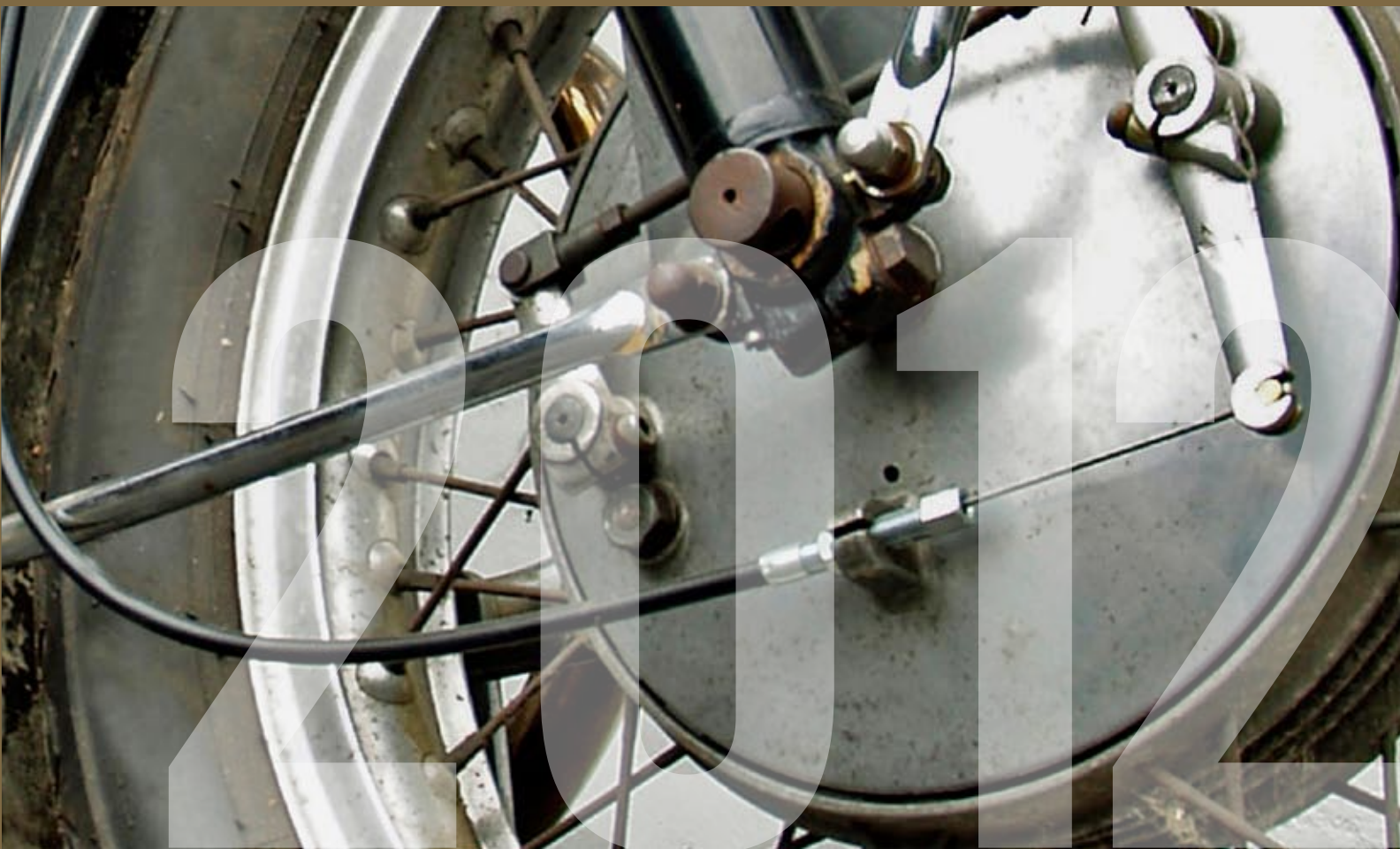




RIDE 'EM, DON'T HIDE 'EM.

