

# 2012 MEDIA KIT

INSPIRING SUCCESS THROUGH  
MARKET INTELLIGENCE

***POWERSPORTS***  
**BUSINESS**

[www.powersportsbusiness.com](http://www.powersportsbusiness.com)

# COMPLETE MARKET COVERAGE

## A commitment to the powersports industry...Inspiring Success Through Market Intelligence

*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 is reviving its dedication to the industry as the brand aims to continue "Inspiring Success Through Market Intelligence." The following vision statement is the new commitment *Powersports Business* is delivering to the industry:

*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, *PSB* communicates market intelligence to help its customers run stronger, more profitable businesses.

### Inside Every Issue of *PSB*

**NEWS SECTION** - Loaded with pressing information, our readers find breaking news and analysis they need to run their businesses successfully.

**FOCUS SECTION** - Each issue features an in-depth look at industry trends, forecasts and product introductions within a specific product category or market niche. An issue within an issue!

**DEALERSHIP FINANCIAL SNAPSHOT** - Provides a regional look at how dealers are performing in parts, service and units sales throughout the country.

**INDUSTRY SECTIONS** - Designed for all industry segments (ATV, Motorcycle, Personal Watercraft and Snowmobile), these sections are an easy way for our readers to go quickly to the news that's most important and relevant to the markets they serve.

**AFTERMARKET SECTION** - Each issue of *Powersports Business* provides the most relevant news about aftermarket companies and distributors.

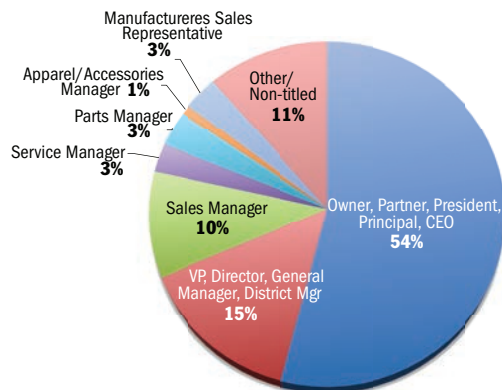
**SOLUTIONS** - This section provides substantive, strategic solutions from industry leaders to make dealerships more profitable and efficient.

**DATA** - Industry players with an array of expertise are now providing *Powersports Business* with more data than ever before. That data will be prevalent in each issue of the magazine and will appear in each section as warranted.

**PROFITX SECTION** - Throughout the year, *Powersports Business* will provide updates and follow-ups on Profit Xcelerator, *PSB*'s conference and expo.

## PSB Audience

### BY JOB FUNCTION\*

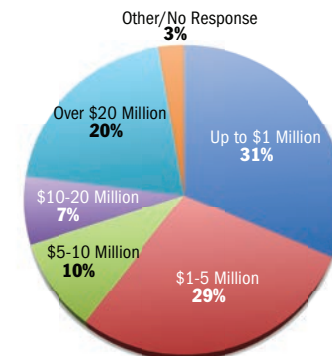


### PURCHASING POWER

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 2011

\*Sourced BPA June 2011



## 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.

## Your Partner

*Powersports Business* offers a multitude of ways to help you reach top powersports executive. With PSB, you can...

- > 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 or in our twice-a-week e-newsletters, *Powersports Business* can get your company in front of key decision makers in the industry.

Plus, join *Powersports Business* at Profit Xcelerator, *Powersports Business* Conference & Expo, and you can meet key powersports executives in person at our annual three-day education event.

