



2014

MEDIA KIT

PRINT & ONLINE

Launched in 2002, *Motorcycle Mojo* has provided our readers with the best in motorcycling. Trusted and respected product reviews, riding tips and touring information are combined with technical data, human interest stories, news and special events. We have an exclusive and loyal readership – readers who are simply not reached by other publications.

Complementing the print edition of *Motorcycle Mojo*, our [website](#), [digital editions \(Zinio and itunes\)](#), [newsletter](#) and [social media](#) outlets capture a global audience.

Motorcycle Mojo
magazine®



GLENN ROBERTS

PUBLISHER AND CEO

With over 35 years of riding and technical experience Glenn combines his wealth of knowledge and sense of adventure to ensure each issue of *Motorcycle Mojo* is filled with interesting and entertaining articles to keep readers wanting more. Glenn strives to keep on top of new technology so no stone is left unturned and no roads left untraveled.

GWEN ROBERTS

BUSINESS MANAGER

Gwen's addiction to business proves to be a perfect complement to this magazine's success. With a degree in Graphic Design and numerous successful businesses in her past, Gwen adds a bit of finesse to this male dominated publication and provides a female perspective when needed.

**MAGAZINES
FEED
READERS'
PASSIONS**

***Motorcycle Mojo* is available at major newsstands across Canada with promotional displays purchased at selected outlets.**

Currently we can be found at Chapters, Sobeys, Loblaws, Walmart, BC Ferries, Shoppers Drug Mart, Metro, Canadian Tire, Indigo, Shell, London Drugs, 7 Eleven, Petro-Canada, Pharmasave, Husky Oil and Calgary Co-op as well as hundreds of independent dealers.

Participation at over 15 major consumer shows across Canada... more than any other Canadian magazine.

Subscription and single copies are sold at Motorcycle Shows and events across Canada.

***Motorcycle Mojo* was the first Canadian motorcycle magazine to create a digital issue. We are sold through Zinio and iTunes.**

Event sponsorship at numerous events across Canada.

Incentive offers for new riders and rider training programmes.

A national magazine and a proud member of Magazines Canada and the Motorcycle and Moped Industry Council.

"I wanted to drop you a note about the positive response the ad we've been running with your magazine has had. We have had so much Canadian response, I've been forced to add a Canadian funds order page, as our website is all in US Dollars. Keep up the good work, and count on us for future advertising!" *Sue and Pez, Hogtunes Inc.*

MOTORCYCLE MOJO, A MAGAZINE ABOUT MOTORCYCLING, NOT JUST MOTORCYCLES.

OUR READERS ARE PASSIONATE

99% currently own one or more motorcycles

23% have children who currently ride

37% have partners who also ride

38% of females in our survey plan to ride and intend to purchase their own bikes and riding gear

READER PROFILE

Age Range: 25-64

88% male

62% share the magazine with their partner

69% have taken rider training courses

74% stay in hotels when travelling

59% of our readers own trucks or SUV's

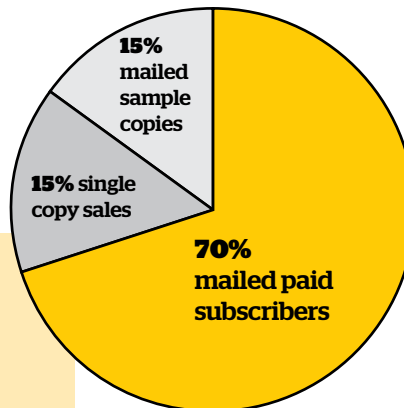
74% have a household income between \$60,000 to \$150,000

97% OF OUR READERS SAY THEY WILL DEFINITELY RENEW WHEN THEIR SUBSCRIPTION IS DUE

70% mailed paid subscribers

15% single copy sales

15% mailed sample copies



"I have to say that we are very impressed with the Mojo Mag that came in today. You guys are the best. Thanks for paying attention to the detail. And the layout is fabulous. Thank you everyone at *Motorcycle Mojo* Magazine for making us Shine! Two thumbs up."

John Cosentini, Motorcycle Enhancements

READERSHIP

55,000 readership of print magazine based on 5.0 readers per copy and 11,000 circulation per issue.

Average readers per copy of 5.0 reported by Print Measurement Bureau for measured magazines in Canada, Spring 2012 PMB

Digital and app purchases continue to grow and be shared. This data is not included in above readership.

REASONS TO PARTNER WITH MOTORCYCLE MOJO

84 pages in each issue filled with high quality photos and informative and engaging content.

80% of our readers collect and value each issue of *Motorcycle Mojo* which is proof positive of the reader's intense involvement with articles and ads.

Winners of over **9 Motorcycle Awards of Excellence** for articles, innovation and quality.