Motorcycle
CLASSICS





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.



MOTORCYCLE CLASSICS READERS ARE **AFFLUENT,**
PASSIONATE AND **ENGAGED.**
THEY **FIX** AND **MAINTAIN** THEIR OWN **BIKES.** THEY
ARE **EDUCATED,** ACTIVE RIDERS WHO
ARE ALWAYS LOOKING FOR **NEW PRODUCTS**
AND **ACCESSORIES.**

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 \$101,704
- * 80% have a post-secondary education
- * 96% own their primary residence

Motorcycle Classics readers are engaged and passionate

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

- * 94% have read the last 6 issues
- * 134 minutes average time spent reading each issue
- * 78% refer back to each issue 3 or more times
- * 82% have taken action as a result of reading advertisements

Motorcycle Classics readers fix and maintain multiple bikes

Reach an audience primed to purchase parts, tools and equipment

- * 96% perform their own repairs and restorations
- * 62% plan to restore a motorcycle in the next 12 months
- * 81% buy parts and accessories online

Motorcycle Classics readers are active riders & owners

Motorcycle Classics readers are true motorcycling enthusiasts

- * 83% ride their motorcycle one or more times per week
- * 81% take one or more 300-mile motorcycle trips each year
- * 79% attend one or more motorcycle shows each year
- * 62% own a 2000 or newer motorcycle

Source: 2011 Custom Study, American List Council



OUR 5TH YEAR! WIN OUR 2010 TRIUMPH THE BONNEVILLE BUILD IS READY TO RIDE!

RIDE 'EM, DON'T HIDE 'EM

Motorcycle CLASSICS

NORTON SCRAMBLER

THE REAL STORY BEHIND NORTON'S P11 DESERT RACER PLUS P11 PROTOTYPE REPIKA'S EXCLUSIVE

BUZUKI T800 TITAN
IS THIS CLASSIC THE BEST 3-STROKE EVER?

PLUS:

- FUTURE COLLECTIBLE: 1951 HONDA T100
- STREET TRAILER: A WOODS ROAD SCRAMBLER
- 6 BODIES FOR THE ROAD
- TESTS: THE ROAD TO MOTO GARDEN'S WILDCARD

DRIVEN

PARTS AND PIECES for the café crowd

- 1 You have a single combined seat (1988-1999) and a dual seat (2000-2009). The dual seat is the way to go for a more comfortable ride. The single seat is the way to go for a more classic look.
- 2 The handlebar and mirror have to combine and then on the back of your bike to get up to the top of the handlebar. If you're going to buy a new handlebar, make sure it's the right height for you. The mirror should be at least 18 inches high. The handlebar should be at least 18 inches high. The handlebar should be at least 18 inches high.
- 3 The handlebar and mirror have to combine and then on the back of your bike to get up to the top of the handlebar. If you're going to buy a new handlebar, make sure it's the right height for you. The mirror should be at least 18 inches high. The handlebar should be at least 18 inches high.
- 4 With the USA, these universal parts can be installed on 50 cc bikes. The 50 cc bike is the best choice for a first-time rider. The 50 cc bike is the best choice for a first-time rider.
- 5 One of the best ways to get a new seat is to buy a new seat. The new seat is the best choice for a first-time rider. The new seat is the best choice for a first-time rider.

DRIVEN

- 6 Choosing the right accessories is making customizing (the right accessories make the difference between a standard bike and a custom bike). The right accessories make the difference between a standard bike and a custom bike.
- 7 The right accessories make the difference between a standard bike and a custom bike. The right accessories make the difference between a standard bike and a custom bike.
- 8 The right accessories make the difference between a standard bike and a custom bike. The right accessories make the difference between a standard bike and a custom bike.
- 9 The right accessories make the difference between a standard bike and a custom bike. The right accessories make the difference between a standard bike and a custom bike.