# PUT POWERSPORTS BUSINESS TO WORK FOR YOU!



# 2012 EDITORIAL CALENDAR

ISSUE	COVER DATE	AD CLOSE	MATERIALS DUE	FOCUS SECTION
#2	1/16/12	12/29/11	1/3/12	<b>EXCLUSIVE:</b> New Bike Buyer Survey by J.D. Power and Associates; Part One of the <i>Powersports Business</i> Nifty 50 Awards; V-Twin Show preview.
#3	2/6/12	1/19/12	1/24/12	<b>AFTERMARKET:</b> New products, trends and analysis of this important segment of the industry; Part Two of the <i>Powersports Business</i> Nifty 50 Awards.
#4	3/12/12	2/23/12	2/28/12	<b>ELITE DEALERS / BEST PRACTICES:</b> Identify and study some of the most profitable North American dealerships using high-profile industry benchmarks.
#5:	4/2/12	3/15/12	3/20/12	<b>TOURING AND CRUISING:</b> Learn how accessorizing for these steady growth segments can lead to more profitability. Also, we'll unveil new trends and topics.
#6:	4/30/12	4/12/12	4/17/12	<b>ATV:</b> How to improve sales in this important segment; also new products, trends and analysis
#7:	5/21/12	5/3/12	5/8/12	<b>TIRE &amp; WHEEL:</b> An inside look at the latest technology and innovations unveiled by manufacturers, as well as top selling practices and promotions from dealers.
#8:	6/11/12	5/23/12	5/29/12	<b>DIGITAL:</b> Discover the benefits of mobile marketing, texting and mobile websites; also, how social media can make your dealership more profitable.
#9:	7/9/12	6/19/12	6/22/12	<b>UTV:</b> A look at the sport and utility vehicles of this fast-growing segment, and how dealerships use UTV accessories to grow their profit.
#10:	8/6/12	7/19/12	7/24/12	<b>SNOW:</b> 2013 snowmobile models, garments and accessories; transitioning your store to the fall and winter sales cycle.
#11:	9/3/12	8/16/12	8/21/12	<b>FINANCE &amp; INSURANCE / COMPLIANCE:</b> Tips and best practices on how to generate more income for your dealership with this profitable segment of the business.
#12:	9/24/12	8/1/12	8/8/12	<b>MARKET DATA BOOK:</b> The most comprehensive statistical analysis in the industry.
#13:	10/1/12	9/13/12	9/18/12	<b>DISTRIBUTOR SHOW ISSUE:</b> Go inside the distributor shows to take a look at innovative products for 2013.
#14:	10/29/12	10/11/12	10/16/12	<b>HELMET &amp; APPAREL / PGA:</b> The latest technology and manufacturing techniques are unveiled in each segment, along with best practices to generate more sales.
#15:	11/26/12	11/7/12	11/12/12	<b>E-COMMERCE / DEALER MANAGEMENT SOFTWARE; OEM OUTLOOK:</b> E-commerce trends and a look ahead to 2013; using E-commerce to capitalize on holiday sales; an update with OEM executives
#16:	12/17/12	10/24/12	10/31/12	<b>DEALER DIRECTORY WITH DISTRIBUTOR METHODS:</b> The most extensive and up-to-date listing of dealerships in the United States and Canada, and distributor sales techniques and best practices.
#1:	12/21/12	12/6/12	12/11/12	<b>AUCTION / PRE-OWNED:</b> 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.

# **POWERSPORTS**

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## **BUSINESS**

## INSPIRING SUCCESS THROUGH MARKET INTELLIGENCE



**DAVE McMAHON**  
**SR. EDITOR**

Dave leads editorial coverage for *Powersports Business* publications and online products. From the magazine itself to special publications and online content, Dave's duties include writing and editing stories and ensuring that our readership receives helpful, effective content. He also coordinates Profit Xcelerator, the brand's annual dealer education and expo event. Prior to joining *Powersports Business*, Dave was a writer and editor for magazines, websites and daily newspapers. He graduated from the University of Notre Dame in 1992.



**LIZ HOCHSTEDLER**  
**ASSOCIATE EDITOR**

Liz reports on the powersports industry through *Powersports Business*' varied media, including in the magazine and online. She also has a hand in a variety of projects for *Powersports Business*, including PSB's Industry Insiders blog, the Nifty 50 contest and Profit Xcelerator. In addition, Liz represents *Powersports Business* at a variety of events and media introductions while sharing travel duties with Dave McMahon. Liz has been a journalist since 2007 and resides in the Twin Cities. She graduated from the College of St. Benedict in Minnesota.



**MIKE DAVIN,**  
**ONLINE EDITOR**

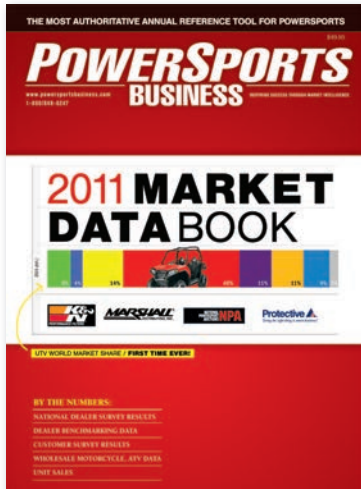
Mike oversees all digital products, including e-newsletters, e-white papers, websites, blogs, social networking efforts, webinars and event microsites and coverage. He has worked as a newspaper and consumer magazine writer and editor. Mike has a master's degree in journalism from the University of Missouri and has written about the industry since 2008.



