

2015 MEDIA PLANNING GUIDE

INSPIRING SUCCESS THROUGH MARKET INTELLIGENCE

POWERSPORTS **BUSINESS**

www.powersportsbusiness.com

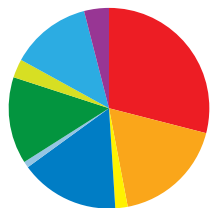
Print • Online • Events • Webinars • Digital Editions

POWERSPORTS BUSINESS IS THE LEADING PUBLICATION AND NEWS SOURCE IN THE INDUSTRY.

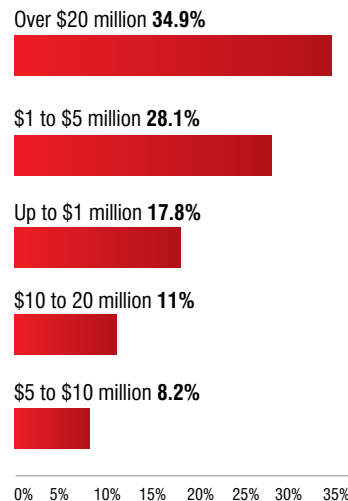
Our readers include powersports dealers, industry professionals, repair and service shops and retail locations — virtually every powersports-related business. Top professionals gain beneficial information on trends, best practices and key business statistics that help them develop more profitable and sustainable businesses. Our readers have come to rely on *Powersports Business* as the definitive source for timely statistics, news and information.

OUR UNIVERSE, YOUR OPPORTUNITY

READERSHIP BY JOB FUNCTION



BY COMPANY SALES VOLUME



BY PURCHASING POWER

FRANCHISED DEALER PRODUCT OFFERINGS:

82%

MOTORCYCLE

80%

ATV

77%

UTV

37%

SNOWMOBILE

33%

PWC

Source: Powersports Business Dealer Survey Q2 2014

POWERSPORTS BUSINESS IS YOUR MARKETING SOLUTION

Powersports Business offers you several ways to reach and influence your prospects. Whether you prefer your message in print, online or in-person, *Powersports Business* has a solution that's just right for you!



PRINT

Powersports Business magazine
Published 15 times a year, *Powersports Business* is packed with valuable trend information, statistics and news.

ANNUAL MARKET DATA BOOK compiles critical powersports information from the most respected data sources in the industry.

CUSTOM MEDIA
Custom media can be a perfect solution for companies that need to provide in-depth information about their businesses.



DIGITAL

E-NEWS
Reach more than 8,000 email subscribers by advertising in our three-times-per-week e-newsletter.

ONLINE
The latest news first makes our website the #1 choice for powersports news and information online.

DIGITAL EDITIONS
Our digital editions, which are viewable online, on a tablet or on a phone, offer unique ways to interact with key powersports readers.



SOCIAL MEDIA

Effectively navigate the social scene. Our social media experts will access your situation and design a social strategy to engage your next customer.



RESEARCH

Expert research services for the accurate and credible information you need.



EVENT



POWERSPORTS BUSINESS INSTITUTE @ AIMEXPO
Develop relationships with industry leaders and proactive powersports dealers by sponsoring the industry's leading dealer educational event held at AIMExpo in Orlando each fall.



POWERSPORTS BUSINESS POWER 50 DEALER AWARDS PROGRAM
Developed by the Editors of *Powersports Business* Magazine, the Power 50 is an awards program recognizing the top 50 powersports dealers on multitude of business criteria.



WEBINARS
Build your company's brand recognition and respect.



