

For Riders. About Riders. By Riders

Throttler

motorcycle magazine

Over
10
Million
Registered
Motorcycles
In 2012



Media Kit

Photographs courtesy of the Harley-Davidson Motor Company Archives.

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Our Mission Statement

Motorcycling is all about having fun and living a lifestyle, whether it's riding the open road, a motocross/hair scramble or attending rallies and events. It's about spending time with friends and family. It's about the freedom we all feel doing what we love and enjoying life. 2012 statistics show there are roughly 10 million registered motorcycles in the US who ride each year, upgrade their bikes with accessories and that number is growing.

A great magazine, website and company is built on content, and we understand this point very well. Nobody wants rehashed content, fluff or uninteresting articles. They

want fresh, unbiased and engaging content about new motorcycles, innovative companies and interesting people who ride. Likewise, each edition has a dedicated women's point of view capturing the largest growing segment of the industry. That is what we deliver in every issue and in our Internet presence.

Besides great content, everyone wants to have fun while riding or reading about motorcycles. Throttler Motorcycle Magazine makes sure our readers have fun; whether it's with our bio's, motorcycle and product reviews or just hanging out with some great riders enjoying what life has to offer.

Always classy, always respectable

THROTTLER MAGAZINE, the motorcycle magazine DONE RIGHT; written for the serious enthusiast, the casual rider as well as the weekender family riders. THROTTLER covers it all — the RIGHT WAY. You won't find this type of content in any other motorcycle magazine.



Demographics

Marital Status

Married	67%
Single	33%

Gender

Men	93%
Women	7%

Age

Under 35	12%
35-44	27%
45-54	34%
55+	28%

Education

Some high school	3%
H.S. graduate	27%
Some college	26%
Associate's Degree	14%
Bachelor's Degree	27%
Graduate Study	4%

Household Income

Less than \$50,000	22%
\$50,000 - \$99,999	50%
\$100,000+	29%

Brand

Harley-Davidson	65%
Other	35%

Influenced by advertising

Definitely	55%
Somewhat	40%
No	5%

Occupation

Retired	5%
Management	13%
Professional	24%
Sales	9%
Service Staff	5%
Other	46%

RESULTS FROM A 2011
INDEPENDANT
ONLINE SURVEY
OF 805 THROTTLER
READERS
AND WEBSITE
VISITORS

On the Web

ThrottlerMagazine.com complements our print magazine, reaching an even wider audience offering additional content like Youtube videos, photo galleries, events, blogging, RSS and Twitter feeds.

Fans of our Facebook and social media sites offer our advertisers tens of thousands of additional potential clients that are interested in everything we post. Our Facebook and Internet presence connects with riders who are looking for the next great thing in motorcycling.

