

Sport MAGAZINE Rider

MEDIA KIT 2016



BONNIER
Motorcycle Group



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**Sport
Rider**



MISSION STATEMENT

Targeting the exciting and fast-paced world of performance and racing motorcycles, *Sport Rider* brings unrivaled in-depth info on the bikes, technology, personalities and events that shape this fun and thrilling sport. An editorial staff with a combined 70-plus years of racing experience keeps *Sport Rider's* audience up to speed with unbiased and comprehensive bike tests and product evaluations, behind-the-scenes feature stories, the latest news and events, plus tips to help readers and their bikes perform at their best.



BRAND DNA

SPORT FOCUSED, DETAIL & KNOWLEDGE ORIENTED AND RACE PEDIGREE



BRAND OVERVIEW

PRINT PLATFORM

Total Audience:	363,114
Total Circulation:	40,346
Frequency:	6x
Established:	1992

DIGITAL (WEBSITE)

Average Monthly Page Views:	1,060,214
Average Monthly Unique Visitors:	407,990

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

Facebook Fans:	2,343,113	(Year-Over-Year Growth: 20%)
Twitter Followers:	4,413	(Year-Over-Year Growth: 55%)
Instagram Followers:	47,800	(Year-Over-Year Growth: 2566%)
Google+:	660	
E-News:	37,000	





AUDIENCE SNAPSHOT

SPORT RIDER

Male/Female:	95.2% / 4.8%
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Average Age:	46.1
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Age Breakdown

18-34:	17.4%
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35-49:	41.6%
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Age 50+:	40.9%
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Average HHI:	\$109,500
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Employed:	82.3%
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Married:	66.8%
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HIGHLY ENGAGED

Sport Rider and SportRider.com delivers the most exhilarating content to those most passionate about the fast-paced world of performance and racing motorcycles. Our audience spends valuable time with the brand.

- *Sport Rider* readers spend an average of 84 minutes with each issue
- Visitors to SportRider.com spend an average of 22 minutes on the website
- 10% of *Sport Rider* readers subscribe to both the digital and print editions of the magazine
- 63% have accessed an advertiser's website as a result of reading *Sport Rider*

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



AUDIENCE SNAPSHOT

MOTORCYCLE INFLUENCER

Sport Rider and SportRider.com deliver the motorcycle elite. An audience of passionate influencers who are experienced and take motorcycling very seriously.

- Have been riding motorcycles for 23 years
- Ride 5,400 miles a year
- Have taught an average of 2 people to ride motorcycles
- 92% have been asked for advice about motorcycles or motorcycle related activities

FUEL HIS PASSIONS

Sport Rider and SportRider.com's audience is ever evolving.

- Own 3 motorcycles
- Perform 62% of their own motorcycle maintenance
- 27% visit a motorcycle dealership monthly
- 40% plan to purchase riding apparel
- 42% plan to purchase motorcycle tires
- 44% plan to purchase motorcycle engine oil
- 54% typically purchase 2-4 motorcycle tires a year
- *Sport Rider* readers also enjoy sports, attending the track for other racing events, fitness, traveling, grilling, and bicycling

Source: Bonnier Custom Insights Audience Survey 2015





PRODUCTION & EDITORIAL CALENDAR

ISSUE	SPACE CLOSE	MATERIALS DUE	ON SALE	ON TABLETS	LIVE ON ITUNES	EDITORIAL FEATURES
Dec/Jan'16	9/15/15	9/16/15	11/10/15	11/8/15	11/10/15	Comparison Test Issue Three head-to-head comparisons of the top contenders in the Supersport, Sport, and ADV Sport categories
Feb/Mar '16	11/17/15	11/18/15	1/12/16	1/2/16	1/4/16	New Bikes 2016 Detailed coverage of new 2016 models plus First Ride stories for 2016 models
BMG BUYER'S GUIDE	1/22/16	1/25/16	3/15/16	3/5/16	3/7/16	Reports from EICMA and AIMExpo.
APR/MAY '16	1/12/16	1/13/16	3/8/16	2/27/16	2/29/16	First Rides 2016 models issue First Ride reviews of 2016 models from manufacturers
JUN/JUL '16	3/15/16	3/16/16	5/10/16	4/30/16	5/2/16	2016 Literbike comparison test Full literbike comparison test with Kawasaki, Yamaha, Aprilia, and Ducati
Aug/Sep '16	5/17/16	5/18/16	7/12/16	7/2/16	7/4/16	Summer Riding Issue Summer riding gear buyer's guide, hot weather riding tips, etc.
Oct/Nov '16	7/19/16	7/20/16	9/13/16	9/3/16	9/5/16	Project Bikes Project bikes, including Aprilia RSV4 racebike, price cap comparison
Dec/Jan '17	9/20/16	9/21/16	11/15/16	11/5/16	11/7/16	To Be Determined