PRINT OPPORTUNITIES

PRINT AD RATES (FULL COLOUR ADS • COST PER ISSUE)

	(width x height)	1x	3x	6x	10x
FULL PAGE	8.375 x 10.875 + bleed	3,900	3,600	3,320	3,120
2/3 PAGE VERTICAL	4.75 x 9.5	3,400	2,890	2,310	2,025
1/2 PAGE HORIZONTAL	7.25 x 4.75	2,500	2,200	1,900	1,700
1/3 PAGE SQUARE	4.75 x 4.75	1,800	1,600	1,400	1,300
1/3 PAGE VERTICAL	2.25 x 9.5	1,800	1,600	1,400	1,300
1/4 PAGE HORIZONTAL	7.25 x 2.25	1,400	1,200	1,000	900
1/6 PAGE VERTICAL	2.25 x 4.75	1,000	900	800	700
BACK COVER *	8.375 x 10.875 + bleed	5,500	4,950	4,675	4,400
IFC *	8.375 x 10.875 + bleed	4,800	4,400	4,080	3,840
IBC *	8.375 x 10.875 + bleed	4,600	4,320	3,900	3,680
DOUBLE PAGE	10.875 x 16 3/4 + bleed	6,500	6,000	5,525	5,200

*subject to availability

MARKETPLACE AD RATES (BACK OF BOOK)

	(width x height)	1x	5x	10x
1				
2h				
2v				
4				
6h				
6v				
1 Unit	2.25" x 2.25"	325	300	275
2 Unit	2.25" x 4.75"	455	415	380
4 Unit	4.75" x 4.75"	635	580	525
6 Unit	4.75" x 7.25"	900	825	775



2015 CALENDAR

Polybagged with January subscriber copies and distributed at early motorcycle shows of 2015

Banner: \$1,000.00 (size 10" x 1")

Quotes for polybagging and tipping-in of promotional brochures available upon request.

roger@motorcyclemojo.com • motorcyclemojo.com • 705.458.3044 • 1.877.665.6624
Motorcycle Mojo: 229 Barrie Street, Thornton, Ontario L0L 2N0

[TECHNICAL]

Motorcycle Mojo operates in a Macintosh environment using Adobe Creative Suite 6. PDF/x-la is preferred for artwork delivery.

SPECIFICATIONS:

- Trim Size 8.375" w X 10.875" h
- Add .125" for bleed on all sides
- Type safety .25" in from all sides

PREPARING YOUR FILE:

- Resolution for colour and grayscale images should be 300 DPI
- Black and White (line art) bitmap images should be 1200 DPI
- Do not resize (enlarge) an image to the requested resolution in an image editing application
- Internet images and ads from Microsoft Word are not acceptable

SUPPLY WITH YOUR AD:

- All imported elements (.tif, .eps, .ai files)
- All fonts including those used in imported .eps files
- When sending Type 1 fonts, include both screen and printer fonts
- Text from a drawing program such as Illustrator should be converted to outlines (curves)

GETTING YOUR FILES TO US:

- CDs, DVDs, FTP or E-mail
- For E-mail attachments, please ZIP compress files
- Send artwork via email to roger@motorcyclemojo.com

FTP ACCESS:

Address: ftp.mojodropbox.com
Username: mojudrop
FTP Password: Drop4Mojo

PUBLICATION DATES (10 ISSUES/YEAR)

COVER DATE	SPACE CLOSING	MATERIAL CLOSING	ON SALE DATE
JANUARY/FEBRUARY	November 8	November 11	December 23
MARCH	January 10	January 15	February 25
APRIL	February 7	January 11	March 25
MAY	March 7	March 11	April 24
JUNE	April 11	April 15	May 27
JULY	May 9	May 13	June 29
AUGUST	June 6	June 10	July 23
SEPTEMBER/OCTOBER	July 11	July 14	August 26
NOVEMBER	September 12	September 16	October 28
DECEMBER	October 10	October 14	November 25

DIGITAL OPPORTUNITIES

"I have never had a tour fill up so quickly/steadily. There is something to be said for advertising it appears."
Rene Cormier
*Renedian Adventures/
 Africa Tours*



WEB AD RATES/monthly		
TOP LEADER BOARD	960 x 120	1200
TOP BANNER	450 x 156	700
LOWER BANNER	680 x 120	800
PREMIUM COLUMN BLOCK	240 x 240	300
COLUMN BLOCK	240 x 120	225
BACKGROUND / SKIN	2800 x 1800	2,000

MOBILE BANNERS/monthly		
TOP HEADER	280 x 60	TBD
BELOW MOJO LOGO	280 x 97	TBD
BELOW NAVIGATION	280 x 60	TBD
BELOW FEATURED CONTENT	280 x 60	TBD

TABLET BANNERS/monthly		
TOP HEADER	500 x 90	TBD
BELOW MOJO LOGO	333 x 115	TBD
BELOW NAVIGATION	500 x 90	TBD
BELOW FEATURED CONTENT	500 x 90	TBD

NEWSLETTER AD RATES/monthly		
TOP BANNER	570 x 100	400
BODY BANNER	570 x 100	300
SQUARE	270 x 270	200



DIGITAL EDITIONS AVAILABLE THROUGH:



REACHING AN AUDIENCE ISN'T JUST ABOUT PRINT WITH **MOTORCYCLE MOJO**

Worldwide reach is possible through digital technology with apps and digital editions of *Motorcycle Mojo* readily available. The digital edition also allows for the addition of rich media, photo galleries and links to your ads, enhancing your advertisements and expanding the message you're sharing with readers.

MOJO STAYS CONNECTED

Speaking directly to readers has never been easier with social media and *Motorcycle Mojo* stays connected on multiple platforms.



and have become dominant forces in connecting people and companies together.

Motorcycle Mojo interacts with its followers by offering the latest news and information as well as contests and prizes for its online followers.

Motorcycle Mojo also connects to people directly through its e-newsletter.

Enhancing your advertising through social media takes your message to a new level of connectivity.