ETC. More café suppliers

Many of the suppliers we've mentioned can't be put in a single category. They're the ones that make the difference between a standard bike and a custom bike. They're the ones that make the difference between a standard bike and a custom bike.

MOTORCYCLES, MOTORCYCLES AND MORE MOTORCYCLES 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 RACING** 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.

MOTORCYCLE CLASSICS

HOW-TO

- 1 Check the oil level. The oil level should be at the top of the dipstick. The oil level should be at the top of the dipstick.
- 2 Check the air filter. The air filter should be clean. The air filter should be clean.
- 3 Check the spark plug. The spark plug should be clean. The spark plug should be clean.
- 4 Check the chain. The chain should be tight. The chain should be tight.
- 5 Check the brakes. The brakes should be working. The brakes should be working.
- 6 Check the lights. The lights should be working. The lights should be working.
- 7 Check the tires. The tires should be inflated. The tires should be inflated.
- 8 Check the engine. The engine should be running. The engine should be running.
- 9 Check the suspension. The suspension should be working. The suspension should be working.
- 10 Check the handlebars. The handlebars should be straight. The handlebars should be straight.
- 11 Check the mirrors. The mirrors should be adjusted. The mirrors should be adjusted.
- 12 Check the horn. The horn should be working. The horn should be working.

ONE-YEAR SUPERSTAR

1983 Honda CB1100F

The ultimate expression of the original CB750 Four

Story and photos by Doug Mitchell

Between 1961 and 1982, Honda offered an amazing selection of four-cylinder bikes. The legendary CB750 got the wheels rolling, inspiring everything from the little CB350 Four to the middleweight CB500/550. Yet as great as it was, by 1978 the CB750 was looking a little long in the tooth.

Most models, both and beyond, were all producing more torque and power than the original CB750. The CB1100F was the ultimate expression of the original CB750 Four.

The 1983 Honda CB1100F was a four-cylinder dual-cam motor with a big torque for its size. The CB1100F was a four-cylinder dual-cam motor with a big torque for its size.

Between the new Super Four and the original CB750, the CB1100F was the ultimate expression of the original CB750 Four.

AUDIENCE DEMOGRAPHICS

Subscriptions: 21,300
Single Copy Sales: 15,250
National Paid Subscriptions: 36,550

Source: Jan-June 2011 Publisher's Own Data

Total Print Audience: 73,831

Source: Jan-June 2011 Publisher's Own Data

Total Audience: 234,457

Source: 2011 Custom Study

Average age	43
Average HHI	\$101,704
Average value of owned home	\$300,597

	% of readers
Gender	
Men	98.6%
Women	1.4%

Education	
Attended/graduated college	63.0%
Graduated college plus	33.3%
Attended college	24.3%
Post graduate	5.4%

Age	
18-24	14.1%
25-34	22.8%
35-44	19.0%
45-54	18.8%
55-64	16.0%
65-85	9.3%

Marital Status	
Married/committed relationship	77.1%
Separated/widowed/divorced	13.9%
Never married	9.0%

Employment Status	
Employed full time	48.8%
Employed part time	4.5%
Not employed	4.9%
Temporarily unemployed, full-time student, retired, homemaker, other	42.0%

