

RIDE 'EM, DON'T HIDE 'EM.

# Motorcycle







## Motorcycle Classics

Get front-and-center with the guys who buy motorcycles, parts, services, tools and gear. Motorcycle Classics devotees average two bikes in their garage, one between their legs and two others on their mind. They hunger for knowledge about classic bikes, their worth and items to accessorize, restore and maintain their prized possessions. These veteran riders work hard for their high household incomes, and don't hesitate to spend cash and time on their true loves. Motorcycle Classics buyers are more than collectors. As aficionados of motorcycle styling and engineering, they also ride today's two-wheeled machines. British, Japanese, German, American, Italian – we deliver them all. From detailed restorations and product reviews to intriguing events and scenic riding routes, we scratch our readers' itch for classic chrome. Take a ride with the magazine where these passionate purchasers connect, dream and buy.



#### Tap into a market that buys motorcycles and accessories each year.

Motorcycle Classics readers have money to spend Motorcycle Classics readers have discretionary income to spend on bikes and riding accessories

- \* Average HHI is \$104,471
- \* 66% have a post-secondary education
- \* 58% of our readers are in the professional/ managerial/sales & office fields
- \* 46% plan to purchase a motorcycle within the next 24 months

## Motorcycle Classics readers are engaged and passionate

Motorcycle Classics provides marketers with an unparalleled opportunity to speak to influential consumers

- \* 92% have read the last 6 issues
- \* 115 minutes average time spent reading each issue
- \* 60% refer back to each issue 3 or more times
- \* 91% have taken action as a result of reading advertisements

## Motorcycle Classics readers fix and maintain multiple bikes

Reach an audience primed to purchase tools and equipment

- \*98% perform their own repairs and restorations
- **★** 64% plan to restore a motorcycle in the next 12 months
- \* 73% fabricate their own parts

## Motorcycle Classics readers are active riders & owners

Motorcycle Classics readers are always looking for new products and accessories

- \* 80% ride their motorcycle weekly
- \* 62% take one or more 500-mile motorcycle trips each year
- \* 82% attend one or more motorcycle shows each year

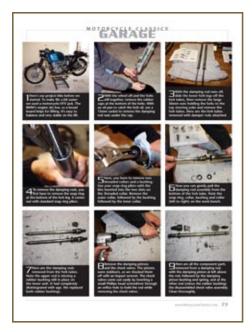
Source: 2010 Custom Study







**MOTORGYGLES, MOTORGYGLES AND MORE MOTORGYGLES** Every issue of *Motorcycle Classics* delivers exciting and evocative articles and photographs of the most brilliant, unusual and popular motorcycles ever made. From legendary bikes whose timeless designs and innovations have endured for decades to the modern retro classics gracing today's showrooms, we showcase the best on two wheels. **VINTAGE RAGING** is a celebration of motorcycling heritage. Whether your thing is AHRMA or the Isle of Man, Motogiro d'Italia or the Lake Erie Loop, Surtees' MV Agusta or a CB160, you'll find the best in vintage racing and the bikes they race.











**PRODUCT REVIEWS** Full reviews on helmets, riding gear, luggage and accessories sure to please motorcycle enthusiasts along with the latest books and videos to keep you informed and entertained. **RESTORATIONS** Restoring tips, products, reviews, information and more. Come inside the *Motorcycle Classics* garage as we repair, rejuvenate and upgrade our own bikes. **FAVORITE RIDES** Providing riders insights and information about great destinations that are even more enjoyable when visited on the back of a classic motorcycle.





## AUDIENCE DEMOGRAPHICS

Subscriptions: 21,000 Single Copy Sales: 14,000

National Paid Subscriptions: 35,000

Source: July - Dec 2010 Publisher's Own Data

Total Print Audience: 70,700
Source: July - Dec 2010 Publisher's Own Data
Total Audience: 332,310

Source: 2010 Custom Study

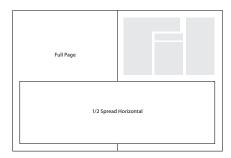
Average age 56.7 Average HHI \$104,471 Average value of owned home \$295,757