PRINT SPECS

TRIM SIZE: 8.375" x 10.875"

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

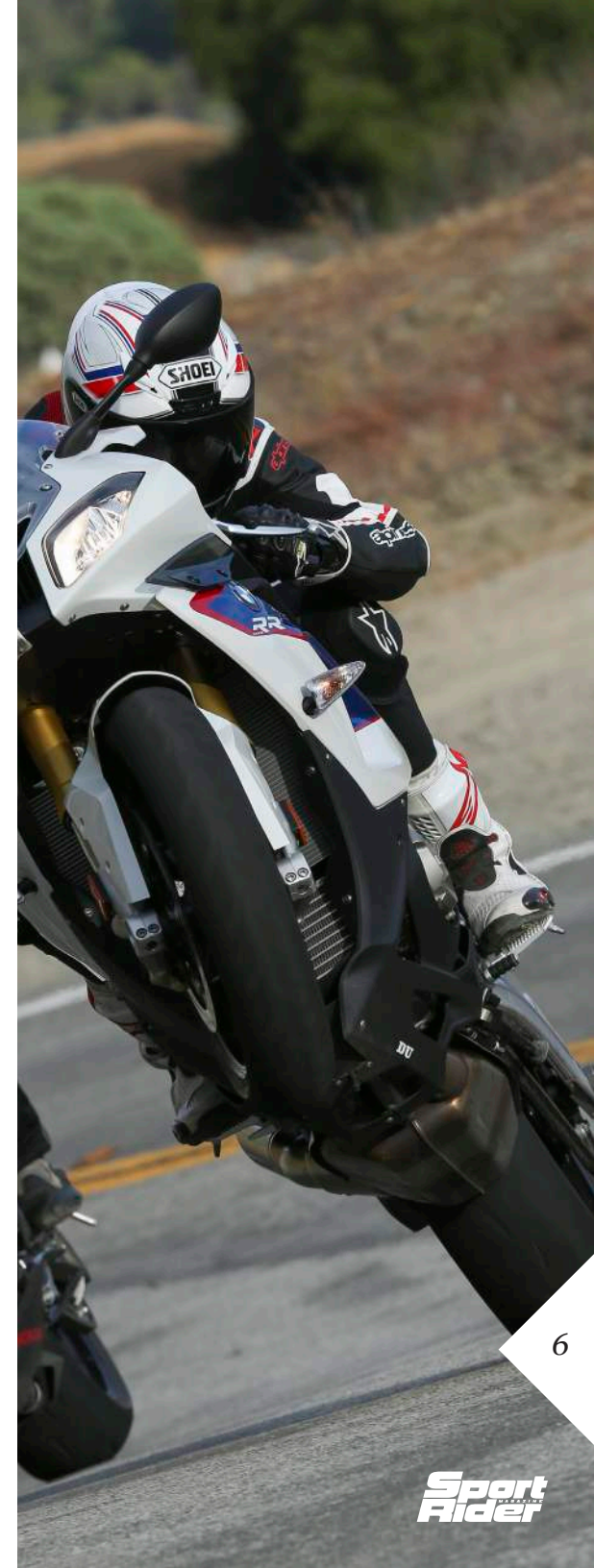
MATERIALS REQUIREMENTS FOR IN-HOUSE DESIGN SERVICES

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.

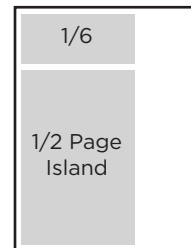
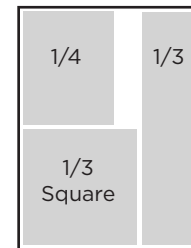
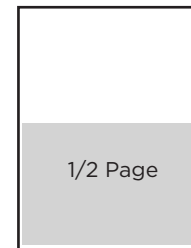
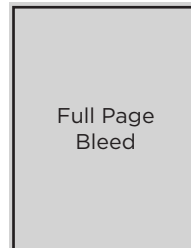
If we do not receive instructions regarding your materials, the most recent ad of the same size scheduled will be picked up. Ad materials received after the deadline may incur late fees, unless an ad extension is arranged with ad services prior to the deadline.