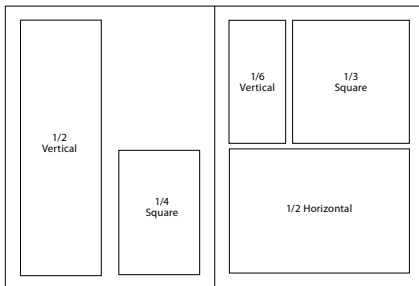
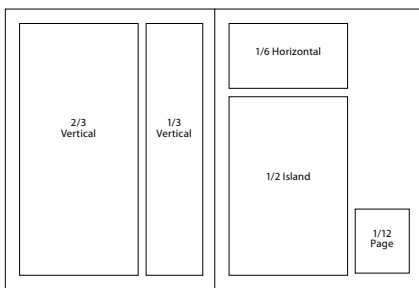
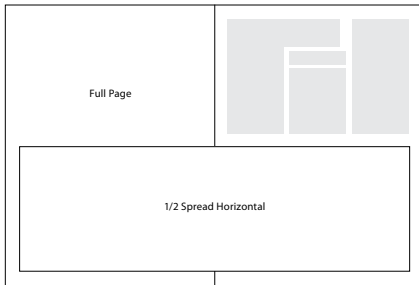
Home	
Home owned	96.0%
Home value: \$500,000+	16.6%
Home value: \$200,000-499,999	38.2%
Home value: \$100,000-199,999	34.2%
Home value: \$50,000-99,999	10.6%
Less than \$50,000	0.5%

HHI	
\$100,000-300,000	30.7%
\$60,000-99,999	33.7%
\$30,000-59,999	24.7%
\$10,000-29,999	10.9%

Area of Residence	
County size A	5.3%
County size B	17.1%
County size C	25.0%
County size D	52.6%

Source: 2011 Custom Study, 2011 American List Counsel, Compete.com

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"

PUBLICATION TRIM SIZE
8.125" x 10.875"

PERFECT BINDING
Image area of all full bleed ads must extend 1/8" minimum beyond trim. Live area must have 1/4" allowance from trim on all four sides.

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"

2012 ISSUE AND CLOSING DATES

Issue Date	Ad Close	Materials Due	On Sale Date
Nov/Dec 2011	Aug 30, 2011	Sep 7, 2011	Oct 26, 2011
Jan/Feb 2012	Oct 31, 2011	Nov 8, 2011	Dec 27, 2011
Mar/April 2012	Jan 5, 2012	Jan 9, 2012	Feb 28, 2012
May/June 2012	Mar 2, 2012	Mar 7, 2012	April 24, 2012
July/Aug 2012	May 2, 2012	May 4, 2012	June 26, 2012
Sep/Oct 2012	July 2, 2012	July 6, 2012	Aug 28, 2012
Nov/Dec 2012	Sept 5, 2012	Sept 7, 2012	Oct 23, 2012
Jan/Feb 2012	Nov 5, 2012	Nov 8, 2012	Dec 25, 2012

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.

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 non-compliant 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: AFisher@OgdenPubs.com 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 Macbinaryll.
- 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: AFisher@OgdenPubs.com
(800) 678-5779

COPY AND CONTRACT REGULATIONS

- Advertisers may not cancel orders for, or make changes in, advertising after the closing dates.
- Publisher reserves the right to charge advertiser the cost of production and film work.
- 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.
- 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.
- The publisher will not be bound by any conditions, printed or otherwise, appearing on contracts, orders or copy instruction, that conflict with set policies.
- Advertisements received after closing date will not have the privilege of OK or revision by the advertiser or its agency.
- 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.
- 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.
- 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!

“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**

“*Motorcycle Classics* was our first advertising venue for our new business. It really helped establish our brand.”

— ASHLEY FELL, **Gasolina Boots**

“*Motorcycle Classics* is definitely the highest-quality publication out there for classic motorcycles and enthusiasts. It has been a key component in helping us grow our business.”

— CHRIS TAYLOR, **Barnett Tool & Engineering**

“*Motorcycle Classics* is the only place I advertise. Every time an issue comes out the traffic on my website spikes.”

— CHARLIE O’HANLON, **Charlie’s Place**

“*Motorcycle Classics* is a great targeting tool for Spectro. Even if a reader isn’t a G50 Matchless rider, chances are he or she will be a prospective customer.”

— DAVID WILLIS, **Spectro Oils**

“*Motorcycle Classics*’ readers cover the broad spectrum of motorcycling here in America, whether the bike came from the U.S., Britain, Europe or Asia.”