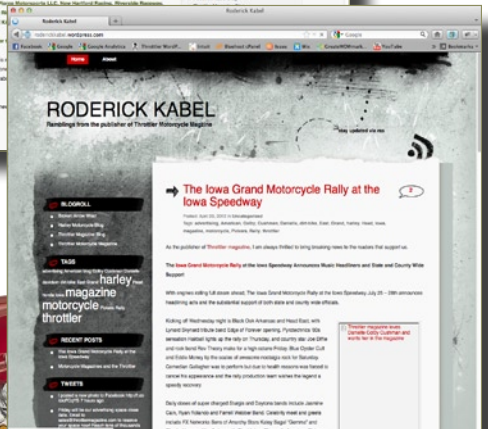
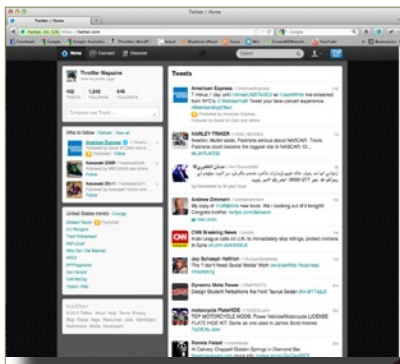
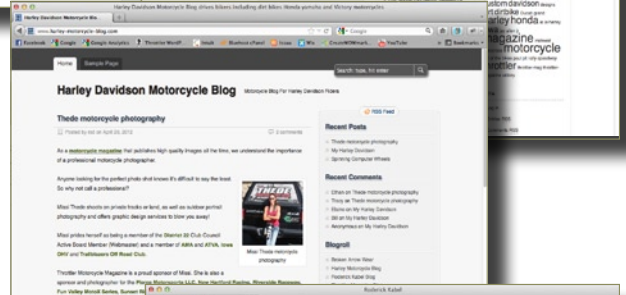
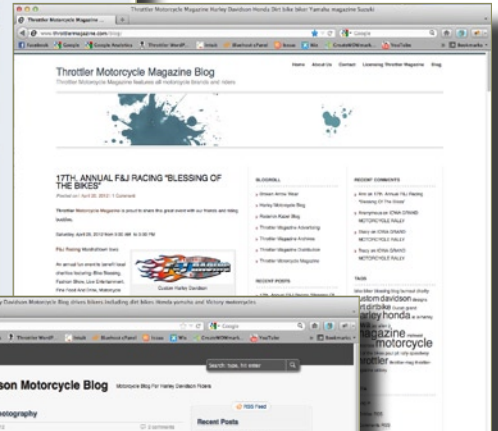
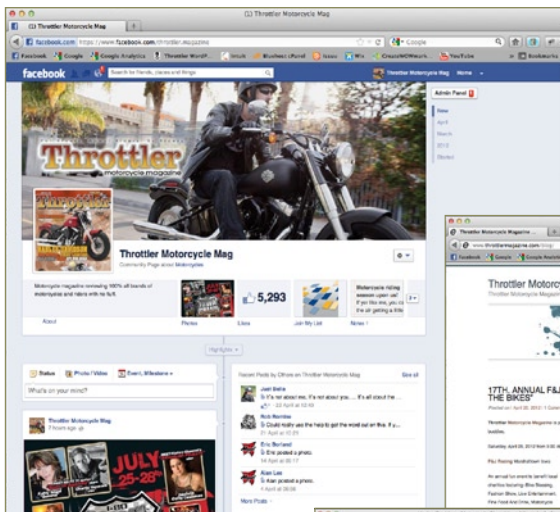
Our Internet and social media focuses on SEO techniques that build relationships and connections for our advertisers.

If you want to increase sales, build awareness, increase website visitors and get more repeat customers, we can help extend your ad campaign beyond the printed pages of the magazine.



- Internet Page Views: 165,315
- Internet Unique Visitors: 23,260
- Top Search Engine ranking for "Motorcycle Magazine"
- Advertiser banners featured on each page
- 3 dynamic motorcycle blogs with back links for SEO
- Facebook page with 5,300+ fans
- 3 Twitter feeds pushed daily with relevant information
- Motorcycling events calendar

And more...



Editorial Focus

Throttler Motorcycle Magazine is dedicated to motorcycles, businesses and the people who ride them. Our goal is to produce motorcycle articles that explore the issues impacting riders, to the unparalleled coverage of new products, industry news, business bios and what's hot.

As aficionados of everything motorcycle our readers ride today's American made machines as well as British, Japanese, German and Italian bikes. From Harley-Davidson and Buell to custom built to Victory, Indian, Yamaha, Kawasaki, KTM, Honda, BMW, Triumph, Ducati and Suzuki, Throttler Motorcycle Magazine has an unbiased read that covers anything on two wheels and sometimes three.

If it's about motorcycling, we're covering it with accurate and up-to-

date information on developments and trends. We're serious about giving riders — and readers — the finest publication of its type loaded with professionally-written, 100% motorcycle related stories with information they can use.

Always published in a classy and respectable manner allowing every age to enjoy our magazine.