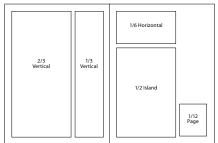
Gender	% of readers	Ца
Men	99.3%	<u>Ho</u> Ho
Women	.7%	Но
Wollien	.7 70	Но
		Но
Education		Нс
Attended/graduated college	65.6%	Le
Graduated college plus	31.2%	
Attended college	21.5%	HE
Post graduate	13.0%	\$1
		\$1
		\$1
		\$7
Age		\$5
18-24	0%	\$4
25-34	2.3%	\$3
35-44	7.1%	\$2
45-54	29.9%	<\$
55-64	40.7%	
65+	20.0%	
Marital Status		Ar
Married/committed relationship	79.1%	Co
Separated/widowed/divorced	13.9%	Co
Never married	6.5%	Co
Occupation		Co
Professional/business owner	30.8%	
Skilled craftsman/serviceman	23.5%	
Technical	12.8%	
Executive/manager	10.3%	
Service	14.1%	

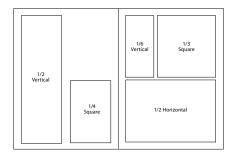
	% of readers	
Home		
Home owned	94.2%	
Home value: \$500,000+	16.4%	
Home value: \$200,000-499,999	39.5%	
Home value: \$100,000-199,999	30.4%	
Home value: \$50,000-99,999	11.8%	
Less than \$50,000	2.0%	
ННІ		
\$150,000+	15.6%	
\$125,000-149,999	7.9%	
\$100,000-124,999	14.4%	
\$75,000-99,999	13.5%	
\$50,000-74,999	16.8%	
\$40,000-49,999	8.4%	
\$30,000-39,999	6.5%	
\$20,000-29,999	2.9%	
<\$20,000	1.7%	
Area of Residence		
County size A	19.0%	
County size B	19.2%	
County size C	16.3%	
County size D	26.0%	
	Source: 2010 Custom Study	



#### **AD SIZES**







AD TYPES	SIZES	
Trim size	8.125" x 10.875"	
Full page	7.125" x 9.875"	
Full page with bleed	8.375" x 11.125"	
2 page spread	15.25" x 9.875"	
2 page spread, bleed	16.5" x 11.125"	
1/2 page spread	15.25" x 4.8125"	
1/2 page spread, bleed	16.5" x 5.625"	
1/2 page horizontal	7.125" x 4.8125"	
1/2 page horizontal, bleed	8.375" x 5.625"	
1/2 page vertical	3.4375" x 9.875"	
1/2 page island	4.8125" x 7.125"	
2/3 page vertical	4.625" x 9.875"	
1/3 page vertical	2.25" x 9.875"	
1/3 page square	4.625" x 4.8125"	
1/4 page square	3.4375" x 4.8125"	
1/6 page vertical	2.25" x 4.8125"	
1/6 page horizontal	4.625" x 2.281"	

KICKSTAND AD SIZES	
1/3 page vertical	2.187" x 9.875"
1/3 page square	4.625" x 4.8125"
1/6 page vertical	2.187" x 4.8125"
1/6 page horizontal	4.625" x 2.281"
1/12 page	2.187" x 2.281"

### PUBLICATION TRIM SIZE 8.125" x 10.875"

#### PERFECT BINDING

Image area of all full bleed ads must extend 1/s" minimum beyond trim. Live area must have 1/4" allowance from trim on all four sides.

#### 2011 ISSUE AND CLOSING DATES

Issue Date	Ad Close	Materials Due	On Sale Date
Nov/Dec 2010	Aug 30, 2010	Sept 2, 2010	Oct 19, 2010
Jan/Feb 2011	Nov 1, 2010	Nov 8, 2010	Dec 28, 2010
Mar/Apr 2011	Jan 3, 2011	Jan 5, 2011	Feb 22, 2011
May/June 2011	Feb 25, 2011	March 4, 2011	Apr 26, 2011
July/Aug 2011	April 25, 2011	May 4, 2011	June 28, 2011
Sept/Oct 2011	June 27, 2011	July 5, 2011	Aug 30, 2011
Nov/Dec 2011	Aug 30, 2011	Sept 7, 2011	Oct 25, 2011
Jan/Feb 2012	Oct 31, 2011	Nov 8, 2011	Dec 27, 2011

Published bimonthly (six times a year).



