

# MOTOR CYCLIST

MEDIA KIT 2016



**BONNIER**  
Motorcycle Group



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MOTOR  
CYCLIST



## MISSION STATEMENT

Today's savvy and experienced streetbike enthusiasts want far more than new-bike tests from their monthly bike magazine. They want the in-depth information and thoughtful analysis that will help them maximize their entire riding experience. *Motorcyclist* provides everything from technical how-to stories, expert riding tips, and useful gear information to professional bike-buying advice, specs, and prices on all available machines—in every issue!



## BRAND DNA

SPIRITED, STREET SAVVY AND MOTORCYCLIST



# BRAND OVERVIEW

## PRINT PLATFORM

Total Audience:	2,108,000
Total Circulation:	185,497
Frequency:	10x
Established:	1912

## DIGITAL (WEBSITE)

Average Monthly Page Views:	2,142,127
Average Monthly Unique Visitors:	772,671

## BRAND ON OTHER PLATFORMS (As of 9/25/15)

Facebook Fans:	790,163	(Year-Over-Year Growth: 50%)
Twitter Followers:	7,053	(Year-Over-Year Growth: 82%)
Instagram Followers:	27,000	(Year-Over-Year Growth: 623%)
Google+:	341	(Year-Over-Year Growth: 65%)
E-News:	80,000	
Video Series:	"On Two Wheels" & "MC Garage"	

"On Two Wheels" is a monthly web show that covers everything from scooters to superbikes. Hosted by the industry's two most enthusiastic riders—*Motorcyclist* Magazine's Ari Henning and Zack Courts—"On Two Wheels" embodies the fun, passion, and adventuresome spirit of motorcycling. It's a show that appeals to current riders, aspiring riders, and non-riders alike.

"*Motorcyclist Garage*" is a weekly web show intended to educate, entertain, and inform viewers on the world of motorcycling. Hosted by *Motorcyclist* Magazine's Road Test Editor, Ari Henning, "MC Garage" takes a hands-on approach to the motorcycle-ownership experience and covers everything from tech tips and detailed how-to's to new product and tool demonstrations.

Sources: Omniture 2015 (12 month average), AAM June 2015, MRI Doublebase 2015, Social as of 9/25/15





# AUDIENCE SNAPSHOT

## **MOTORCYCLIST**

Male/Female: 84.7% / 15.3%

Average Age: 44.3

### Age Breakdown

18-34: 32.1%

35-49: 29.2%

Age 50+: 40.5%

Average HHI: \$60,348

Employed: 69.4%

Married: 52.9%

## **HIGHLY ENGAGED**

*Motorcyclist* and *Motorcyclistonline.com* delivers in-depth information and thoughtful analysis that will help maximize a motorcyclist's riding experience. Our audience spends valuable time with the brand.

- *Motorcyclist* readers spend an average of 96 minutes with each issue
- Visitors to *Motorcyclistonline.com* spend an average of 17 minutes on the website
- 17% of *Motorcyclist* readers subscribe to both the digital and print editions of the magazine
- 80% accessed the website of a company mentioned in an article as a result of reading *Motorcyclist*

Source: MRI Doublebase 2015; Bonnier Custom Insights Audience Survey 2015



# AUDIENCE SNAPSHOT

## MOTORCYCLE INFLUENCER

*Motorcyclist* and Motorcyclistonline.com deliver the motorcycle elite. An audience of passionate influencers who are experienced and take motorcycling very seriously.

- Have been riding motorcycles for 30 years
- Ride 6,020 miles a year
- Have taught an average of 2 people to ride motorcycles
- 87% have been asked for advice about motorcycles or motorcycle related activities

## FUEL HIS PASSIONS

*Motorcyclist* and Motorcyclistonline.com's audience is ever evolving.

