



2026 Biketoberfest® Digital Advertising

Maximize Your Reach to the Biketoberfest® Motorcycle Audience

Welcome to the Biketoberfest® Digital Advertising Guide, your roadmap to leveraging the power of our extensive online and mobile platforms to reach passionate motorcycle enthusiasts. Biketoberfest® attracts hundreds of thousands of motorcycle enthusiasts annually, creating one of the most concentrated motorcycle audiences in the Southeast. So, whether you're looking to promote your brand, products, or services, Biketoberfest® offers a range of advertising opportunities designed to fit your needs and budget.

1. Banner Ad Placement on Biketoberfest® Website

Our website attracts over 500K visitors yearly, making it a prime location for your ads. Choose from various placement options to suit your strategy:

Secondary Page Header Ads (Events, Where to Stay and Vendors pages):

- \$1,500.00 - yearly
- **Prominent placement on secondary pages for higher visibility.**

Premium Placement Homepage Header (Limited to 3 spots):

- \$4,000.00 - yearly
- **The most coveted spot for maximum exposure on our high-traffic homepage.**

2. Biketoberfest® Social Media Posts

Harness the power of our large and engaged social media following (300,000+) with sponsored posts on Facebook, Instagram, TikTok:

Sponsored Posts, Pre and During Event:

- Pre-event (November to 30 days out): \$550.00 per post
- 30 days out to week prior to event: \$1,100.00 per post
- Week prior and during event: \$2,200.00 per post
- **Reach a broad audience through our active social media channels, driving engagement and brand awareness.**

3. Biketoberfest® App

The official Biketoberfest® App serves as a go-to resource for rally attendees, featuring schedules, maps, vendor listings, mapped rides and real-time event updates. With over 30,000 users, advertising within the app connects your brand with riders while they are actively planning their day on-site. Push notifications offer immediate visibility, while in-app ad placements provide consistent exposure throughout the platform:

Push Notifications, Pre and During Event:

- 30 days out to week prior to event: \$500.00 per push
- Week prior and during event: \$1,000.00 per push

Banner and tile ad placement also available

- In-app ad spaces available for optimum placement on high-traffic pages

4. Biketoberfest® e-Newsletters

Our e-Newsletters consistently outperform industry averages, connecting directly with highly interested motorcycle enthusiasts.

Email List: Approx. 47,000 subscribers

Recent Opens: Approx. 22.6% open rate

Standard Banner or Editorial (up to 250 words)

- \$660.00 per email

5. Package Deals

For brands seeking multi-channel visibility, customized package opportunities are available combining website, social, app, and email placements for maximum impact and value.

Contact Us:

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