IN PRINT



Powersports Business magazine is published 15 times a year, offering marketers ample opportunities to reach and influence your audience. Each issue of *Powersports Business* is packed with valuable trend information, statistics and news that powersports dealers and industry professionals need including:

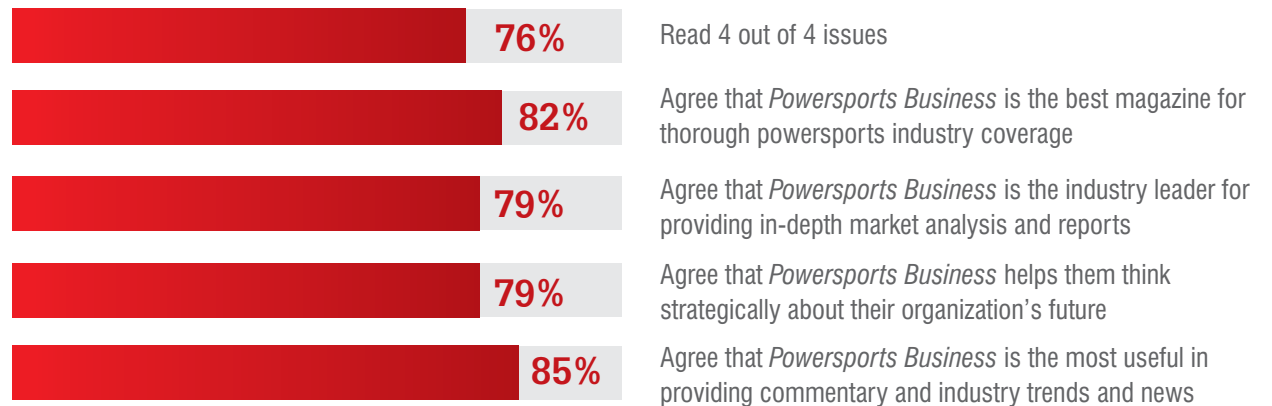
- **Company news** and information
- **Performance reporting** on dealers by region. Dealers can review how they are doing vs. their region/competitors, and manufacturers can use this information to access a region.
- **Aftermarket trends** are important to stay on top of. Powersports professionals can get the latest trends information as reported by several industry sources that provide data to PSB.
- **Substantive, strategic solutions** from industry leaders help dealerships drive profitability.
- **Unit sales, pre-owned unit values**, inventory levels, same store sales, accessories data and regulation statistics are just some of the data points that we report on each issue of *Powersports Business*.

Make sure your message reaches the marketplace by securing a program in *Powersports Business*.

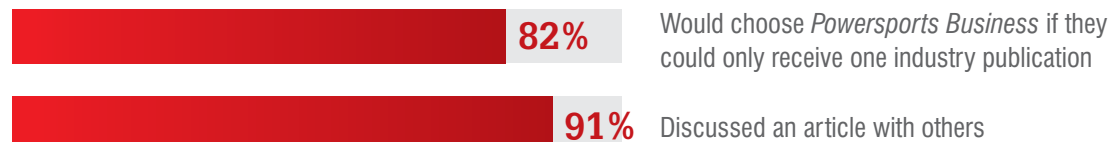
77%

AGREE THAT POWERSPORTS BUSINESS IS THE BEST MAGAZINE FOR THOROUGH POWERSPORTS INDUSTRY COVERAGE

DID YOU KNOW THAT POWERSPORTS BUSINESS READERS ...



OUR READERS ARE ENGAGED IN THE BUSINESS OF IMPROVING THEIR BUSINESSES. POWERSPORTS BUSINESS READERS ARE ACTIVE ...



0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

Source: Powersports Business Reader Survey August 2014

2015 CLOSING DATES

ISSUE	#2	#3	#4	#5	#6	#7	#8	#9	#10	#11	#12	#13	#14	#15	#1
COVER DATE	Jan. 26, 2015	Feb. 16, 2015	Mar. 16, 2015	Apr. 6, 2015	May 4, 2015	May 25, 2015	June 15, 2015	July 13, 2015	Aug. 17, 2015	Sep. 7, 2015	Annual MDB	Oct. 5, 2015	Nov. 9, 2015	Nov. 30, 2015	Dec. 28, 2015
AD CLOSE	12/30/14	1/22/15	2/19/15	3/12/15	4/9/15	4/30/15	5/21/15	6/18/15	7/23/15	8/13/15	8/6/15	9/10/15	10/15/15	11/5/15	12/3/15
MATERIALS DUE	1/5/15	1/26/15	2/23/15	3/16/15	4/13/15	5/4/15	5/26/15	6/23/15	7/27/15	8/17/15	8/13/15	9/14/15	10/19/15	11/10/15	12/7/15
MAIL DATE	1/16/15	2/6/15	3/6/15	3/27/15	4/24/15	5/15/15	6/5/15	7/3/15	8/7/15	8/28/15	9/16/15	9/25/15	10/30/15	11/20/15	12/18/15