- Own 3 motorcycles
- Perform 60% of their own motorcycle maintenance
- 28% visit a motorcycle dealership monthly
- 33% plan to buy riding apparel
- 27% plan to buy a helmet
- 32% typically purchase 2 motorcycle tires a year
- *Motorcyclist* readers also enjoy traveling, sports, fitness, grilling and tending to a home workshop

Source: Bonnier Custom Insights Audience Survey 2015





# PRODUCTION & EDITORIAL CALENDAR

ISSUE	SPACE CLOSE	MATERIALS DUE	ON SALE	ON TABLETS	LIVE ON ITUNES	EDITORIAL FEATURES
FEB/MAR'16	11/16/15	11/17/15	1/5/16	12/26/15	12/28/15	New Bikes 2016: EICMA Coverage The bikes and products that will shape the riding experience in 2016. Includes: Reports from EICMA and AIMExpo.
APR'16	1/4/16	1/5/16	2/23/16	2/13/16	2/15/16	Epic Ride—All Touring Issue A collection of touring stories from around the world ... on Harleys, Indians, and hard-core sportbikes.
MAY'16	2/1/16	2/2/16	3/22/16	3/12/16	3/14/16	The State of the Nation: Motorcycling in 2016 How has the industry changed in the last decade? What's ahead of us? We talk to industry leaders, manufacturers, dealers, and members of the aftermarket for their impressions and perspective.
BMG BUYER'S GUIDE	1/22/16	1/25/16	3/15/16	3/5/16	3/7/16	America's largest and most credible resource for new motorcycle shoppers brought to you by the editors of <i>Cycle World</i> , <i>Dirt Rider</i> , <i>Motorcyclist</i> and <i>Sport Rider</i> .
JUNE'16	2/29/16	3/1/16	4/19/16	4/9/16	4/11/16	Retro Mania: This is a roundup of styling new retro bikes, including the Bonneville, Moto Guzzi and BMW Scrambler. Plus: Additional road tests of retro-styled bikes.
JULY'16	3/28/16	3/29/16	5/17/16	5/7/16	5/9/16	Back to School: Riding Courses and Training Popular riding courses, from track to dirt and in between. The angle is to encourage experienced riders to go back to school, and to encourage riders who tend to stick to one discipline—street, for example—to branch out and learn how to ride in the dirt, on the ice, anywhere!
AUG'16	4/25/16	4/26/16	6/14/16	6/4/16	6/6/16	Class-Of Competition Track-focused with a strong street component
SEPT'16	5/27/16	5/31/16	7/19/16	7/9/16	7/11/16	Adventure Touring Shootout Farkle Mania: Riding the aftermarket showcase bikes. How far is too far with accessories?
OCT'16	7/4/16	7/5/16	8/23/16	8/13/16	8/15/16	Motorcycle of the Year; <i>Motorcyclist</i> of the Year The definitive best-of, with new categories and some tweaks of the existing categories this year. Also: We will enlist our readers to offer their selections for MOTY.
NOV'16	8/8/16	8/9/16	9/27/16	9/17/16	9/19/16	Old is New: The Cruiser Issue (with an Emphasis on Old-Timey Style) Huge roundup of American (and American-style) cruisers.
DEC/JAN'17	9/26/16	9/27/16	11/15/16	11/5/16	11/7/16	Looking ahead to the new models for 2017 along with a special, thought-provoking feature on what motorcycling will look like in 2037.



# PRINT SPECS

## TRIM SIZE: 7.625" x 10.5"

## BINDING: Saddlestitch, Jog to Foot

Supplied materials that do not comply with the following specifications will be corrected and the advertiser billed for the required production. All ads supplied must be CMYK. For ads requiring a spot color, please contact your production manager for specifications.

## AD SIZES:

Follow ad size specifications and guidelines provided in this document. Ads that do not meet exact size specifications listed on the rate card will incur charges for resizing.

## REQUIRED FORMAT:

PDF/X-1a format files required for submission. Files should conform to SWOP guidelines, and total ink density should not exceed 300%. View specifications.

## PROOFS:

Bonnier Corporation utilizes Virtual Proofing technology. Hard copy guidance is no longer required. If you opt to send a proof for internal color approval, please send a Web Coated SWOP 2006 certified proof.

## INSERTS:

Consult your advertising representative. Production, design and prepress services are available; rates upon request.

