

# OFF-ROAD EXPO

**19,000+**

ANNUAL SPECTATOR ATTENDANCE

**2X**

EVENTS

**15,723,598**

ANNUAL MEDIA IMPRESSIONS



OFFROADEXPO



@OFFROADEXPO



OFF-ROAD EXPO

**1,970,816**

AVG. MONTHLY  
PAGE VIEWS

**115,611**

AVG. MONTHLY  
UNIQUE VISITORS

**78,000+**

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.

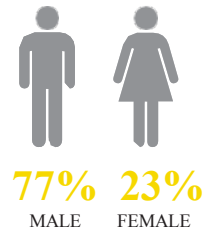
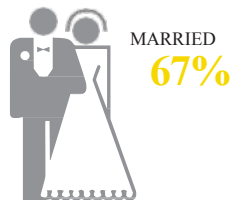
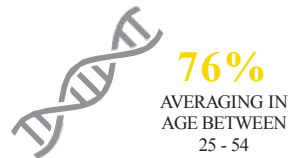
Source: 2022 Google Analytics

# OFF-ROAD EXPO

## 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



### OUTDOOR ACTIVITIES ENJOYED



Source: 2022 Off-Road Expo Survey