \$60 \$1,200

ISOC Snocross Photos/Descriptions

Candid and action shots of your teams and athletes from all 16 rounds of national snocross competition.

Annual rate - 8 weekends @ \$750 \$6,000

Podcast

Category exclusive on 12 montly episodes covering in-season snow, snowbike and off-road athletes and events. Title branding and two - 20 second ads per episode. Also includes eight post-race shows from each weekend of ISOC national snocross.

Title Sponsor - 12 monthly episodes @ \$300/month \$3,600

Presenting Sponsor - 12 total episodes @ \$200/month \$2,400

Segment Sponsor - 12 total episodes @ \$100/month \$1,200

Presenting Sponsor of Race Series Content

Exclusive 750p x 120p headline display ad on all web content related to the race series of your choice. Options include ISOC snocross, COR cross-country snow, National Enduro & World Enduro (pkg.), GNCC & Sprint Enduro (pkg.), ProStar Ice Oval.

Annual rate - per series \$1,200 - 2,400

Podium Package

Includes all of the above with one race series of your choice.

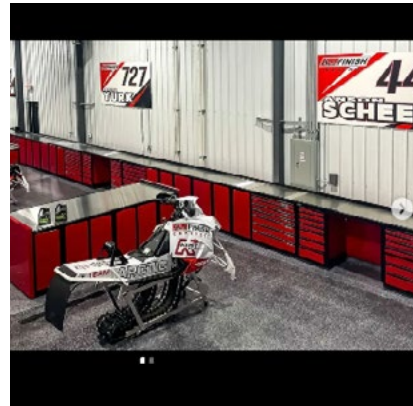
Ala carte value - over \$12,000 \$9,600



ridex365mag • Following
Stoney, Minnesota

ridex365mag Today's AMSOIL garage project: installing and testing the @rekuse.motorsports Radius CX. An added disc and revised design eliminates any lag or soft spot associated with an auto clutch. naughtienlison Ward to the wise... Do NOT use motor oil anymore with the Radius. They changed the formula slightly and it's causing issues.

40 likes
SEPTEMBER 10, 2021



ridex365mag
West Fargo, North Dakota

ridex365mag West Fargo, (October 10, 2021) - After 1 waters on the ISOC national tour as a family team and r sponsor, All Finish Concret expanding its footprint in th with the formation of All Fir The new four rider team wil

View Insights

Liked by hult320 and 830 oth
a hays 50h



ridex365mag
Up 'for 3

ridex365mag Our @borderbattlec race built and review of the KX250X is now live on our website. Link in bio.

1507

d3zarmca
13w Reply

mutetech.ridexmag.com.tulise
N from Cusack: Escaped
OU1-LA19
13w Reply

View Insights

Liked by erik_raichharker and 128 others
... and 21



ridex365mag
Action Graph cs, Inc.

ridex365mag Final day of shooting for project 91 (near the society A ditch bangin' feature in the new issue which will drop next week. @waiter handling the throttle duties for this one.

22w

codytholts @bowdoinboloy we need a XC
22w Reply

Liked by checkpointoffroad and 315 others
JANUARY 10



ridex365mag
Salamanc, New York

ridex365mag @thepescom47 gets a Big Snow Bike win in front of the home crowd in New York. #gnywallophoto #snowbiketrans

17w



ridex365mag
Snow King Mountain

ridex365mag Peace out Jackson. The climb up the hill were worth it every time.

28w

ndfreesafety2
28w Reply

dchapman457 Place looks epic!!!
28w Reply

hedgeemedge_photography
Awesome shot must be better in person tho
28w Reply

Liked by gregibuss and 431 others
MAY 14, 2021

Instagram

ridex365mag

Edit Profile

2,315 posts

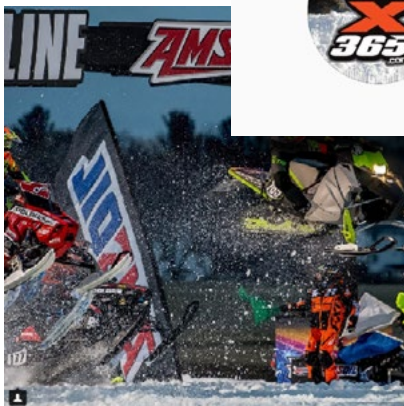
10.7k followers

1,013 following

RideX365

Snow, Moto & ADV media. Photo, video, print and podcast. #snowmobileracing #dirtbike #offroadracing #actionsports #snowbike #adventure

www.ridex365.com



phillipwhipple I wondered how long he could stay away...

289 likes
FEBRUARY 22



ridex365mag • Following

ridex365mag Fve been a little late to the snowmobiling party but it's been an eye opener. The @busymama was FX 450 back with our trusty @kimsue 300 two wheel. #offroadracing

time Every two years is a good time to switch. We're about to go back to a 300 #twosnowmob. Unnamed brand for now though...

107 likes
AUGUST 6, 2021