2015 EDITORIAL CALENDAR

ISSUE	FOCUS SECTION
#2 / JANUARY 26:	SERVICE DEPARTMENT - A look at top dealership service department growth strategies, effective promotions and revenue drivers.
#3 / FEBRUARY 16:	NIFTY 50 AWARDS - Our 16th annual roundup of the top products, accessories and services released in 2015 as selected by the PSB editorial staff. We'll let dealers know why they need to consider the products as potential additions to their dealerships' offerings.
#4 / MARCH 16:	UTV - UTILITY - Discover winning P&A promotions, find out how to target the unique UTV-work buyer and view the latest utility UTV trends.
#5 / APRIL 6:	V-TWIN MOTORCYCLES - Learn which accessories are hot for V-twin bikes, the segment's growth area, exclusive parts data and growing companies
#6 / MAY 4:	ATV - Top ways to target the hunting and outdoors buyer, top-moving P&A and effective sales events.
#7 / MAY 25:	EXECUTIVE OF THE YEAR, INDUSTRY LEADERS - Our annual selection of the powersport industry's top movers and shakers features five can't-miss reads, including an extensive interview with the Executive of the Year and Q&As with the Industry Leaders.
#8 / JUNE 15:	TIRE & WHEEL - We'll provide the latest in technology and innovations by manufacturers, dealer promotional success, as well as exclusive data.
#9 / JULY 13:	UTV - SPORT - This fast-growing segment gets an overview, from OEM product to P&A growth to its next growth area, along with exclusive data.
#10 / AUGUST 17:	ADVENTURE/ TOURING MOTORCYCLES - The adventure/touring segment of the industry has maintained its hot streak over the past year, and we'll take a look at how the top dealers capitalize on the segment. What aftermarket parts and accessories help them grow their profits? How do they make their mark as the go-to store in their market for the adventure/touring rider? We'll also showcase some successful dealership events for the market.
#11 / SEPTEMBER 7:	SNOW - We'll reveal some of the top selling trends heading into the winter season, including showroom tips, fast-moving PG&A and demo events.
#12 / MDB:	ANNUAL MARKET DATA BOOK - Compiles critical powersports information from the most respected data sources in the industry. The <i>Powersports Business</i> Annual Market Data Book is the definitive planning guide for industry pros who are developing their business plans for the next year.
#13 / OCTOBER 5:	METRIC MOTORCYCLES - From unit sales data points to OEM launches to what's hot in P&A, we'll dig deep into this important motorcycle segment. AIMExpo preview. BONUS DISTRIBUTION: AIMExpo/PSBI
#14 / NOVEMBER 9:	HELMET & APPAREL - The latest in technology and innovation will take center stage for this dealership profit center. We'll reveal what's hot in design elements, and which lids are most popular among consumers.
#15 / NOVEMBER 30:	PARTS & ACCESSORIES - Our annual look at the top-selling accessories will showcase the latest innovations and technology. We'll feature up-and-coming companies that dealerships will want to keep an eye for sales growth.
#1 / DECEMBER 28:	AUCTION/PRE-OWNED - The state of the auction industry will be presented with industry executives. If you're not yet in the pre-owned business, we'll examine the reasons why you should be. Plus, how dealers benefit from consigning inventory.



IN EVERY ISSUE

COVER FEATURE

We launch each edition with the most current industry topics on the cover.

HOT NEWS

Want to know which executives and companies are making news? Hot news provides it all.

FINANCIAL ROUND-UP

From the stock market highs and lows to industry retail trends for units, parts and service, we provide you the information you need to know.

