



OFF-ROAD EXPO®

MEDIA GUIDE

PASSIONATE.
ACTIVE.
ADVENTUROUS.

Off-Road Expo offers the greatest collection of off-road companies, parts, equipment, gear and experts ever assembled in America. From off-road racing to rock crawling, trail riding to sand sports, to motorcycles and UTV/ATV's to camping and overlanding, fans have the unique opportunity to meet and talk with industry experts and shop show only pricing.



EVENT OVERVIEW

17,364+

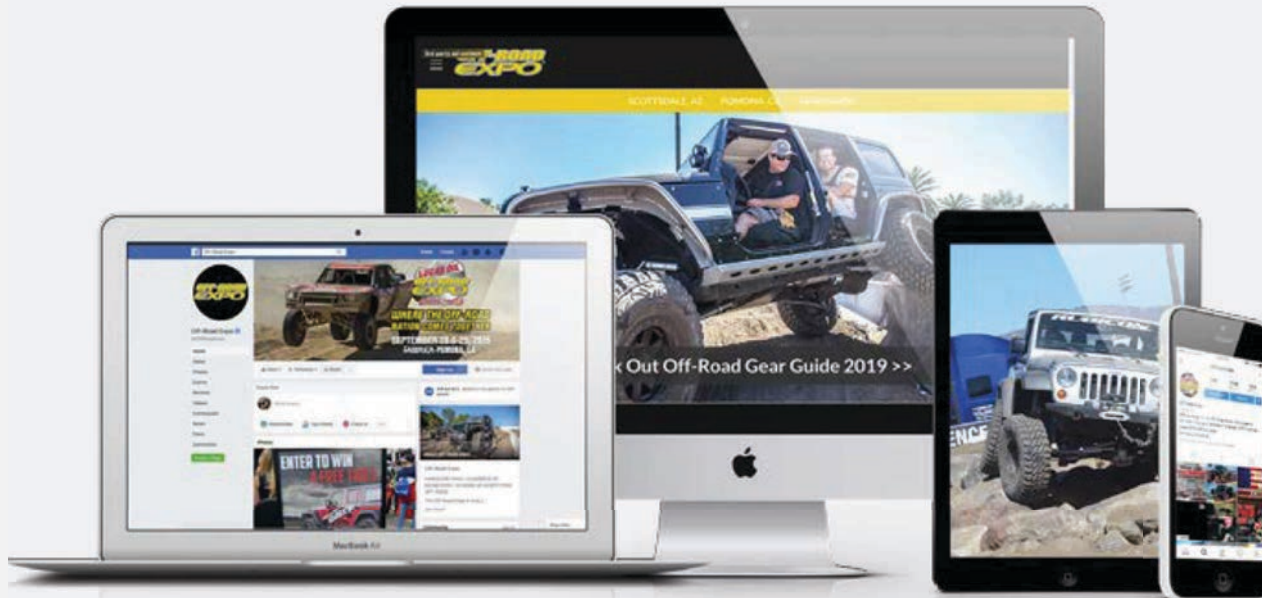
ANNUAL PARTICIPANT & SPECTATOR
ATTENDANCE

2X

EVENTS

26,313,770

ANNUAL MEDIA IMPRESSIONS



OFFROADEXPO



@OFFROADEXPO



YouTube

OFF-ROAD EXPO

1,970,816

AVG. MONTHLY PAGE
VIEWS

115,611

AVG. MONTHLY
UNIQUE VISITORS

3,760,173+

SOCIAL MEDIA
AUDIENCE

13,900+

CUSTOM EMAIL
SUBSCRIBERS

20,000

ON-SITE
SHOW MAPS

Off-Road Expo's audience is comprised of powersports and off-roading enthusiasts who are actively researching the newest ATVs, UTVs/SXS, gear, equipment and how-to information. Using research and database management, we can identify, surface and activate high-value participants across all of our media channels in order to drive tangible results.

Source: 2021 Google Analytics

AUDIENCE PROFILE

Off-Road Expo's audiences represent the most passionate 4x4 enthusiasts in the off-roading industry. They are an active, adventurous market whose passions are inspired by the outdoors and the thrill of off-roading.

