

POWERSPORTS
BUSINESS

INSPIRING SUCCESS THROUGH MARKET INTELLIGENCE

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BUSINESS

2013 MEDIA KIT

www.powersportsbusiness.com

COMPLETE MARKET COVERAGE

A commitment to the powersports industry...**INSPIRING SUCCESS THROUGH MARKET INTELLIGENCE**

Powersports Business, through its industry-leading, multi-media brand, delivers authoritative, timely information, best practices and key business metrics that help powersports professionals succeed. Whether in print, online or in-person, *Powersports Business* communicates market intelligence to help its customers run stronger, more profitable businesses.

Powersports Business has been delivering business and financial news to the powersports industry since 1998. That commitment has been renewed as *Powersports Business* has freshened its vision statement and its dedication to the industry as the brand aims to continue "Inspiring Success Through Market Intelligence."

86%

read 4 out of 4 issues!

69%

of readers pass along their copy of *Powersports Business* to another reader

3.3

readers per copy

84%

CHOOSE POWERSPORTS BUSINESS IF THEY COULD ONLY RECEIVE ONE INDUSTRY PUBLICATION!

Powersports Business readers take action...

92% Discussed article with others

47% Formed or changed an opinion

43% Clipped/copied article for future reference

43% Saved an entire issue for future reference

47% Visited an advertiser website

77% agree that *Powersports Business* is the best magazine for thorough powersports industry coverage

74% agree that *Powersports Business* is the industry leader for providing in-depth market analysis and reports

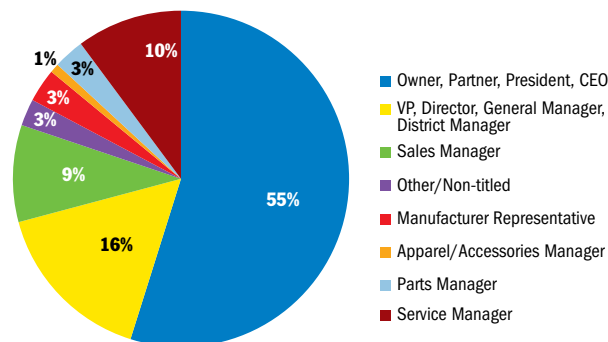
74% agree that *Powersports Business* helps me think strategically about my organization's future

83% agree that *Powersports Business* find the most useful in providing commentary and industry trends and news

Source: Powersports Business Reader Survey August 2012

POWERSPORTS BUSINESS AUDIENCE

BY JOB FUNCTION*



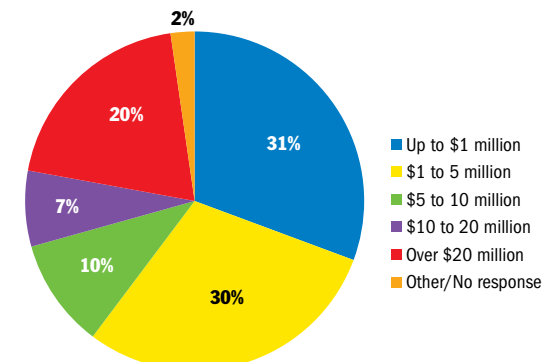
*Sourced BPA June 2012

PURCHASING POWER

Franchised Dealers	Percent of PSB readers**
Motorcycle	82%
ATV	71%
UTV	47%
Scooter	35%
Snowmobile	35%
Personal Watercraft	35%