F & I SOLUTIONS

Columnist Steve Dodds has spent decades as an F&I trainer at the dealership level, and shares his ground-floor insights in each edition.

FROM THE EDITOR

Editor-in-chief Dave McMahon shares his thoughts on industry trends and topics of the moment.

ATV/UTV

Traditional ATVs and side-by-sides get top billing in this section each month, with a look at new OEM units and aftermarket parts to consider.

MOTORCYCLE

From American to Japanese to European, we cover the entire segment with a variety of data points and analysis.

SNOWMOBILE

From the latest new sleds to the important aftermarket products, snowmobiles get the spotlight in every edition, all year.

PWC

The PWC market is back to trending upward, and we share the stories behind the positive sales trends in the industry.

SOLUTIONS

Industry experts tackle the most current dealership topics of the day.

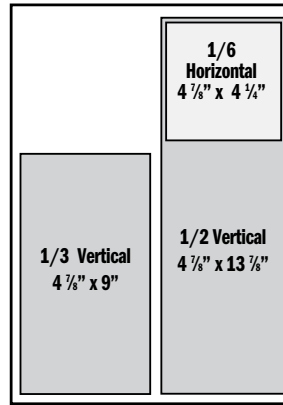
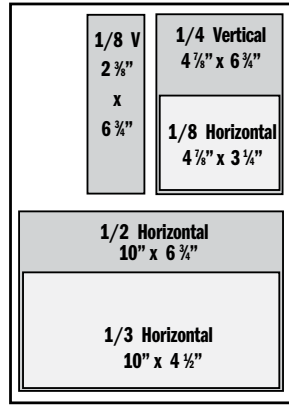
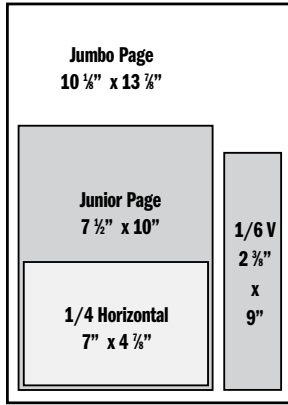
AFTERMARKET

An inside look at the businesses and products that can add to your dealership's product offerings.

HOT PRODUCTS

Our showcase of the most recent product releases provides a look at their features, benefits and pricing.

2015 PRINT ADVERTISING RATES S



Instructions for uploading ads to our FTP Site:

ftp.epgmediallc.com
 User name: EPGFTP@epgmediallc.com
 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 Page	\$ 4,395	\$ 4,220	\$ 4,045	\$ 3,870
1/3 Page	\$ 3,740	\$ 3,600	\$ 3,455	\$ 3,315
1/4 Page	\$ 3,085	\$ 2,975	\$ 2,865	\$ 2,755
1/6 Page	\$ 2,455	\$ 2,365	\$ 2,280	\$ 2,190
1/8 Page	\$ 1,980	\$ 1,915	\$ 1,850	\$ 1,785

	8X	12X
Cover 2	\$6,895	\$6,590
First Right-Hand Page	\$6,590	\$6,360
Cover 3	\$6,590	\$6,360
Cover 4	\$6,895	\$6,590

AD SIZES	WIDTH	HEIGHT
Jumbo Page and Jumbo Spread	(See "Bleed Ad Sizes" below)	
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 Page (vertical)	2 3/8"	9"
1/6 Page (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)

Jumbo Page Trim Size	10 7/8"	15"
Jumbo Page With Bleed	11 1/8"	15 1/4"
Jumbo Spread Trim Size	21 3/4"	15"
Jumbo Spread With Bleed	22"	15 1/4"

INFO

Electronic Advertising

Materials: The production department at EPG Media, LLC, 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 763/383-4451.

We prefer materials supplied in the following formats:

EPS, TIFF, PDF (created using Acrobat Distiller, embed all fonts without subsetting)

We prefer ads designed in the following layout and graphics software:

Adobe Illustrator
 Adobe InDesign
 Adobe Photoshop

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.