AFFLUENT, PASSIONATE ENTHUSIASTS



AVERAGE
HOUSEHOLD
INCOME
OF \$75,000
AND HIGHER

62%



76%

AVERAGING IN
AGE BETWEEN
25 - 54

95%

PARTICIPATES IN
OFF-ROADING



77%
MALE

23%
FEMALE

85%

ATV/UTV/SXS
OWNERS



24%

PLAN TO
PURCHASE
A NEW
ATV/UTV/SXS
IN THE NEXT
12 MONTHS

86%

TRUCK
OWNERS



49%

RV/CAMPER/
TOY HAULER
OWNERS



OUTDOOR ACTIVITIES ENJOYED



82%

PARTICIPATES IN
CAMPING



40%

PARTICIPATES
IN FISHING

39%

PARTICIPATES IN
BOATING



32%

PARTICIPATES IN
HUNTING



45%

PARTICIPATES IN
ATTENDING OTHER
SPORTING EVENTS



Source: 2021 Off-Road Expo Survey

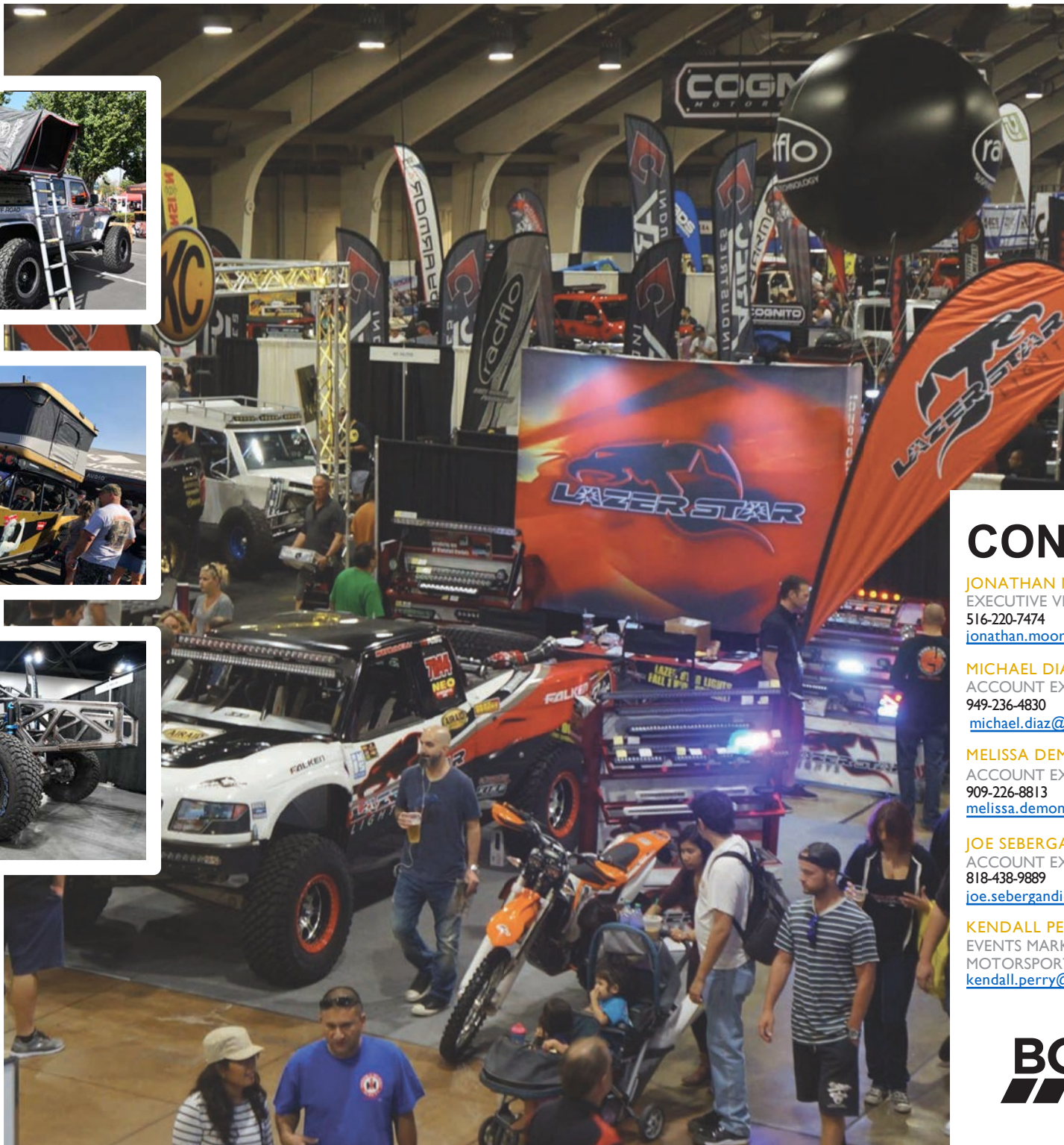
Save the Date

2022 OFF-ROAD EXPO EVENTS

Phoenix, AZ
Phoenix Raceway
FALL TBD



Pomona, CA
Fairplex
Saturday, October 1 & Sunday, October 2



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BONNIER
EVENTS