## PRODUCTION GUIDELINES

**For all bleed ads: Build file to document size and add .125 in. bleed on all 4 sides.** Ensure that crop marks are offset .125 in. from trim.

**Allow .125 in. safety area** within trim on all 4 sides (no live matter) Spread ads: Supply in a single document

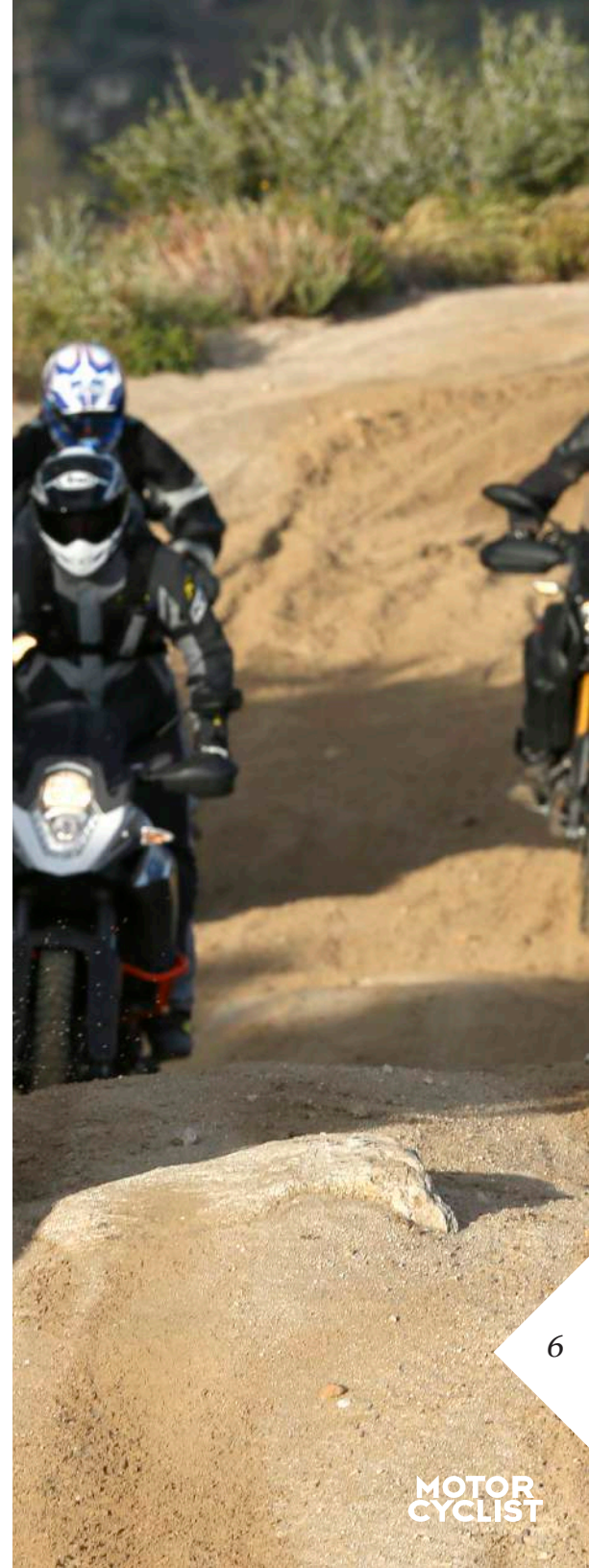
## MATERIALS REQUIREMENTS FOR IN-HOUSE DESIGN SERVICES

**PHOTOS:** Supplied images should be high res (300 dpi) in CMYK. B/W images must be high res (300 dpi) grayscale. **Images supplied in RGB will be converted to CMYK.**

**LOGOS:** Vector .eps or .ai files are preferred. Type must be converted to outlines unless the fonts are provided. Jpgs should be 300 dpi.

Native files supplied for corrections/adjustments, must be accompanied by the fonts and links used in those files. **(Recommended:** use the packaging function in InDesign to gather fonts and links.) Black type on light background should be defined as 100% black only.