Live Matter: All type and other copy should fall within dimension specified, but must remain a minimum of 3/8" clear of outside-edge, top and bottom trim lines.

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



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IN PRINT



ANNUAL MARKET DATA BOOK compiles critical powersports information from the most respected data sources in the industry. The *Powersports Business* Annual Market Data Book is the definitive planning guide for industry pros who are developing their business plans for the next year. The Annual Market Data Book includes:

- **Proprietary PSB research** from our dealer surveys, including dealership revenue breakdowns by size of dealership, dealership employee benefits by size of dealership and dealership workforce by size of dealership
- **Popular wholesale vehicles** and their values
- **Average gross margin** percentage on new units
- **Average parts** counter study
- **Average repair** order study
- **Wholesale price averages** by vehicle segment
- **Dealer expense** trends
- **Used v. new sales** by segment
- **Unit Sales** including U.S. market share by segment, first-half sales, motorcycle market, PWC market, ATV market, UTV market, scooter market, snowmobile market

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

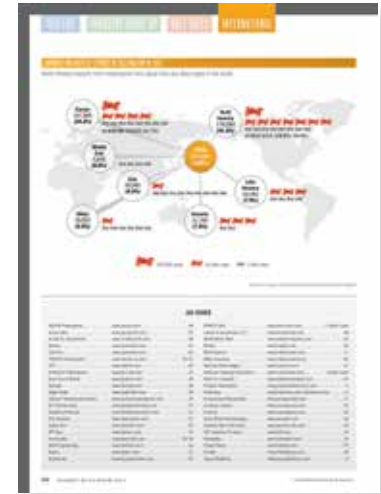
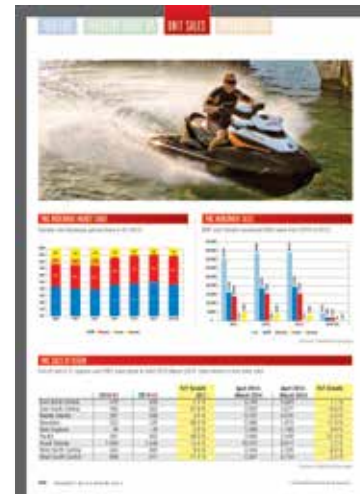
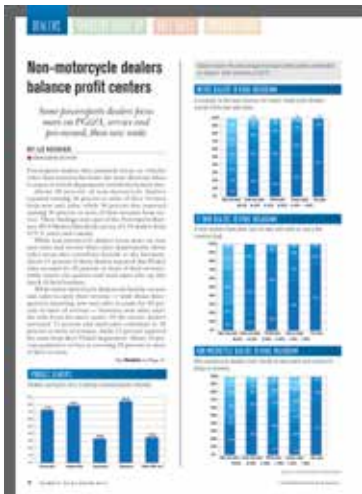
DATES

Ad Close	8/6/15
Materials Due	8/13/15

AD SIZES

	WIDTH	HEIGHT
Spread Trim	15 3/4"	10 3/4"
Spread With Bleed	16"	11"
Full Page Trim	7 7/8"	10 3/4"
Full Page Bleed	8 1/8"	11"
1/2 Page (horizontal)	7"	4 7/8"
1/2 Page (vertical)	4 3/4"	7 3/8"
1/3 Page (horizontal)	7"	3 1/8"
1/3 Page (vertical)	2 1/4"	9 3/8"
1/4 Page (horizontal)	4 1/2"	3 1/8"
1/4 Page (vertical)	3 3/8"	4 7/8"
1/6 Page (horizontal)	4 1/2"	2 1/4"
1/6 Page (vertical)	2 1/4"	6 1/4"

**All type and other copy should fall within dimension specified, but must remain a minimum of 3/8" clear of outside-edge, top and bottom trim lines.*





IN PRINT

CUSTOM MEDIA

Depending on your marketing objectives, custom media can be a perfect fit. *Powersports Business* offers a wide variety of options to meet your needs. Contact us, and we'll set up a brainstorming session with our editorial team to discuss your marketing goals.

