

4-WHEEL JAMBOREE

14,000+

ANNUAL PARTICIPANT &
SPECTATOR ATTENDANCE

2X

EVENTS

13,256,925

ANNUAL MEDIA IMPRESSIONS



4WHEELJAMBOREE



@4WHEELJAMBOREE



4WHEELJAMBOREE

2,142,267

AVG. MONTHLY
PAGE VIEWS

151,710

AVG. MONTHLY
UNIQUE VISITORS

90,000+

SOCIAL MEDIA
AUDIENCE

17,800+

CUSTOM EMAIL
SUBSCRIBERS

20,000

ON-SITE
SHOW MAPS

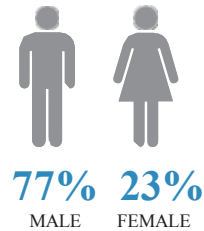
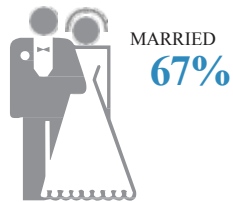
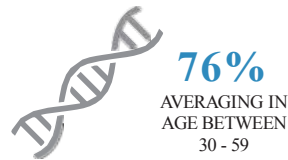
4-Wheel Jamboree's audience is comprised of off-road enthusiasts who are actively researching the newest trucks, jeeps, gear and how-to information. Using research and database management, we can identify, surface and activate high-value participants across all of our media channels in order to drive tangible results.

Source: 2022 Google Analytics

4-WHEEL JAMBOREE AUDIENCE PROFILE

4-Wheel Jamboree Nationals Series are geared toward the truck, jeep and off-road enthusiast, drawing fans from across the country and Canada. The Fairgrounds at all three Jamborees become a 4x4 playground for the 4-wheel drive hobbyist – whether the participant likes to drive it, race it or show it off.

AFFLUENT, PASSIONATE ENTHUSIASTS



OUTDOOR ACTIVITIES ENJOYED



Source: 2022 4-Wheel Jamboree Survey