— ROBERT BUCHANAN, **Buchanan’s Spoke and Rim**

ONLINE



www.MotorcycleClassics.com

MotorcycleClassics.com complements our magazine, reaches a broader audience, and offers new content including videos, photo galleries, events, blogs, search engine-optimized websites 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.

81% 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: 242,708
Approximate Monthly Unique Visitors: 138,172
Minimum Ad Buy: 25,000 impressions



ONLINE ADVERTISING SPECIFICATIONS

ARTICLE PAGES

Ad Size: 728 x 90

Motorcycle CLASSICS

Home » Motorcycle Reviews » Restoration & Technical » Tuning & Modifications » Classic Bike Database

Deniss Zickrick, the Honda CB750 Authority

Discover the incredible world of classic motorcycles!

Sign up for Ship Talk the FREE Newsletter from Motorcycle Classics!

Ad Size: 160 x 600

Ad Size: 160 x 600

Ad Size: 300 x 250

Ad Size: 300 x 250

BLOG PAGES

Ad Size: 728 x 90

Motorcycle CLASSICS

Home » Motorcycle Reviews » Restoration & Technical » Tuning & Modifications » Classic Bike Database

BLACK SIDE DOWN

Jason DiSalvo at Barber Vintage Festival

Discover the incredible world of classic motorcycles!

Sign up for Ship Talk the FREE Newsletter from Motorcycle Classics!

Ad Size: 160 x 600

Ad Size: 300 x 250

Ad Size: 300 x 250

SIZES FOR RUN-OF-SITE ADVERTISING:

- Leaderboard (728 x 90)
- 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

Motorcycle Classics SHOP TALK (subscribe) \$24.95

Home / Classic Bike Restoration / Articles / Vintage Shop / Community / Discussion

Get ready to race at Vintage Motorcycle Days

Ad Size: 468 x 60

Malcolm Smith Goes Through With Promise to Sell Banned Motorcycles
 Last week, we reported that Motorcycle Hall of Fame off-road racing champion **Malcolm Smith** was **defiantly** [sic] the federal government's ban on selling motorcycles and ATVs to kids under 12, a ban enacted as part of the Consumer Product Safety Improvement Act of 2008. Not that anyone doubted he would, but Smith's luck to his word, setting up a table in the middle of his Riverside, Calif., dealership and selling the banned bikes to three kids by friends - Jeff Ward, Troy Lee and Burt Feltkamp - who turned out with dozens of others to support his protest against the CPSCIA. [Read more...](#)

Counter-Steering

[Read more...](#)

Found on eBay: 1975 Moto Guzzi 850T

[Read more...](#)

Photo of the Week

[Read more...](#)

Destinations Spotlight

[Read more...](#)

Ad: Logo with 50-word text

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[Home](#) [Shop](#) [Articles](#) [Classic Bike Restoration](#) [Destinations](#) [Vintage Shop](#) [Community](#) [Discussion](#) [Contact Us](#)

If you no longer wish to receive these emails, please reply to this message with "unsubscribe" in the subject line or simply click on the following link:
[unsubscribe](#)

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: \$150 per ad or \$300 for all 3 ad positions
Current Circulation: 22,454

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.

360° MARKETING

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.

Sweepstakes

Grow your e-mail lists for future e-commerce communications.

Branded Products

Partnering with us can provide new audiences and instant authority, as well as huge promotional vehicles through our media.

Custom Publishing

Custom content is the perfect opportunity to build relationships with customers, employees and prospects.

Direct Mail

Let us create targeted direct mail lists and help you find new customers.



Online

We'll partner with you to develop a 360-degree, 24/7 online destination that meets your company's goals and needs.

Events

Consumers can experience your brand firsthand at one of our live, exclusive events, bringing you closer to your customer.

Research

We can provide marketing intelligence to help you understand and define the market for your product or service.

Print

Let our sales team work with you to create a print campaign that will reach your target audience.

Mobile Apps

Put your brand and marketing on a custom app built around the content your customers want — when they are on the go.



Ogden
publications