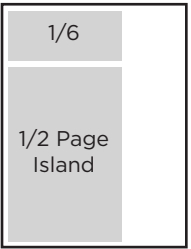
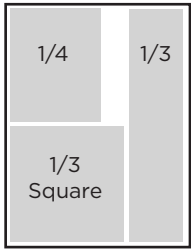
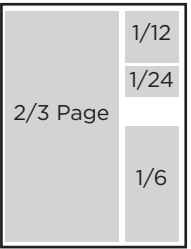
***If we do not receive instructions regarding your materials, the most recent ad of the same size scheduled will be picked up. Ad materials received after the deadline may incur late fees, unless an ad extension is arranged with ad services prior to the deadline.***





# PRINT SPECS

AD SIZE	NON-BLEED	TRIM	BLEED
Full Page	7.125" x 9.75"	7.625" x 10.5"	7.875" x 10.75"
Two Page Spread	14.75" x 9.75"	15.25" x 10.5"	15.5" x 10.75"
2/3 Page	4.575" x 9.5"	5" x 10.5"	5.25" x 10.75"
Jr. Spread	14.75" x 4.6"	15.25" x 5"	15.5" x 5.25"
1/2 Page Island	4.575" x 7.125"	5" x 7.5"	5.25" x 7.75"
1/2 Page Horizontal	7" x 4.6"	7.625" x 5"	7.875" x 5.25"
1/3 Page Vertical	2.187" x 9.5"	2.75" x 10.5"	3" x 10.75"
1/3 Page Square	4.575" x 4.6"	<b>LAYOUT/PRODUCTION NOTES:</b> Allow .25 in. safety area within TRIM on all 4 sides (no live matter).  Ensure that crop marks are offset .125 in. from trim.	
1/4 Page Vertical	3.375" x 4.6"		
1/6 Page Vertical	2.187" x 4.6"		
1/6 Page Horizontal	4.575" x 2.187"		
1/12 Page Square	2.187" x 2.187"		
4-inch Vert.	2.187" x 4"		
3-inch Vert.	2.187" x 3"		
2-inch Vert.	2.187" x 2"		
1-inch Vert.	2.187" x 1"		



### AD MATERIAL SUBMISSIONS

Ad files should be submitted via our Ad Portal at [adportal.bonniercorp.com](http://adportal.bonniercorp.com).

For ads supplied electronically, advertiser must supply an additional content proofing jpg. We do not accept ads via e-mail. Electronic files are stored for one year only, unless otherwise requested in writing.

### SEND ALL OTHER MATERIALS TO:

Motorcyclist / Attn: Carin Hall  
 15255 Alton Parkway, Suite 300 Irvine, CA 92618

### PRODUCTION CONTACT

760-707-1064  
[Carin.Hall@bonniercorp.com](mailto:Carin.Hall@bonniercorp.com)





# TABLET SPECS

iPad Specifications & Features for Bonnier Adobe DPS Platform

**For Client Supplied Ads Designed for Tablet**

## ACCEPTED FORMATS & SPECS

### InDesign:

Create document at 768 px x 1024 px. Use InDesign's Package Feature for gathering and supplying fonts and images. If adding interactive elements such as video, audio and HTML5, please be sure to test in Adobe Content Viewer before submitting and notify your production contact. These assets must also be submitted with additional screens, see enhancement details below.

### PDF:

10.667" x 14.222" 300 dpi

### JPEG:

or any rasterized file -  
1536 px x 2048 px 264 dpi RGB

### Layout Guidelines:

Keep any live material away 130 px from top and 200px from bottom of screen

## AD MATERIAL SUBMISSIONS

Upload a .zip file of your ad materials and all assets to the (title) iPad Editon on our ad portal at: [adportal.bonniercorp.com](http://adportal.bonniercorp.com)

**For Enhancements to your Straight From Print Ad or Customized Ad Builds**

## AVAILABLE FEATURES & SPECS

### External Web Links

- Your iPad-friendly web page can open up from a link on your ad without the user having to leave the app
- Webpage should not have Flash elements
- Avoid pages with long load times