THOUGHT LEADERSHIP

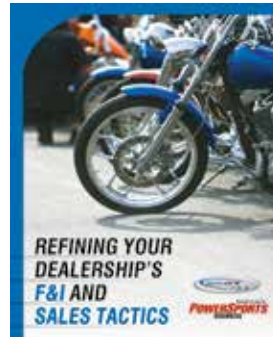


E-WHITE PAPER

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
- Reach the powerful audience of PSB through online, e-news and in-print exposure
- Distribute the e-White Paper to your audience as you wish



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!

KEY BENEFITS:

- Explain a business opportunity or a more complex solution for the powersports industry
- Work directly with top-level *Powersports Business* editors



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 key decision makers.

Close-ups offer immediate impact on what professionals in the powersports industry know about your company.

KEY BENEFITS:

- Tell your story
- Professional business writers will effectively communicate your company offerings & benefits
- High-level creative design & production will make sure your finished piece will be an excellent representation of your sales message.



DIGITAL

ONLINE

The “Hub” of the powersports industry, www.powersportsbusiness.com, publishes late-breaking news and information critical to industry professionals. Viewers will find the latest company news and information, links to webinars, exclusive web content, new products, tutorials and video clips; all in an easy to navigate location.

ONLINE RATES

Ad Unit	Size	File Size	Net Cost/Month
Leaderboard	728 x 90 pixels	60k	\$1,200
Wide Leaderboard	780 x 90 pixels	70k	\$1,350
Super Leaderboard	970 x 90 pixels	70k	\$1,600
Medium Rectangle	300 x 250 pixels	60k	\$1,200
Skyscraper	160 x 600 pixels	40k	\$1,000
Banner	468 x 60 pixels	40k	\$800
Full Button	160 x 160 pixels	40k	\$700
Wallpaper	call for specs.		\$1,500

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

Product Showcase

Fulmer Helmets
Fulmer All New Full Face with drop down iShade™

3BR Powersports
TAPP All-Weather USB Power Ports

S&S Cycle
T-Series Long Block Engines for 1999-2006 big twins

ONLINE PRODUCT SHOWCASE

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

LEADERBOARD

SKYSCRAPER

WALLPAPER

MEDIUM RECTANGLE

PRODUCT SHOWCASE PRICING

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

MATERIALS NEEDED:

- Electronic image of product (specs 158 x 110 pixels)
- 20 character product name with 30 character product description
- URL link



DIGITAL

E-NEWS

75%

SAID THEY WOULD CHOOSE THE PSB E-NEWSLETTER IF THEY COULD ONLY CHOOSE ONE IN THE INDUSTRY



Reach more than 8,000 email subscribers by advertising in one of the most cost-effective mediums available, our e-newsletter. Delivered Tuesday, Wednesday and Thursday, Powersports Business E-news is chosen as the #1 industry e-newsletter!

E-NEWS RATES

Ad Unit	Size	File Size	Net Cost/Month
Leaderboard	728 x 90 pixels	60k	\$1,400
Embedded Text Ad	Maximum 3 lines, approximately 60 words		\$1,400

TOP 10 E-NEWS RATES

Ad Unit	Size	File Size	Net Cost/Month
Leaderboard	728 x 90 pixels	60k	\$400
Embedded Text Ad	Maximum 3 lines, approximately 60 words		\$400

DIGITAL EDITION NOTIFICATION RATES

Ad Unit	Size	File Size	Net Cost/Month
Top Leaderboard	728 x 90 pixels	60k	\$650
Bottom Leaderboard	728 x 90 pixels	60k	\$550
Embedded Text Ad	Maximum 3 lines, approximately 60 words		\$325

Ad artwork: Maximum 3 rotations, up to 12 seconds per rotation. JPG or GIF accepted.



E-BLAST

Want your message to reach Powersports Business' valuable email database? As a print advertiser with Powersports Business, you have the opportunity to reach our exclusive audience of third-party opt-in email subscribers directly with your sales message.