**Publishers own data Nov. 2011

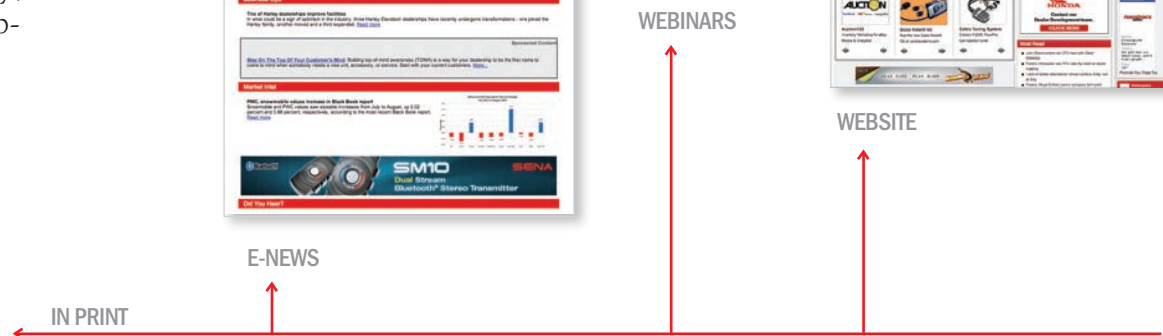
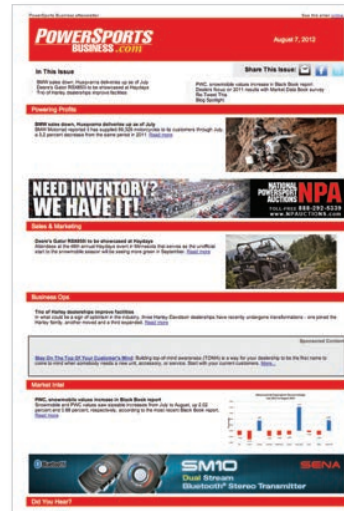
BY SALES VOLUME*



*Sourced BPA June 2012

YOUR OPPORTUNITY

Powersports Business provides companies with the opportunity to reach out to important players in the powersports industry, including but not limited to dealers, OEMs, aftermarket suppliers, service providers and more.



PUT POWERSPORTS BUSINESS TO WORK FOR YOU!

Powersports Business offers many ways to help you reach top powersports executives. With Powersports Business, you will...

- Expand your reach and influence
- Deliver your sales message to the industry
- Develop relationships with target prospects

Whether your marketing objectives call for regular display advertising in Powersports Business magazine or something more interactive by delivering your message online, in our twice-a-week e-newsletters, or webinar participation, Powersports Business delivers several ways to promote your brand, drive sales and develop the relationships it takes to bring you and your business to the next level.

YOUR PARTNER

2013 EDITORIAL CALENDAR

Inside every issue of *Powersports Business*:

News - Breaking news and analysis of all angle of the industry

Dealer Financial Snapshot - Regional report on dealer performance; unit sales, parts, service metrics dealers rely on

Aftermarket - News and information about aftermarket products and distributors

Solutions - Substantive, strategic solutions from industry leaders that help dealerships drive profitability

Data - Leading Powersports companies provide valuable data on pre-owned unit values, inventory levels, same store sales, accessories data, registration statistics

ISSUE # 2

FOCUS - SERVICE: Growth strategies, service efficiencies; (EXCLUSIVE) Part One of *Powersports Business* Nifty 50 Awards, V-Twin Show Preview.

Bonus distribution: V-Twin Expo & Dealer Expo.

COVER DATE:

01/28/13

AD CLOSE:

01/03/13

MATERIALS DUE:

01/08/13

ISSUE # 3

FOCUS - AFTERMARKET: New products, trends and analysis of this important segment of the industry; Part Two of *Powersports Business* Nifty 50 Awards.

Bonus distribution: Dealer Expo.

COVER DATE:

02/18/13

AD CLOSE:

01/24/13

MATERIALS DUE:

01/29/13

ISSUE # 4

FOCUS - ELITE DEALERS/BEST PRACTICES: Identify and study some of the most profitable North American dealerships using high-profile industry benchmarks.

COVER DATE:

03/18/13

AD CLOSE:

02/21/13

MATERIALS DUE:

02/26/13

ISSUE # 5

FOCUS - TOURING AND CRUISING: Learn how accessorizing for these steady growth segments can lead to more profitability. Also, we'll unveil new trends and topics.

COVER DATE:

04/08/13

AD CLOSE:

03/13/13

MATERIALS DUE:

03/18/13

ISSUE # 6

FOCUS - ATV: How to improve sales in this important segment; also new products, trends and analysis.

COVER DATE:

05/06/13

AD CLOSE:

04/11/13

MATERIALS DUE:

04/16/13

ISSUE # 7

FOCUS - TIRE & WHEEL: An inside look at the latest technology and innovations unveiled by manufacturers, as well as top selling practices and promotions from dealers.

COVER DATE:

05/27/13

AD CLOSE:

05/02/13

MATERIALS DUE:

05/07/13

ISSUE # 8

FOCUS - DIGITAL: Discover the benefits of mobile marketing, texting and mobile websites; also, how social media can make your dealership more profitable.