**CHRIS GERBER**  
**ASSOC. DIGITAL EDITOR**

Christopher Gerber produces the *Powersports Business* e-newsletters and e-mail blasts. He graduated from the University of Minnesota Duluth in 2011 and joined PSB a short time later. Prior to joining *Powersports Business*, Chris was a freelance writer and blogger in the health and fitness industry.

# 2012 ANNUALS



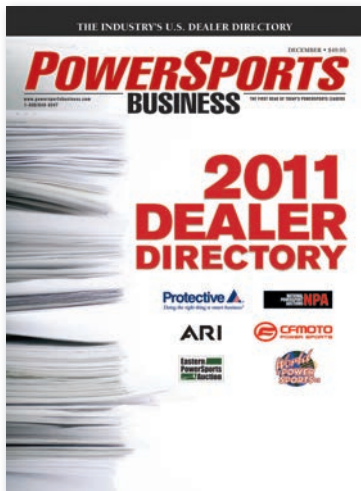
MAILS IN SEPTEMBER 2012

## 2012 Market Data Book

*Powersports Business* brings you the 10th edition of its popular Market Data Book — the must-have reference book providing in-depth statistical analysis for the powersports industry.

### THE MARKET DATA BOOK IS LOADED WITH:

- Unit sales of ATVs, motorcycles, PWC, snowmobiles and utility vehicles (UTVs).
- Analysis of statistics from leading industry experts whose exclusive comments help *PSB* readers plan their operations for 2013.
- Proprietary industry research studies
- A dealer performance survey



MAILS IN DECEMBER 2012

## 2012 Dealer Directory

*Powersports Business*' Dealer Directory has quickly become the industry's No. 1 reference guide for researching dealers across North America. With nearly 5,000 "A" dealers listed and a yearlong shelf-life, no other reference guide offers a more complete listing of powersports dealers or a better opportunity to reach powersports dealers, suppliers and manufacturers.

### THE DEALER DIRECTORY IS LOADED WITH:

- Nearly 5,000 individual dealer locations, listed alphabetically by state (franchised and Harley-Davidson).
- State-By-State index to quickly locate dealers in a specific state or region with fully indexed sections.
- Contact information includes the dealership name and full address.
- New for 2012! Distributor sales techniques and best practices.

## ADVERTISING RATES

SIZE	4C
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

Trim Size:	7 7/8" x 10 3/4"
Full Page:	7" x 9 3/4"
1/2 Page Horiz:	7" x 4 7/8"
1/2 Page Vert:	4 3/4" x 7 3/8"
1/3 Page Horiz:	7" x 3 1/8"
1/3 Page Vert:	2 1/4" x 9 3/4"
1/4 Page Horiz:	4 1/2" x 3 1/8"
1/4 Page Vert:	3 3/8" x 4 7/8"
1/6 Page Vert:	2 1/4" x 6 1/4"
1/6 Page Horiz:	

## COVER SPONSORSHIP PACKAGE

- > Your company logo on the COVER of *Powersports Business* Market Data Book.
- > Your company logo on the TOC page with website and page call-out.
- > Full-Page 4/C display ad within the issue.

## SECTION SPONSORSHIP PACKAGE

- > Select one of the Market Data Book's sections and gain maximum exposure.
- > Your company logo on the 2nd TOC page.
- > Your company logo on each folio within the sponsored section.
- > Full-Page 4/C display ad opposite the opening page of your sponsored section.
- > Online presence in our digital version of the Market Data Book.

# E-MARKETING & E-NEWS

## Fresh E-Marketing Opportunities Available

Powersports Business recently launched a brand-new website. Still at PowersportsBusiness.com, the freshened site features a clean, new look; easy navigation; more videos and photos; extra online polls; and more.



### www.PowersportsBusiness.com

Reach more than 100,000 powersports professionals a month by advertising on PowersportsBusiness.com with banner ads, hot links and featured product announcements. Our Website provides the same high-quality news, information and features as our magazine and it reaches the same kind of influential powersports executives. Updated daily, our Website features the latest financial and corporate developments, merger and acquisitions, legal issues, technological advancements, new products and industry polls.

#### ADVERTISING RATES FOR POWERSPORTSBUSINESS.COM

Ad Unit	Size	File Size	Cost/Month
Leaderboard	728 x 90 Pixels	60k	\$1,200
Med. 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	25k	\$600

\*maximum 3 rotations, 12 seconds per rotation, jpg, gif or flash

**Product Showcase** — Prominently feature your products and services on our homepage — with a photo, text and URL link directly to a page on your site.