Each issue of Throttler Motorcycle Magazine delivers:

- an unbiased stance of every brand, manufacturer and niche
- exciting and evocative industry articles on bikes, businesses and riders
- photographs of the most brilliant, unusual and innovative motorcycles
- product reviews and features on new

bikes, riding gear and accessories

- who's-who in the motorcycle industry breaking barriers and making waves
- celebrated builders and riders whose achievements have shaped today

...we showcase the best in motorcycling and we aim to please motorcycle enthusiasts everywhere.

Businesses get front-and-center with the riders who buy motorcycles, parts, services, tools and gear. Throttler Motorcycle Magazine devotees hunger for knowledge about motorcycles and items to accessorize, customize and maintain their prized beauties. These riders work hard for their money, and don't hesitate to spend cash and time on their true loves.

Take a ride with us where these passionate purchasers connect, dream and buy.

Issue Schedule

	Space Res.	Materials Due	On Sale
2012 Maintenance			
March:	2-20-12	2-24-12	3-1-12
New 2012 Harley bikes			
April:	3-20-12	3-24-12	4-5-12
Best New Metric Cruisers			
May:	4-21-12	4-24-12	5-3-12
Vacation Destinations & Touring			
June:	5-20-12	5-25-12	6-5-12
Sturgis South Dakota			
July:	6-20-12	6-25-12	7-5-12
Black Motorcycle Rider History			
August:	7-20-12	7-24-12	8-2-12

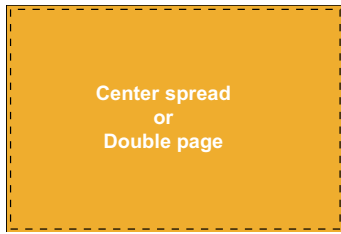
	Space Res.	Materials Due	On Sale
MotoGP and Superbikes			
September:	8-20-12	8-24-12	9-5-12
MX and Motocross			
October:	9-20-12	9-24-12	10-4-12
Fall Long Trip Touring			
November:	10-22-12	10-26-12	11-1-12
Holiday Issue			
December:	11-20-12	11-26-12	12-5-12
New 2013 Harley bikes			
January:	12-20-13	12-24-13	1-3-13
Special Edition			
February:	1-21-13	1-25-13	2-5-13



2012 Circulation

Throttler Motorcycle Magazine distributes 10,000 glossy magazines each month, free, to over 400 motorcycle dealerships, events, bike nights and motorcycle businesses throughout Iowa, Illinois, Minnesota, South Dakota, Nebraska, Kansas, Missouri, Wisconsin, Florida and New York.

Specific locations are vetted for high traffic in Harley-Davidson dealerships — for obvious reasons — and Victory Motorcycle dealerships. Victory allows us a very wide range of brand manufacturers with their ancillary motorcycle lines.



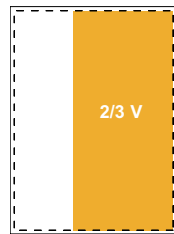
Center spread
or
Double page

Live size: 16.5" x 10.5"
With Bleed: 17.5" x 11.5"
(WIDTH BY HEIGHT)



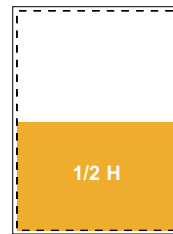
Full page

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With Bleed: 9" x 11.5"
(WIDTH BY HEIGHT)



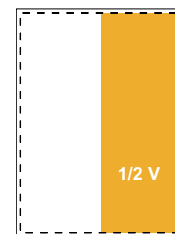
2/3 V

Live size: 5.292" x 10.5"
Call for bleed sizes
(WIDTH BY HEIGHT)



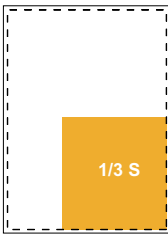
1/2 H

Live size: 8" x 5.186"
Call for bleed sizes
(WIDTH BY HEIGHT)