PRINT SPECS

AD SIZE	NON-BLEED	TRIM	BLEED
Full Page	7.875" x 10.375"	8.375" x 10.875"	8.625" x 11.125"
Two Page Spread	16.25" x 10.375"	16.75" x 10.875"	17" x 11.125"
2/3 Page	5" x 10.125"	5.35" x 10.875"	5.6" x 11.125"
Jr. Spread	16.25" x 4.875"	16.75" x 5.25"	17" x 5.5"
1/2 Page Island	5" x 7.6"	5.35" x 8"	5.6" x 8.25"
1/2 Page Horizontal	7.625" x 4.875"	8.375" x 5.25"	8.625" x 5.5"
1/2 Page Vertical	3.625" x 10.125"	4" x 10.875"	4.25" x 11.125"
1/3 Page Vertical	2.33" x 10.125"	2.75" x 10.875"	3" x 11.125"
1/3 Page Square	5" x 4.875"	LAYOUT/PRODUCTION NOTES: 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	3.625" x 4.875"		
1/6 Page Vertical	2.33" x 4.875"		
1/6 Page Horizontal	5" x 2.25"		
1/12 Page Square	2.33" x 2.25"		
4-inch Vert.	2.33" x 4"		
3-inch Vert.	2.33" x 3"		
2-inch Vert.	2.33" x 2"		
1-inch Vert.	2.33" x 1"		



AD MATERIAL SUBMISSIONS

Ad files should be submitted via our Ad Portal at 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:

Sport Rider / Attn: Julie Greene
 15255 Alton Parkway, Suite 300 Irvine, CA 92618

PRODUCTION CONTACT

760-707-1050
Julie.Greene@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 withad materials. For specs on interactivity or 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

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 withthe iOS platform.

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

PRODUCTION CONTACT

760-707-1050
Julie.Greene@bonniercorp.com





PRINT RATES

GENERAL DISPLAY RATES			
	1X	3X	6X
COVERS:			
2nd	\$9,970	\$9,470	\$8,995
3rd	\$9,165	\$8,705	\$8,270
4th	\$8,765	\$8,325	\$7,910
FOUR COLOR:			
Full Page	\$7,970	\$7,570	\$7,190
2/3 Page	\$6,500	\$6,170	\$5,865
1/2 Page	\$5,280	\$5,015	\$4,765
1/3 Page	\$4,470	\$4,245	\$4,030
BLACK & WHITE:			
Full Page	\$5,340	\$5,070	\$4,820
2/3 Page	\$4,005	\$3,805	\$3,615
1/2 Page	\$3,560	\$3,380	\$3,210
1/3 Page	\$2,670	\$2,535	\$2,405
RETAIL ACCESSORY RATES			
COVERS:			
2nd	\$6,860	\$6,655	\$6,450
3rd	\$6,290	\$6,100	\$5,910
4th	\$7,430	\$7,210	\$6,985
FOUR COLOR:			
Full Page	\$5,715	\$5,425	\$5,160
2/3 Page	\$4,655	\$4,425	\$4,200
1/2 Page	\$3,780	\$3,590	\$3,410
1/3 Page	\$3,200	\$3,040	\$2,885
BLACK & WHITE:			
Full Page	\$4,630	\$4,395	\$4,175
2/3 Page	\$3,775	\$3,585	\$3,405
1/2 Page	\$3,065	\$2,910	\$2,760
1/3 Page	\$2,590	\$2,465	\$2,340

SPECIAL/MARKETPLACE RATES			
	3X	6X	9X
FOUR COLOR:			
1/4 Page	\$1,090	\$1,040	\$935
1/6 Page	\$825	\$780	\$705
1/12 Page	\$515	\$490	\$430
2-Inch Banner	\$1,190	\$1,130	\$1,075
1-Inch Banner	\$660	\$625	\$595
3-Inch	\$610	\$580	\$525
2-Inch	\$405	\$390	\$345
1-Inch	\$210	\$200	\$175
BLACK & WHITE:			
1/6 Page	\$670	\$635	\$570
1/12 Page	\$415	\$395	\$350
2-Inch Banner	\$935	\$900	\$865
1-Inch Banner	\$490	\$430	\$325
3-Inch	\$495	\$470	\$425
2-Inch	\$465	\$315	\$280
1-Inch	\$170	\$165	\$155

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:

Julie Greene
Production Manager
Julie.Greene@bonniercorp.com
760.707.1050