### Interactive Gallery

- Supply 300 dpi images at 536 px x 2048 px, 8 images max
- Button or touchable photo thumbnails bring up larger versions or scroll through multiple images in one frame

### Additional Screens

- Four total screens max
- Two or three more screens can be stacked below your initial ad, offering more of your messaging and reader engagement

### Video Player

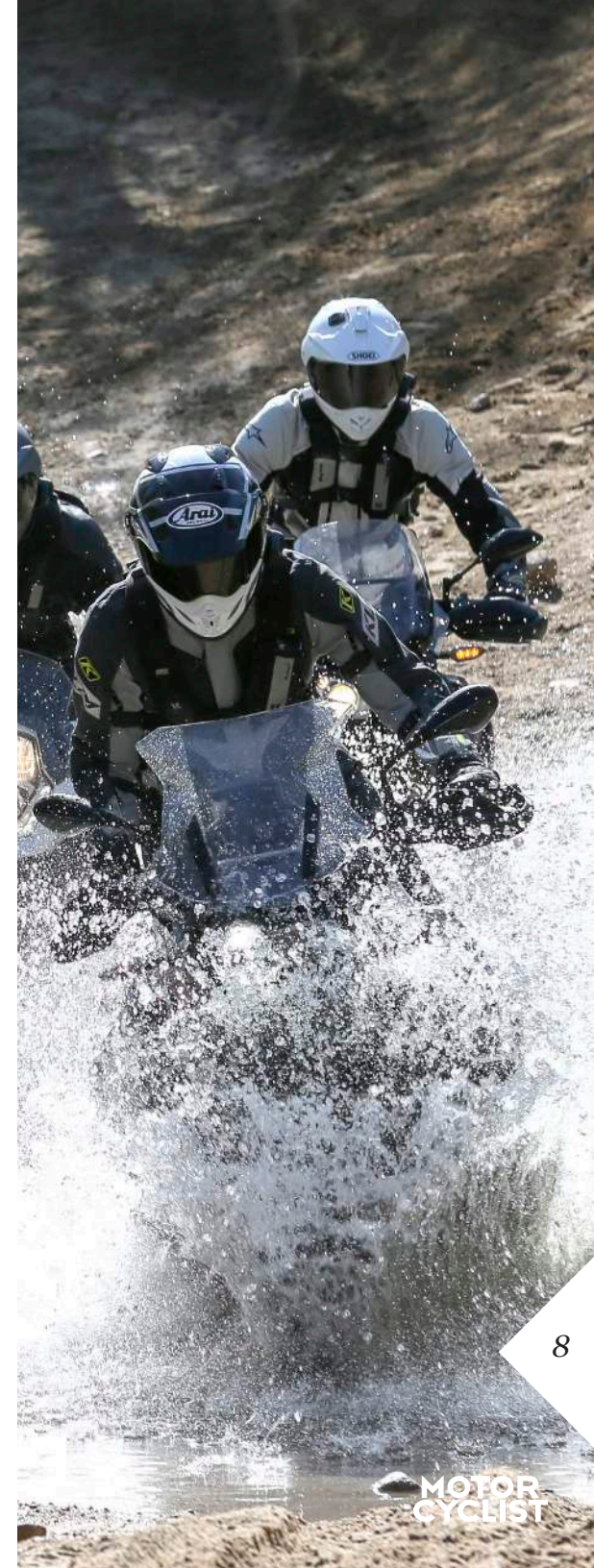
- Maximum length for embedded videos is 30 seconds.
- Specs: 720p .mp4 file using .h264 compression
- Full Screen: 1280 x 720 (16:9 aspect ratio)
- In-Content: Specs are TBD depending upon scope

### Advanced Interactivity / HTML 5

Will generally require greater pre-planning and lead time, and a creative call should take place well in advance of the ad close date. Adobe Flash elements or links to Flash-based websites are not compatible with the iOS platform.