#### MATERIAL SPECIFICATIONS

#### We require all ads be supplied electronically to the following specifications:

FILE FORMATS: PDF/X-1a files or Macintosh InDesign CS files are preferred. Do NOT send low-rez PDFs. For tips on creating PDF/X-1a files, visit www.quebecorworld.com/ uploadedfiles/Client\_Tools/how2pdf.pdf.

Other acceptable files include Macintosh Quark files, Photoshop Tiffs and Illustrator EPS files (no Tiff-It, JPEG or GIF files, please). Send all support files that are incorporated into your ad (e.g., fonts, logos, images, etc.). All images must be at least 300 dpi. When submitting EPS files from Adobe Illustrator, be sure to convert all text to outlines before saving the file. We cannot accept TrueType fonts. Please note: All native files will be converted to PDF/X-1a files, and the publisher does not guarantee exact replication.

All colors must be in CMYK format: no RGBs, Pantones or spot colors. Any ads with noncompliant colors will be converted to CMYK, and color accuracy cannot be guaranteed.

Thin lines, fine serifs and medium to small type should be restricted to one color and not reversed. As a guideline, reverse type and line art should not be less than .007" (equivalent to a 1/2 pt. rule) at the thinnest part of a character or rule.

Rich blacks should not exceed 280% and 100% is recommended for the black channel. Using 4-color black type on small type is not recommended.

#### **SUBMITTING MATERIALS:**

E-mail: Ads (no larger than 10 megabytes) can be e-mailed to AFisher@OgdenPubs.com. Any ad sent via e-mail should be accompanied by a PDF for proofing purposes only. (Only PDF/X-1A files are acceptable for production.)

#### YouSendIt FTP site:

- · Visit www.yousendit.com.
- Enter recipient e-mail address: <u>AFisher@OgdenPubs.com</u> and your e-mail address.
- · Select file and send it.

#### Ogden FTP site:

- Install FTP software on your computer. (PC users can download an FTP program called WS FTP and Mac users can download an FTP program called Fetch from www. download.com).
- · Log on to FTP address ftp.oweb.net.
- · Enter login: ogdenpubs-guest (lowercase).
- Enter confidential password: t017pa (lowercase).
- Upload file/files in the Motorcycle Classics folder within the ADS\_IN folder. Save any Mac files as MacbinaryII.
- E-mail AFisher@OgdenPubs.com or fax a hard copy to (785) 274-4316 to let us know the file has been uploaded with information about the software used.

Please note that any files sent through e-mail or FTP must be compressed. Please verify receipt of all e-mailed/FTP ads.

CD-ROM or DVD: Ads submitted on a Macintosh-formatted CD-ROM or DVD must be accompanied by an accurate digital proof.

All ads are electronically archived for two years. Materials not in compliance with our published requirements will be accepted only at the publisher's discretion. Additional production work for materials that do not meet our specifications may be billed at prevailing rates.

#### Send all materials to:

Advertising Department Ogden Publications Inc. 1503 SW 42nd St. Topeka, KS 66609

E-mail: <u>AFisher@OgdenPubs.com</u>

(800) 678-5779

#### COPY AND CONTRACT REGULATIONS

- a. Advertisers may not cancel orders for, or make changes in, advertising after the closing dates.
- b. Publisher reserves the right to charge advertiser the cost of production and film work.
- c. All insertion orders are accepted subject to provisions of our current rate card. Rates are subject to change upon notice from the publisher. Should a change in rates be made, space reserved may be cancelled by the advertiser or its agency at the time the change becomes effective without incurring short-rate charges, provided the advertisements published to the date of cancellation are consistent with the appropriate frequency or volume rate. Cancellation of space reservations for any other reason in whole or part by the advertiser will result in an adjustment of the rate (short-rate) based on past and subsequent insertions to reflect actual space used at the earned frequency or volume rate in that contract year.
- d. All contents of advertisements are subject to publisher's approval. Publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation or position commitment at any time without cause. Publisher reserves the right to insert the word "advertisement" above or below any copy.
- e. The publisher will not be bound by any conditions, printed or otherwise, appearing on contracts, orders or copy instruction, that conflict with set policies.
- f. Advertisements received after closing date will not have the privilege of OK or revision by the advertiser or its agency.
- g. Failure to make the order correspond in price or otherwise with the rate card is regarded as a clerical error, and the advertiser will be billed under the terms of the schedule in force without further notice.
- h. All advertising is published upon the understanding that the advertiser and the agency assume full and complete responsibility and liability for advertising submitted, printed or published.
- i. The liability of the publisher for any error for which the publisher may be held legally responsible will not exceed the cost of the space. The publisher specifically assumes no liability for errors in the key numbers or in type set by the publisher.