COVER DATE:

06/17/13

AD CLOSE:

05/22/13

MATERIALS DUE:

05/28/13

ISSUE # 9

FOCUS - UTV: A look at the sport and utility vehicles of this fast-growing segment; and how dealerships use UTV accessories to grow their profit.

COVER DATE:

07/15/13

AD CLOSE:

06/19/13

MATERIALS DUE:

06/25/13

ISSUE # 10

FOCUS - SNOW: 2013 snowmobile models, garments and accessories; and transitioning your store to the fall and winter sales cycle.

COVER DATE:

08/12/13

AD CLOSE:

07/18/13

MATERIALS DUE:

07/23/13

ISSUE # 11

FOCUS - FINANCE & INSURANCE/COMPLIANCE: Tips and best practices on how to generate more income for your dealership with this profitable segment of the business; AIM Expo show preview.

COVER DATE:

09/09/13

AD CLOSE:

08/15/13

MATERIALS DUE:

08/20/13



MARKET DATA BOOK & DEALER DIRECTORY

AD CLOSE:

08/08/13

MATERIALS DUE:

08/15/13

ISSUE # 13

FOCUS - DISTRIBUTOR SHOW ISSUE: Go inside distributor shows to take a look at innovative products.

Bonus distribution: AIM Expo.

COVER DATE:

10/07/13

AD CLOSE:

09/12/13

MATERIALS DUE:

09/17/13

ISSUE # 14

FOCUS - HELMET & APPAREL: The latest technology and manufacturing techniques are unveiled in each segment, along with best practices to generate more sales.

COVER DATE:

11/04/13

AD CLOSE:

10/10/13

MATERIALS DUE:

10/15/13

ISSUE # 15

FOCUS - E-COMMERCE/DEALER MANAGEMENT SOFTWARE; OEM OUTLOOK: E-commerce trends and a look ahead to 2014.

COVER DATE:

12/02/13

AD CLOSE:

11/07/13

MATERIALS DUE:

11/12/13

ISSUE # 1

FOCUS - AUCTION/PRE-OWNED: A look at the five most important reasons to be in the pre-owned business; how acquisition techniques can generate great profits and other trends in the segment.

COVER DATE:

12/30/13

AD CLOSE:

12/05/13

MATERIALS DUE:

12/10/13

SPECIAL OPPORTUNITIES

84% agree Market Data Book is extremely useful in their business



Market Data Book & Dealer Directory



LONG SHELF-LIFE, MULTIPLE VIEWS... EXCELLENT BUY
Powersports Business magazine's Annual Market Databook & Dealer Directory is the number one reference guide for all things powersports. Powersports leaders use *PSB's* Market Data Book to plan for their businesses, learn about the latest trends and gather unit sales information that helps them decide on their inventory for the next season. It is irreplaceable, it is important, it is one of the best places that you can place your sales message.

Each year, *Powersports Business*' editorial team compiles information from the most respected data sources in the industry and creates a succinct executive summary that powersports professionals rely on.

Market Data Book is loaded with:

- Unit sales of ATVs, motorcycles, PWCs, snowmobiles, and utility vehicles (UTVs).
- Analysis of statistics from leading experts whose exclusive comments help *PSB* readers plan their operations from 2013.
- Proprietary industry research studies.
- Dealer Performance statistics.

Dealer Directory

The most comprehensive dealer directory in existence. It's referred to multiple times a day, month and year!

- Over 4,100 individual dealer locations, listed alphabetically by state
- State-by-State index to quickly locate dealers in a specific state or region with fully indexed sections.
- Contact information includes dealer name, full address and phone number..

