

SAND SPORTS SUPER SHOW

33,000+

ANNUAL PARTICIPANT &
SPECTATOR ATTENDANCE

2X

EVENTS

11,859,661

ANNUAL MEDIA IMPRESSIONS



SANDSPORTSSUPERSHOW



@SANDSPORTSSUPERSHOW



SANDSPORTSSUPERSHOW

1,855,341

AVG. MONTHLY
PAGE VIEWS

127,668

AVG. MONTHLY
UNIQUE VISITORS

128,660+

SOCIAL MEDIA
AUDIENCE

15,000+

CUSTOM EMAIL
SUBSCRIBERS

30,000

ON-SITE
SHOW MAPS

Sand Sports Super Show'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

SAND SPORTS SUPER SHOW

AUDIENCE PROFILE

Sand Sports Super Show's audience 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 Sand Sports Super Show Survey