All advertising insertion orders are accepted subject to the condition that the publisher should have no liability for failure to execute accepted advertising orders because of acts of God, governmental restrictions, fires, strikes, accidents or other occurrences beyond the publisher's control (whether like or unlike any of those enumerated herein) that prevent the publisher from partially or completely producing, publishing or distributing Motorcycle Classics or Motorcycle Classics Online.

# WHY ADVERTISERS DEPEND ON Motorcycle Classics

Because every article, photograph and column in the magazine motivates readers to buy products – yours!

"We consider advertising in *Motorcycle Classics* to be one of the 'best buys.' Each ad pays for itself many times over with the customers it brings to us. We attribute this to the high quality of this magazine and the good people who work hard to make it that way."

— RANDY ILLG, Framecrafters

"As a motorcycle painting company we got exactly what we wanted from advertising in *Motorcycle Classics*: reasonable rates and great service. We highly recommend any business in the motorcycle industry to advertise in *Motorcycle Classics*."

— CRAIG MCGLOTHLEN, Precision Motorcycle Painting

"Keep the ideas flowing, my dear friend! I can honestly say *Motorcycle Classics* is by far superior. We have NEVER had a company or magazine demonstrate such help. You will make it easy to write the check!"

— KITTY DICKERSON, **Rykel Industries/Crampbuster** 

"When I picked up my first issue of *Motorcycle Classics* I was excited to see a magazine dedicated to popular classic motorcycles with articles about the people that own and ride them. Now after a few years I am happy to see the magazine continue to grow and cover these classic bikes and some new retro models as well. Thanks for the great magazine. I am glad we continue to advertise with you and hope our current and future Moto Guzzi owners also appreciate the fine work you are doing."

— RICK PANETTIERI, Brand Manager, Moto Guzzi

"I have been advertising in one form or another for the seven years we have produced this product, but I know very little about the art of advertising. I think your having experience and being willing to help is great, and I can't think of anyone else who has approached selling ads this way. Good service on your part."

— ROD BRAKHAGE, President, Wheeldock Co.





#### www.MotorcycleClassics.com

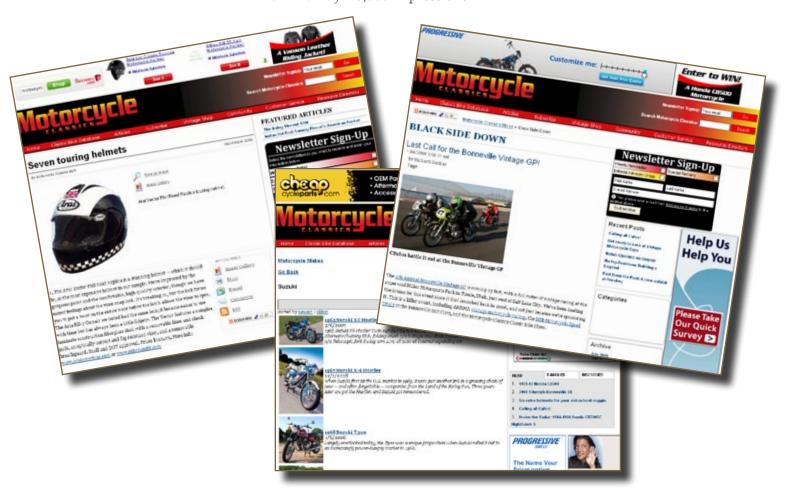
MotorcycleClassics.com complements our magazine, reaches a broader audience, and offers new content including videos, photo galleries, events, blogs and more.