Cover Sponsorship Package:

- Your company logo on the COVER of *Powersports Business* Market Data Book & Dealer Directory
- Company logo on TOC page with website and ad page call out
- Full Page 4-color display ad in issue

COST: \$5,995

ADVERTISING RATES:

Full Page	\$3,495
1/2 Page	\$2,395
1/3 Page	\$1,955
1/4 Page	\$1,655
1/6 Page	\$1,275

AD SIZES:

Full Page	7" x 9 3/8"
1/2 page horizontal	7" x 4 7/8"
1/2 page vertical	4 3/4" x 7 3/8"
1/3 page horizontal	7" x 3 1/8"
1/3 page vertical	2 1/4" x 9 3/8"
1/4 page horizontal	4 1/2" x 3 1/8"
1/4 page vertical	3 3/8" x 4 7/8"
1/6 page vertical	2 1/4" x 6 1/4"

State of the Industry Webinars

Powersports Business accesses top powersports experts to bring expert advice to the entire marine industry through its webinar series. Our quarterly 'State of the Industry' webinars offer unique ways to position your company with valuable information from top experts.

KEY BENEFITS:

- Position your company as a leader in the industry
- Generate leads, receive contact information of participants
- Webinar allows sponsor to participate with content in front of audience
- Turnkey execution: *Powersports Business* editors handle all details from promotion to overall webinar planning and execution

Sponsorship of webinar: \$5,500 per company, limit 6 companies per webinar

2013 WEBINARS:

January, April, July, October

Space is very limited, please contact your sales representative for more information.

E-MARKETING

www.powersportsbusiness.com



Online Product Showcase

Prominently feature your products and services on www.powersportsbusiness.com's home page. Your product showcase will include a photo, text and URL link.



Updated multiple times a day, PowersportsBusiness.com is the place powersports professionals go to get the latest news and information on the Web. Our multi-media approach offers something for everyone. Quick reads, video content, webinars, unique feature editorial. PowersportsBusiness.com offers a vibrant community to market your products and services.



E-news

Reach more than 13,000 powersports leaders twice-weekly with Powersports Business' E-news, which features all the latest breaking news professionals need and rely on.

75% would choose Powersports Business e-newsletter over any other industry newsletters if they could only choose one!

83% of respondents agree that PowersportsBusiness.com is extremely useful/useful

88% read at least 3 of 4 newsletters from Powersports Business

ONLINE RATES

Ad Unit	Size	File Size	Net Cost/Month
Leaderboard	728 x 90 pixels	60k	\$1,200
Medium Rectangle	300 x 250 pixels	60k	\$1,200
Tower	120 x 600 pixels	40k	\$1,000
Banner	468 x 60 pixels	40k	\$800
Large Button	125 x 125 pixels	20k	\$600

Maximum 3 rotations, 12 seconds per rotation. JPG, GIF or Flash accepted.

PRODUCT SHOWCASE PRICING

One month:	\$250 net
Two months:	\$450 net
Three months:	\$600 net

MATERIALS NEEDED:

- Electronic image of product (specs 265 x 125 pixels)
- 50 character description with headline
- URL link

E-NEWS RATES

Ad Unit	Size	File Size	Net Cost/Month
Leaderboard	728 x 90 pixels	60k	\$1,200
Banner	468 x 60 pixels	40k	\$800

Embedded Text Ad Maximum 3 lines, approximately 60 words

Maximum 3 rotations, 12 seconds per rotation. JPG, GIF or Flash accepted.

CUSTOM

Depending on your marketing objectives, custom media can be a perfect fit. *Powersports Business* offers a wide variety of options to meet your needs.

Don't see anything here that suits you? Please contact us and we'll set up a brainstorming session with our editorial team and media experts.

THOUGHT LEADERSHIP



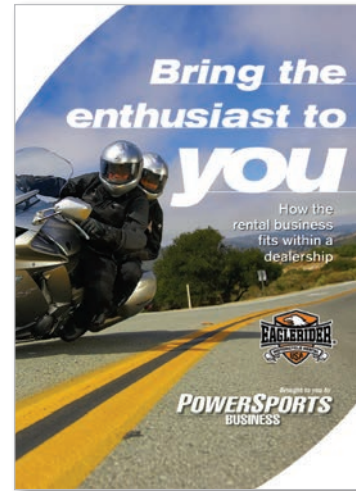
E-White Paper Sponsorship

Establish your company as a thought leader and advocate education in the topic area of your choice. Our editorial team will work directly with you to create a meaningful succinct e-White Paper that your company will be proud to have sponsored for years to come.