TO FIND OUT MORE ABOUT THIS OPPORTUNITY, PLEASE CONTACT YOUR SALES REPRESENTATIVE FOR PRICING

87%

READ 3 OUT OF 4 E-NEWSLETTERS FROM POWERSPORTS BUSINESS THAT THEY RECEIVE!

POWERSPORTS BUSINESS



DIGITAL

DIGITAL EDITIONS

UNLEASH THE POWER OF DIGITAL.

Powersports Business' Digital Edition notification and Issue offer unique ways to reach the powersports industry right at their desks! Don't let this low-cost, highly-effective opportunity pass you by!



ADVERTISING OPTIONS

COVER WRAP

Place a half or full page cover wrap over the front cover — your message will be the first seen as our readers land on the magazine, complete with link capabilities. **Half Page Price:** \$950 **Full Page Wrap with back cover** \$1,250 per monthly placement

COVER CURL

Bring special attention to your ad by adding a cover curl to the cover of the magazine, which links directly to your ad. Breeze past your competitors and have your message on the front cover. **Price:** \$350

ROADBLOCK ADS

Gain immediate exposure with a hot linked roadblock ad that opens before the magazine loads. Your ad will be the first thing thousands of readers will see. One position available per issue **Size:** 400 x 325 **Price:** \$450 monthly placement

VIDEO/AUDIO

Adding video lets you illustrate exactly what you offer! Greet readers with a demonstration of your product or service that shows its true benefit. Recommended length: Up to 5 minutes with placement anywhere in the issue **Size:** 400 x 400 **Price:** \$750

SLIDE SHOW

Add visual appeal to your ad by placing a custom photo slide show of your products or event directly onto your advertisement. 10-12 images, placement in your ad. **Size:** 500 x 700 **Price:** \$750

CALL BACK CARD

The custom call back card invites the reader to reach out to you in real time. The form can be customized to your needs and placed within your ad. Leads sent to you in real time with full reports available. Placement over your ad. **Price:** \$300 with unlimited responses

Leaderboard Ad 1 spot

POWERSPORTS BUSINESS

The digital edition of the Aug. 12, 2013 issue of *Powersports Business* has arrived

Click below to read the full content of the Aug. 12 edition of PSB, including:

- We take a deep dive into the Snowmobile segment, taking a cool respite from summer by unveiling the Top 20 OEM parts sales for the year-ended 2013. We'll also tell you which snowmobile helmets, jackets and plows have been the most searched over the past year. [Click here](#)
- The mannequin escapes at a dealership (and valuable (free) air time on a local radio morning show.
- The results of the Q2 2013 *Powersports Business*/RBC Capital Markets Dealer Survey are in, and we'll provide a look at dealer responses.
- What's in store for dealers at the Harley-Davidson 110th in Milwaukee and the xx Sturgis Motorcycle Rally? We tell all.
- Columnist Sam Dantzier considers the topic of adding new blood to your dealership.

■ And more!

Your text ad here. Your text ad here. Your text ad here. Your text ad here.
Your text ad here. Your text ad here. Your text ad here.

Leaderboard Ad 1 spot

LEADERBOARD AD

Send your message to 8,000+ *Powersports Business* email subscribers. Top Leaderboard for issue \$650 per edition; Bottom Leaderboard \$550 per edition.

TEXT AD

Promote the message of your choice with a text ad within the Digital Issue notification which will reach more than 8,000 email subscribers. \$325 per edition.

Ad materials are due 15 days prior to posting date.

DIGITAL EDITIONS 2015 PUBLISHING SCHEDULE

#2 Jan. 26 edition publishes Jan. 17

#3 Feb. 16 edition publishes Feb. 7

#4 March 16 edition publishes March 7

#5 April 6 edition publishes March 29

#6 May 4 edition publishes April 25

#7 May 25 edition publishes May 16

#8 June 15 edition publishes June 6

#9 July 13 edition publishes July 6

#10 Aug. 17 edition publishes Aug. 1

#11 Sept. 7 edition publishes Aug. 30

#13 Oct. 5 edition publishes Sept. 27

#14 Nov. 9 edition publishes Oct. 24

#15 Nov. 30 edition publishes Nov. 21

#1 Dec. 28 edition publishes Dec. 17



DIGITAL

WEBINAR

Build your company's brand recognition and respect by sponsoring a webinar by *Powersports Business*.