If you want to increase sales, build awareness, increase website visitors and get more repeat customers, www.MotorcycleClassics.com will extend your ad campaign beyond the printed pages of the magazine.

70% of *Motorcycle Classics* readers have bought motorcycle products online in the past year.

We offer a wide range of options to fit your budget and objectives. Please contact your sales representative for more information on our advertising packages or to create a tailored program to meet your needs.

Approximate Monthly Impressions: 250,968 Approximate Monthly Unique Visitors: 120,010 Minimum Ad Buy: 25,000 impressions



## ONLINE ADVERTISING SPECIFICATIONS

## ARTICLE PAGES All Titles



## BLOG PAGES All Titles



## SIZES FOR RUN-OF-SITE ADVERTISING:

Leaderboard (728 x 90) Banner Ad (468 x 60) Jumbo box (300 x 250) Skyscraper (160 x 600)

## CURRENTLY ACCEPTED AD FORMATS:

GIF, GIF89, Animated GIF, JPEG All ads should include a click-through URL. All ads may include an alternate text description.

HTML/JavaScript (DHTML)/Flash (URL embedded)
Locally hosted on ad servers, these HTML and JavaScript ads can consist of text, images, pull-down menus and/or formats.

#### FILE SIZE:

File size of 40kb or less at 72 dpi

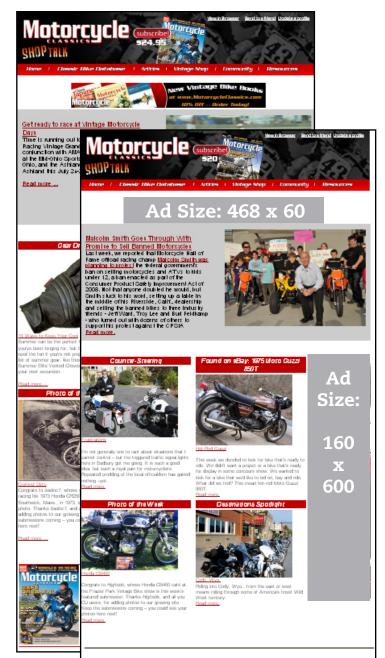
## VIDEO ADVERTISING FORMATS:

.mp4 or .wmv 4:3 aspect ratio

#### MATERIAL SUBMISSION:

Send all ads to bhurwitz@ogdenpubs.com. Within the e-mail please note the following: Company name, contact name, contact number, website the ad will be running on and expected start date.

## E-NEWSLETTER SPECIFICATIONS



Ad: Logo with 50-word text

## Motorcycle Classics Shop Talk Newsletter (4 issues per month)

Use Motorcycle Classics' unique insight to reach subscribers interested in the latest news and information about the greatest motorcycles of all time – an audience eager to learn about shows and events, and who want to see and read about the most brilliant, unusual and popular motorcycles ever made.

Rates: \$100 per ad or \$200 for all 3 ad positions Current Circulation: 21,590

#### **Specifications**

#### SIZES FOR E-NEWSLETTER ADVERTISING:

Banner Ad (468 x 60) Skyscraper (160 x 600) Text Ad – logo (150 x 150) + 50 words

#### **CURRENTLY ACCEPTED AD FORMATS:**

GIF, GIF89, Animated GIF, JPEG All ads should include a click-through URL. All ads may include an alternate text description.

#### FILE SIZE:

File size of 40kb or less @ 72 dpi

#### MATERIAL SUBMISSION:

Send all ads to bhurwitz@ogdenpubs.com. Within the e-mail please note the following: Company name, contact name, contact number, date and name of newsletter.

Motorcycle Classics is the ultimate destination for companies seeking purposeful dialogue and interaction with a community of serious classic bike enthusiasts. We offer all of our customers 360° experiential marketing solutions that extend well beyond the page. From innovative online tools to sweepstakes to event marketing and sampling, let us design the promotional package that maximizes your ROI.



#### Video/Television

Ogden Publications develops entertaining video content for cable, network and online platforms, delivering brand integration opportunities.



