

CANADIAN MOTORCYCLE PERSPECTIVES

# MotorcycleMojo<sup>®</sup>

magazine

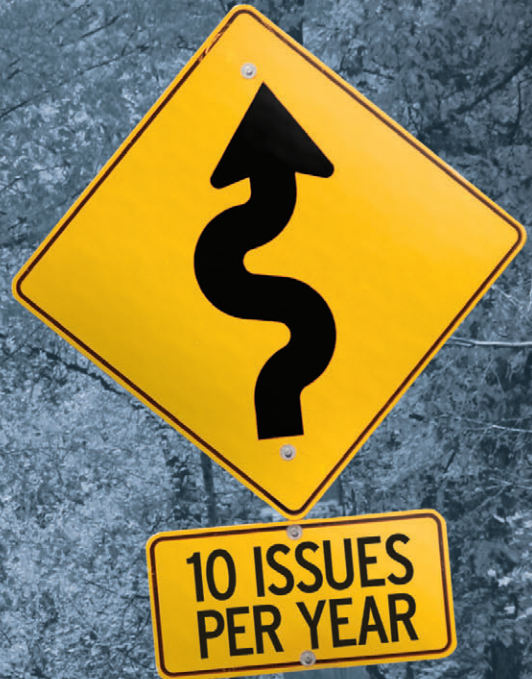


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2012 MOTORCYCLE MOJO MEDIA KIT





We started Motorcycle Mojo as an independent publication in 2002 and, since the beginning, we have provided our engaged readers with the best in motorcycling. Our readers are looking for news, entertainment and useful information on new products and great places to travel all in a family friendly format. And we deliver. Motorcycle Mojo is a key resource for motorcyclists.

We bring compelling and informative articles to our readers on the many aspects of motorcycling and, with our website, digital edition and social media outlets, we are able to capture a vast audience around the world.

Trusted and respected product reviews, riding tips and touring information are combined with technical data, human interest stories, news and special events. All of which add up to an exclusive and loyal readership – readers who are simply not reached by other publications.

Motorcycle Mojo is a proven product that will deliver your message to your target audience. Please look over our Media Kit and contact us with your enquiries. We know you will agree that Motorcycle Mojo is the right choice for reaching your target audience.

Take care and ride safe.



Glenn Roberts  
Editor, Motorcycle Mojo

## MEET OUR READERSHIP

(2010 SURVEY THIRD-PARTY TABULATED BY GREAT COMPANY, INC.)

### OUR DEVOTED READERS ARE AFFLUENT AND EDUCATED ADULTS WITH A PASSION FOR MOTORCYCLING

- 64% of our readers are between 25-54 years of age
- 89% of our readers are male
- 68% have a post-secondary education
- 74% have a household income between \$60,000-\$150,000
- 99% currently own one or more motorcycles
- 69% have taken rider training courses
- Our readers cover the demographic with the most disposable income

### THEY ARE FAMILY-ORIENTED AND HAVE A MOTORCYCLING NETWORK OF RELATIVES AND FRIENDS

- 37% say their partner also rides a motorcycle
- 38% of females plan to become new riders and intend to purchase a motorcycle in the next year
- 23% have children who currently ride
- 74% stay at hotels while on a motorcycle trip
- 86% of our readers are cell phone users or have electronic devices when they ride
- 59% of our readers own trucks or SUV's

### THEY ARE LOYAL AND KNOW WHAT THEY LIKE

- 97% of our readers said they will definitely renew when their current subscription is due
- 75% say we are more informative than most magazines
- 95% of our readers keep the magazine for future reference and read it cover to cover

## DISTRIBUTION

### REACHING YOUR TARGET AUDIENCES

- Total readership of 5 people per copy including friends, family and co-workers
- Solid paid subscription base with over 44% of our subscribers purchasing a multi year subscription
- Many options to showcase your company and your brand from print ads in Motorcycle Mojo Magazine and our digital interactive edition to online web advertising at [www.motorcyclemojo.com](http://www.motorcyclemojo.com)

### CIRCULATION & DISTRIBUTION

- Participation at 12 or more consumer trade shows guaranteed throughout the year that puts Motorcycle Mojo directly in the hands of the consumer. This includes the top five Manufacturer shows with a combined attendance of over an amazing 200,000 consumers
- For the last two years, we have had astonishing 51% subscriber growth per year
- Key motorcycle industry contacts, associations, organizations and business partners receive Motorcycle Mojo regularly
- Available in over 3,000 newsstands across Canada, including Wal-Mart, Macs, London Drugs, Shell and Shoppers Drug Mart, with above average retail sales
- Complimentary copies to Canadian Forces Troops overseas

### OUTREACH

- Event sponsorship at numerous events across Canada year-round
- Incentive offers for new riders and rider training programs
- Cooperative partnerships with goods and service providers for motorcyclists