KEY BENEFITS:

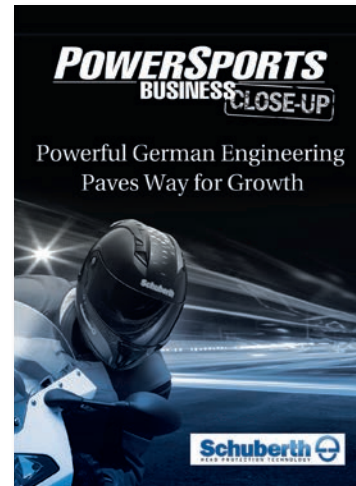
- Align your brand with unbiased valuable content
- Drive interest in your company
- Distribute the e-White Paper to your audience as you wish
- Reach the powerful audience of PSB through online, e-news and in print exposure

POWERSPORTS BUSINESS



Case Study

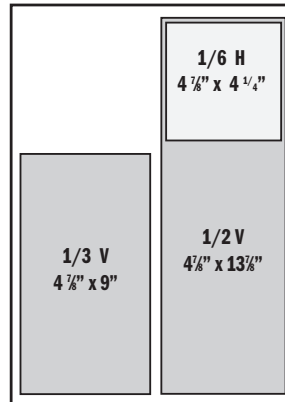
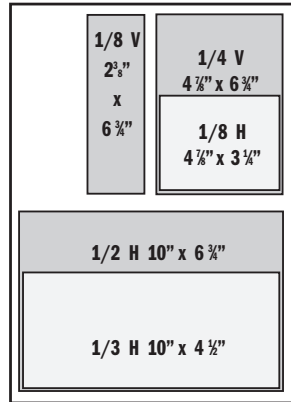
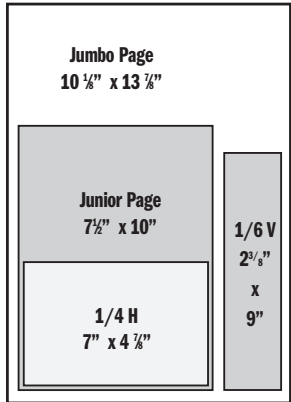
People want to know what's working for others. Tell how your company helps your clients be more successful. We'll take the lead for you and tell your story, contact us today to get started!



Close-Up

Get your company or initiative in front of powersports professionals through a close-up look by *Powersports Business*. This is your chance to get valuable company messaging in the hands of your decision makers. It will have an immediate impact on what professionals in the powersports industry know about your company.

2013 ADVERTISING RATES



Instructions for uploading ads to our FTP Site:

ftp.affinitygroup.com
 User name: ehlerpub
 Password: welcome

Please drop ads into the *Powersports Business* folder. Once files are uploaded please advise your *Powersports Business* sales contact that your files have been uploaded and the file name so we may retrieve.

	4C	1x	4x	8x	12x
Spread		\$11,830	\$11,350	\$10,850	\$10,400
Jumbo		\$ 6,685	\$ 6,415	\$ 6,145	\$ 5,875
Jr Page		\$ 5,645	\$ 5,425	\$ 5,210	\$ 4,990
1/2 pg		\$ 4,395	\$ 4,220	\$ 4,045	\$ 3,870
1/3 pg		\$ 3,740	\$ 3,600	\$ 3,455	\$ 3,315
1/4 pg		\$ 3,085	\$ 2,975	\$ 2,865	\$ 2,755
1/6 pg		\$ 2,455	\$ 2,365	\$ 2,280	\$ 2,190
1/8 pg		\$ 1,980	\$ 1,915	\$ 1,850	\$ 1,785

	8x	12x
Cover 2	\$6,895	\$6,590
First RHP	\$6,590	\$6,360
Cover 3	\$6,590	\$6,360
Cover 4	\$6,895	\$6,590

AD SIZES	WIDTH	HEIGHT
Spread	21 1/8"	13 7/8"
Jumbo Page	10 1/8"	13 7/8"
Junior Page	7 1/2"	10"
1/2 Page (vertical)	4 7/8"	13 7/8"
1/2 Page (horizontal)	10"	6 3/4"
1/3 Page (vertical)	4 7/8"	9"
1/3 Page (horizontal)	10"	4 1/2"
1/4 Page (vertical)	4 7/8"	6 3/4"
1/4 Page (horizontal)	7"	4 7/8"
1/6 (vertical)	2 3/8"	9"
1/6 (horizontal)	4 7/8"	4 1/4"
1/8 Page (vertical)	2 3/8"	6 3/4"
1/8 Page (horizontal)	4 7/8"	3 1/4"

BLEED AD SIZES (INCLUDING TRIM)

Spread	22"	15 1/4"
Page	11 1/8"	15 1/4"
Trim Size	10 7/8"	15"

INFO

Electronic Advertising

Materials: The production department at GS Media & Events uses InDesign on Mac systems. Please take this into consideration when preparing files. Please indicate what format/software your materials are in when submitting your materials. If you have any questions about acceptable formats, please contact your Production Coordinator at 763-383-4450.