REACH decision makers, **ENGAGE** your audience with expert content and **INFLUENCE** powersports industry professionals by partnering with *Powersports Business* magazine and be identified as a thought leader in your field with 2014 *Powersports Business* **WEBINAR PARTNERSHIP OPPORTUNITIES**

Powersports Business has effectively hosted **FREE** webinars for the industry since 2010! Our webinars deliver 150+ attendees on average and deliver results for our sponsors. Here's a sampling of some of the topics we can cover:

- **F & I Compliance**
- **Pre-Owned Sales**
- **Event Sales**
- **P&A Profitability**
- **Social Media**
- **Staffing for Max Profits**
- **Hiring Best Practices**

Don't see your topic? Let us know...



PRICING

Sponsor three or more webinars within 12-month period	\$6,000 per webinar
Single webinar sponsorship	\$8,500



EVENT

POWERSPORTS BUSINESS INSTITUTE @ AIMEXPO

Develop relationships with industry leaders and proactive powersports dealers by sponsoring the industry's leading dealer educational event held at AIMExpo in Orlando each fall, *Powersports Business Institute @ AIMExpo*.



QUICK FACTS:

- Education developed for dealers
- Held during AIMExpo on Orlando, FL
- Industry experts and panels
- 4 distinct tracks
- Fall 2015
- Managed by editorial staff of *Powersports Business* magazine

PARTNERSHIP OPPORTUNITIES

EDUCATIONAL TRACK SPONSORSHIP PACKAGE

Ideal for companies that want to demonstrate their dedication to the improvement and education of dealers.

PREMIER SPONSORSHIP PACKAGE

Ideal for companies looking to gain maximum exposure before, during and after the event through an integrated marketing campaign, onsite benefits and post-event coverage.

PACKET INSERT

Put your company literature into the hands of *Powersports Business Institute* attendees.

SPECIAL OPPORTUNITIES

Offer unique opportunities to gain exposure for your company.





EVENT

POWERSPORTS BUSINESS POWER 50 DEALER AWARDS PROGRAM

Developed by the Editors of *Powersports Business Magazine*, the Power 50 is an awards program recognizing the top 50 powersports dealers on multitude of business criteria:

- Business Operations
- Customer Service
- Professionalism
- Inventory Management
- Marketing
- Service Department Efficiency
- And much more!



Built upon the Powersports Business mission of "Inspiring Success Through Market Intelligence", our editorial staff will select 50 dealerships for the list, and will rank the top group of 5 dealerships, recognizing them for their elite status in the industry. The top ranked dealer will be recognized as the "No. 1 Powersports Dealer in North America."

Powersports Business will also select several Best in Class Award winners. Those Best in Class awards include Customer Service, Events, and Service Department.

Information will be gathered through an on-line application and the final list of Power 50 dealers will be celebrated at an industry dinner at the American International Motorcycle Expo in Orlando, FL. The gala will be held in concert with the Powersports Business Institute @ AIMExpo, PSB's dealer education seminars.

An opportunity to align your company with the top powersports dealerships in North America!

Sponsoring the Power 50 program enables you to show your true support of powersports dealers, congratulating them on being the successful business that keep this industry forging ahead.

Your Sponsorship package includes multi-dimensional exposure to the entire powersports industry in print, online, enews and in person at the awards presentation!

The lifetime of the program will span over several months, with pre, during, and post event coverage all designed help you build relationships, brand recognition and meaning with the powersports dealers.

ONLY POWER 50 SPONSORS ARE ALLOWED INTO THE AWARDS DINNER WITH THE DEALERS!



CONTACT

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



INSPIRING SUCCESS THROUGH MARKET INTELLIGENCE

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