### WEBSITE

- **Digital Edition** for online subscribers
  - Can be downloaded or viewed in a web browser
  - Offers streaming video, embedded rich media and photo galleries
  - Includes all advertising from the Motorcycle Mojo print version
  - Active links to every website and email address in the issue
- Easy to navigate and always accessible
- Search feature that scans all archived issues

### OUR VALUE TO YOU

***We understand the needs and desires of our readers and they rely on us for the most trusted motorcycle industry and community information.***

***Our content is comprehensive and our writers are experienced industry veterans.***

***Your message will be delivered in print and electronic media to a wide range of audiences.***

***Motorcycle Mojo is the resource for motorcycling in Canada.***

### CONTACT US TODAY!

**Roger Parsons**  
Advertising Sales  
Email: [roger@motorcyclemojo.com](mailto:roger@motorcyclemojo.com)  
Phone: 1.877.665.6624

**Martin Van der Staay**  
Advertising Sales  
Email: [martin@motorcyclemojo.com](mailto:martin@motorcyclemojo.com)  
Phone: 1.877.665.6624

### PRINT AD RATES [ FULL COLOUR ADS • COST PER ISSUE ]

	(width x height)	1x	3x	6x	8x	10x
FULL PAGE	8.375 x 10.875 + bleed	3,900	3,500	3,320	3,120	2,925
2/3 PAGE VERTICAL	4.75 x 9.5	3,400	2,890	2,310	2,025	1,735
1/2 PAGE HORIZONTAL	7.25 x 4.75	2,500	2,125	1,700	1,490	1,275
1/3 PAGE SQUARE	4.75 x 4.75	1,800	1,530	1,225	1,070	920
1/3 PAGE VERTICAL	2.25 x 9.25	1,800	1,530	1,225	1,070	920
1/4 PAGE HORIZONTAL	7.25 x 2.25	1,400	1,190	950	830	720
1/4 PAGE VERTICAL	3.5 x 4.75	1,400	1,190	950	830	720
1/6 PAGE VERTICAL	2.25 x 4.75	1,000	850	680	595	510
BACK COVER *	8.375 x 10.875 + bleed	5,500	4,950	4,675	4,400	4,125
IFC *	8.375 x 10.875 + bleed	4,800	4,320	4,080	3,840	3,600
IBC *	8.375 x 10.875 + bleed	4,600	4,140	3,900	3,680	3,450
DOUBLE PAGE	10.875 x 16 3/4 + bleed	6,500	5,850	5,525	5,200	4,875

### MARKETPLACE [ ADS GROUPED TOGETHER ]

	(width x height)	1x	3x	6x	8-10x
1/4 PAGE	3.5 x 4.75	550	500	450	400
1/6 PAGE VERTICAL	2.25 x 4.75	400	360	320	280
1/6 PAGE HORIZONTAL	4.75 X 2.25	400	360	320	280
1/6 PAGE SQUARE	3.5 x 3.5	400	360	320	280
BUSINESS CARD	3.5 x 2	350	315	280	245
1/12 PAGE	2.25 x 2.25	270	245	215	190

### WEB AD RATES [ www.motorcyclemojo.com ]

	run of site	1 mth	3 mths	6 mths	9 mths	12 mths
TOP LEADERBOARD	960 x 120 •	1,600	1,440	1,360	1,280	1,200
LOWER LEADERBOARD	960 x 120 •	1,000	900	850	800	750
TOP BANNER	468 x 120 •	1,200	1,080	1,020	960	900
LOWER BANNER	650 x 120 •	800	720	680	640	600
PREMIUM COLUMN	240 x 240 •	800	720	680	640	600
COLUMN BLOCK	240 x 120	300	270	255	240	225
LOGO BUTTON	100 x 120	500	450	425	400	375

\* subject to availability

### PUBLICATION DATES [10 ISSUES PER YEAR]

COVER DATE	SPACE CLOSING	MATERIAL CLOSING	ON SALE DATE
<b>January/February</b> (Additional distribution at motorcycle shows + new subscription drive)	November 8	November 11	December 23
<b>March</b> (Additional distribution at motorcycle shows + new subscription drive)	January 10	January 13	February 24
<b>April</b> (Additional distribution at motorcycle shows + new subscription drive)	February 14	February 17	March 31
<b>May</b> (Additional distribution at rider training centres and spring events)	March 14	March 17	April 28
<b>June</b> (Additional distribution at rider training centres and spring events)	April 11	April 14	May 26
<b>July</b> (Additional distribution at rider training centres and summer events)	May 16	May 19	June 30
<b>August</b> (Additional distribution at rider training centres and summer events)	June 16	June 19	July 28
<b>September/October</b> (End of season sales and new bike teasers)	July 11	July 14	August 25
<b>November</b> (Additional distribution at motorcycle shows + new subscription drive)	September 12	September 15	October 27
<b>December</b> (Additional distribution at motorcycle shows + new subscription drive)	October 10	October 13	November 24

1/4  
HORIZONTAL

1/2  
HORIZONTAL

1/3  
VERT.