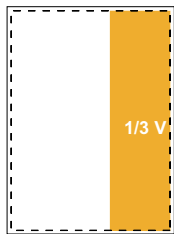
1/2 V

Live size: 3.937" x 10.5"
Call for bleed sizes
(WIDTH BY HEIGHT)



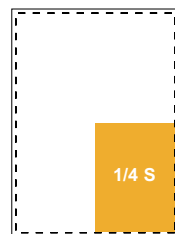
1/3 S

Live size: 5.292" x 5.186"
Call for bleed sizes
(WIDTH BY HEIGHT)



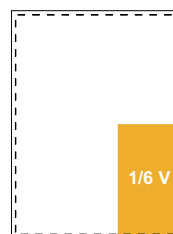
1/3 V

Live size: 2.583" x 10.5"
Call for bleed sizes
(WIDTH BY HEIGHT)



1/4 S

Live size: 3.937" x 5.186"
Call for bleed sizes
(WIDTH BY HEIGHT)



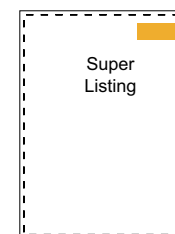
1/6 V

Live size: 2.583" x 5.186"
Call for bleed sizes
(WIDTH BY HEIGHT)



1/8 H

Live size: 3.9" x 2"
Call for bleed sizes
(WIDTH BY HEIGHT)



Super
Listing

Live size: 2.5" x 1.25"
No bleed Available
(WIDTH BY HEIGHT)

2012 Advertising Rates (gross) 9 REGULAR ISSUES, 3 SPECIAL SECTIONS

	12x	9x	6x*	3x*	1x* (open rate)
Center Spread	\$1,350	\$1,400	\$1,500	\$1,600	\$1,700
Double Page	\$1,200	\$1,250	\$1,300	\$1,400	\$1,500
Back cover	\$1,000	\$1,050	\$1,100	\$1,200	\$1,300
Inside covers	\$875	\$900	\$950	\$1,000	\$1,100
Full Page	\$750	\$775	\$800	\$850	\$900
2/3 Page	\$600	\$625	\$675	\$725	\$775
1/2 Page	\$425	\$450	\$475	\$525	\$550
1/3 Page	\$300	\$325	\$365	\$400	\$450
1/4 Page	\$225	\$235	\$250	\$275	\$325
1/6 Page	\$185	\$200	\$225	\$245	\$275
1/8 Page	\$150	\$165	\$170	\$185	\$200
Super Listing	\$70	\$75	\$80	\$90	\$100

Color Charges

4-Color Process: \$95
CMYK is the only
color available.
Add \$95 to each ad
cost per month of
frequency.

Submission guidelines

We accept:

- PDF (embed all fonts, no RGB)
 - EPS Vector Art (all fonts
converted to outlines)
 - EPS Raster Art (300 dpi)
 - TIFF Raster Art (300 dpi)
 - JPG Raster Art (300 dpi)
- * Camera Ready art will not be proofed.

Advertising space, copy and camera ready deadlines:

Ad Space reservation to be placed
the 20th day prior to publication month.
Camera ready ads to be submitted
24th day prior to publication month.

Discount Program

Non-profit: 10% discount

Special Placement requests

- Page 3 - cost of ad plus 15%
- Pages 4 & 5 - cost of ad plus 10%
- * All other special requests will be
billed as the cost of ad plus 10%

Online Advertising Rates

- JPG, GIF files only.
- Medallion ad: \$75/mo
Front page only.
- Medallion ad: \$50/mo
One requested page only.
- Medallion ad: \$125/
mo. All pages.
- Banner ad: \$175/
mo. Front page
only.
- Banner ad:
\$150/mo. One
requested page
only.
- Banner ad:
\$300/mo. All
pages.

DISTRIBUTION (estimated) will be the first Wednesday of every month.

Ad sizes may change within contracted schedule. Frequency contracts allow
advertisers to move up and down in that specific column. Frequencies
over 12 months are available. Rates Effective: January 1, 2012.