## PRODUCTION CONTACT

760-707-1064  
[Carin.Hall@bonniercorp.com](mailto:Carin.Hall@bonniercorp.com)





# PRINT RATES

GENERAL DISPLAY RATES					
	1X	3X	6X	9X	12X
<b>COVERS:</b>					
2nd	\$37,735	\$35,850	\$34,055	\$32,350	\$30,740
3rd	\$36,090	\$34,290	\$32,570	\$30,945	\$29,400
4th	\$41,020	\$38,970	\$37,020	\$35,170	\$33,415
<b>FOUR COLOR:</b>					
Full Page	\$32,810	\$31,175	\$29,610	\$28,135	\$26,730
2/3 Page	\$26,750	\$25,410	\$24,140	\$22,935	\$21,760
1/2 Page	\$21,740	\$20,655	\$19,615	\$18,635	\$17,705
1/3 Page	\$18,395	\$17,475	\$16,595	\$15,765	\$14,980
<b>BLACK &amp; WHITE:</b>					
Full Page	\$21,240	\$20,175	\$19,170	\$18,210	\$17,300
2/3 Page	\$15,930	\$15,135	\$14,375	\$13,660	\$12,970
1/2 Page	\$13,535	\$12,860	\$12,215	\$11,605	\$11,025
1/3 Page	\$10,160	\$9,650	\$9,170	\$8,705	\$8,275
<b>RETAIL ACCESSORY RATES</b>					
<b>COVERS:</b>					
2nd	\$23,635	\$22,925	\$22,220	\$21,505	\$20,315
3rd	\$21,665	\$21,010	\$20,365	\$19,710	\$18,630
4th	\$25,605	\$24,830	\$24,065	\$23,295	\$22,015
<b>FOUR COLOR:</b>					
Spread	\$39,380	\$37,415	\$35,545	\$33,765	\$32,070
Full Page	\$19,690	\$18,710	\$17,775	\$16,880	\$16,035
2/3 Page	\$16,050	\$15,240	\$14,480	\$13,755	\$13,070
1/2 Page	\$13,045	\$12,390	\$11,770	\$11,185	\$10,615
1/3 Page	\$11,545	\$10,890	\$10,270	\$9,685	\$9,115
<b>BLACK &amp; WHITE:</b>					
Full Page	\$15,195	\$14,435	\$13,705	\$13,020	\$12,370
2/3 Page	\$12,385	\$11,755	\$11,175	\$10,610	\$10,080
1/2 Page	\$10,060	\$9,555	\$9,080	\$8,620	\$8,190
1/3 Page	\$8,510	\$8,085	\$7,680	\$7,300	\$6,935

SPECIAL/MARKETPLACE RATES			
	3X	6X	12X
<b>FOUR COLOR:</b>			
1/3 Page	\$4,010	\$3,760	\$3,550
1/4 Page	\$3,160	\$2,995	\$2,830
1/6 Page	\$2,355	\$2,230	\$2,125
1/12 Page	\$1,510	\$1,430	\$1,355
2-Inch Banner	\$3,525	\$3,350	\$3,175
1-Inch Banner	\$1,940	\$1,840	\$1,735
3-Inch	\$1,760	\$1,665	\$1,580
2-Inch	\$1,175	\$1,120	\$1,050
1-Inch	\$590	\$555	\$530
<b>BLACK &amp; WHITE:</b>			
1/6 Page	\$1,985	\$1,885	\$1,790
1/12 Page	\$1,275	\$1,210	\$1,140
2-Inch Banner	\$2,495	\$2,365	\$2,230
1-Inch Banner	\$1,380	\$1,300	\$1,230
3-Inch	\$1,485	\$1,405	\$1,330
2-Inch	\$990	\$940	\$890
1-Inch	\$500	\$470	\$445



***Advertising Information:***

Katie Kovaleff  
Regional Sales Director, West  
Katie.Kovaleff@bonniercorp.com  
949.291.6783

Ross Cunningham  
Regional Sales Director, East  
Ross.Cunningham@bonniercorp.com  
212.779.5042

***Production Information***

Carin Hall  
Production Manager  
Carin.Hall@bonniercorp.com  
760.707.1064