1/4  
VERTICAL

1/3  
SQUARE

2/3  
VERTICAL

1/6  
VERT.

### MARKETPLACE

1/6  
SQUARE

1/4  
VERT.

BUSINESS  
CARD

1/6  
VERT.

1/12

1/6  
HORIZONTAL

### WEB

960 x 120

468 x 120

240 x  
240

240 x 120

650 x 120

240 x 120

### [TECHNICAL]

Motorcycle Mojo operates in a Macintosh environment using QuarkXpress 8 and Adobe Creative Suite 4. PDF 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 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

### PLEASE CONTACT:

**Roger**  
1-877-665-6624  
roger@motorcyclemojo.com

**Martin**  
1-877-665-6624  
martin@motorcyclemojo.com

### [ADDITIONAL SERVICES]

Quotes for polybagging, tipping-in of promotional brochures or other creative promotions, are available upon request.



With our new digital edition offering embedded rich media and streaming video, the advertiser in Motorcycle Mojo gets the best of both worlds. The total concentration of a magazine and the audiovisual aspect of television, the two main forms of media that proves advertising works.

## DON'T JUST READ MOTORCYCLE MOJO, EXPERIENCE IT!

### MOTORCYCLE MOJO REACHES OUT TO THE GLOBAL MARKET.

The information age has made the world-wide delivery of your message possible. Subscription requests arrive from every continent and we offer Motorcycle Mojo in our Digital Edition to expand your reach around the globe. Readers in Europe, the Americas, Africa, Asia, and Australia have access to our Digital Edition via a web browser, on their desktop (PC or Mac), on the iPhone and iPad, and also on next generation tablets and phones running Blackberry or Android software.

### WHAT DOES THIS MEAN FOR YOU?

Motorcycle Mojo's digital edition offers additional enhanced features including **streaming video, embedded rich media, photo galleries and links to every website and email** mentioned in the digital edition. This means our Digital Edition drives customers to your web site and your message.

### STREAMING VIDEO

In addition to telling our readers who you are and what you have to offer, imagine your ad popping off the page to show readers how your product works with streaming video and sound. Craft your message and deliver it exactly how you intend with embedded streaming video.

### SEARCHABLE

Amazingly, the Digital Edition allows readers to search through our entire back catalog of Motorcycle Mojo Digital Edition issues for a particular word or name. Readers can highlight text and make notes on the pages for future reference. Readers remember your ad and will easily recall it by searching.

### MAGAZINES ENGAGE

Reading requires total concentration, leading to better recall of ad messages. **When you read it, you 'get' it!**

Magazines target a reader's interest and are all about the reader, understanding their needs and aspirations.

Further studies show that magazine advertising impact far outweighs that of newspaper, radio and Internet. The only other form of advertising that even comes close to magazines is television—and even it is still left in the dust.

This interactive digital edition to the Motorcycle Mojo family is a great complement to our engaging printed edition.

[www.motorcyclemojo.com/free](http://www.motorcyclemojo.com/free)





## AWARDS

Since its inception in 2002, Motorcycle Mojo has won five **MAX Awards (Motorcycle Award of Excellence)** helping to garner Motorcycle Mojo Magazine a reputation for quality and providing a solid base for a continued dedication to the motorcycle industry. We are committed to bringing our readers and advertisers the excellence they expect.



## PROUDLY CANADIAN

We also distribute copies of each issue overseas for our **Canadian Forces Troops** to enjoy.

## ADVERTISING IMPACT IS MORE THAN JUST EYEBALLS, IT'S ABOUT INVOLVEMENT WITH THE CONSUMER.

### Magazines feed readers' passions

Every magazine uniquely connects the advertiser with a consumer audience. There is a magazine for every passion, and a passion for every magazine.

### Editorial environments create reader receptivity

The most important environment of all is what's going on in the consumer's head while reading. Editorial connects in compelling ways, opening minds to advertiser messages.

### Reading ensures undivided reader attention

Reading requires total concentration, leading to better recall of ad messages. When you read it, you get it!

### Readers develop a personal relationship with each magazine

The advertiser inherits a more involved and trusting consumer.

### Magazines tell the whole brand story

Brand benefits are spelled out in greater detail, creating more ways to connect with your target.

### 73% of readers regularly or sometimes save magazine ads

The simple act of saving an ad is proof positive of the reader's intense involvement with magazine advertising.

### Advertisers understand the power of magazines to drive sales

Magazines motivate readers. Sales results prove it.

Courtesy of Magazines Canada



# Motorcycle Mojo

magazine