We prefer materials supplied in the following formats:

EPS, TIFF, PDF (created using Acrobat Distiller, embed all fonts without sub-setting)
 We prefer ads designed in the following layout and graphics software:
 QuarkXpress (v 8.5 or lower)
 Adobe Illustrator (v CS5 or lower)
 Adobe Photoshop .. (v CS5 or lower)

We DO NOT accept ads created in the following:

Microsoft Word, Microsoft Powerpoint
 Microsoft Publisher, Corel Draw

Color: Unless you have contracted to run a PMS color, all colors must be CMYK.

Images: Include all graphics and images placed, imported or embedded in your ad. Be sure to convert images from RGB to CMYK. Scanned images must be a minimum 266 dpi. Avoid "nesting" – importing graphics which contain embedded graphics into a page layout program. Avoid applying special effects to TIFF files within a page layout application as they may not transfer when the ad is positioned for printing.

Fonts: Include all fonts with your ad. Fonts must be Postscript fonts, not True Type. For best results, select the actual font (such as Futura Bold) instead of applying bold style to regular Futura. If you are using unusual fonts, it is best to outline them (convert to a graphic) in a drawing program.

Proofs: Advertisers must supply a proof of the ad printed at 100% of the actual size. We do not accept responsibility for and cannot guarantee the quality of electronic ads supplied without a proof.

Short Rates/Rebates on Contract:

Contract periods are each annual publishing cycle. Advertisers will be billed or credited at the lowest rate earned by advertiser during publishing cycle.

Agency/Cash Commission: 15% of the gross to recognized agencies.

Advertising Policies: All advertising subject to publisher's approval. No fraudulent or misleading advertising accepted. Advertising which simulates editorial content must carry label "advertising" set in at least 10-point type at the top of ad. If copy instructions for contracted ads are not received by the closing date, the publisher reserves the right to repeat a previous ad of the same size. No rebate allowed for errors arising due to the insertion of incorrect key numbers.

Mailing Instructions: All materials, including advertising, insertion orders, contracts, product releases and other correspondence, should be sent to:

Contact info:

Powersports Business
 3300 Fernbrook Lane N.
 Suite 200
 Plymouth, MN 55447
 Ph: 763/383-4400
 Fax: 763/383-4499



CONTACT

POWERSPORTS **BUSINESS**

INSPIRING SUCCESS THROUGH
MARKET INTELLIGENCE

CONTACT US:

Build your brand, influence buying decisions and increase sales among the most powerful powersports professionals in the market.

800-848-6247

www.powersportsbusiness.com

ADVERTISING SALES:



Allison Gruhn, Ext. 2467
National Account Manager
agruhn@powersportsbusiness.com



Dave Voll, Ext. 2421
National Account Manager
dvoll@ridermagazine.com



Mark Rosacker, Ext. 2433
National Account Manager
mrosacker@snowgoer.com



**Kathy Johnson,
480-988-3658**
National Account Manager
kjohnson@boatingindustry.com

EDITORIAL CONTACTS:



Dave McMahon, Ext. 2411
Senior Editor
dmcMahon@powersportsbusiness.com



Liz Hochstedler, Ext. 2413
Associate Editor
ehochstedler@powersportsbusiness.com



Mike Davin, Ext. 2408
Online Editor
mdavin@powersportsbusiness.com



Chris Gerber, Ext. 2434
Associate Digital Editor
cgerber@goodsamfamily.com

Powersports Business is published by GS Media & Events, the leading source of information in the powersports, marine and RV industries, with titles such as *Boating Industry*, *Trailer Life*, *MotorHome*, *Rider*, *Thunder Press*, and *SnowGoer*, in addition to a number of events, websites and electronic media options.