- \$250 for one month
- \$450 for two months
- \$600 for three months
- 265x125 photograph of product in .jpeg format
- 50 character description of the product with headline
- URL link to product page (no links to company homepage)

### POWERSPORTS BUSINESS E-NEWSLETTER

The business-to-business news service born from PowersportsBusiness.com, Powersports Business Today is a twice-weekly electronic newsletter sharing all the latest breaking news in the powersports industry with more than 10,000 decision-makers who make their living in the powersports industry.

#### ADVERTISING RATES FOR e-NEWS

Ad Unit	Size	File Size	Cost/Month
Leaderboard	728 x 90 Pixels	60k	\$1,200
Banner	468 x 60 pixels	40k	\$1,000
Med. Rectangle	300 x 250 pixels	60k	\$1,200
Large Button	125 x 125 pixels	25k	\$600
Embedded Text Ad			\$500

\*maximum 3 rotations, 12 seconds per rotation. Files must be jpg, gif, NO flash

### POWERSPORTS BUSINESS BLOG

insider.powersportsbusiness.com

#### ADVERTISING RATES FOR BLOG

Ad Unit	Size	File Size	Cost/Month
Leaderboard	728 x 90 Pixels	60k	\$1200
Banner	468 x 60 pixels	40k	\$1000
Med. Rectangle	300 x 250 pixels	60k	\$1,200
Large Button	125 x 125 pixels	25k	\$600

\*maximum 3 rotations, 12 seconds per rotation. Files must be jpg, gif, or flash

# CUSTOM PUBLICATIONS

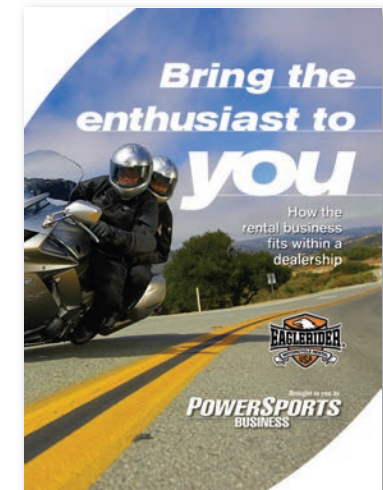
## EXTEND YOUR REACH — LET **POWERSPORTS BUSINESS** TELL YOUR STORY

*Powersports Business* uses its editorial credibility, expansive reach and professional resources to help tell your company's story through unique custom publishing opportunities. Whether it's a special anniversary edition, (e.g., Polaris' 50th Anniversary, Suzuki GSX-R 20th Anniversary Issue) a product introduction or a restructuring of your business, *Powersports Business* can create a publication that is uniquely yours, distributed to a portion of our circulation or en masse to the more than seven million contacts available through our sister publications. Our team of professional reporters will collaborate with you to develop the editorial package — telling YOUR story the way YOU want it told.



## E-White Paper Sponsorship

E-White Paper Sponsorship will establish your company as a thought leader and advocate for the overall good of the industry while building your brand. Work directly with our editorial team to develop the most advantageous topic that your company could sponsor. It's a great way to drive interest in your company while providing unbiased information to powersports dealers and manufacturers about solutions to common business challenges.



## Close-Up

*Powersports Business* publishes Close-Up special sections for a wide range of businesses. From special initiatives that an OEM wants to present to PSB's readership to new innovative advances in a product's technology, Close-Up sections allow your advertising message to be enhanced with editorial integrity from *Powersports Business*. Take your prospective customer behind-the-scenes of your product and program, and allow our editors to help you tell your story in words and pictures.

## Dealer Case Study

Does your business provide dealerships with a positive impact on their bottom line? Are you trying to get more dealers to understand how your program, program or service will benefit their business? Dealer Case Studies produced by *Powersports Business* provide editorial insight into how dealerships that use your product have seen their sales grow. At the same time, the editorial content by *Powersports Business* staff members presents dealership owners with financial data that shows the impact that your product can have in their dealership.



# PROFIT X CONFERENCE & EXPO



## EDUCATION TO IMPROVE YOUR BOTTOM LINE

**WHAT IT IS:** A networking and education event where hundreds of powersports leaders gather to learn how to boost dealer profits. A chance for powersports dealers to strengthen their businesses and to network with peers and industry leading companies.

**WHAT WILL BE COVERED:** Expert tips, strategies and best practices on the biggest challenges facing dealers today, like managing with the right metrics, marketing with the most impact and gaining more profit from the service department.

**WHO SHOULD ATTEND:** Anyone looking for strategies to improve their dealership profits. Powersports dealers — their owners, managers, sales staff, and service leaders — plus those who are business partners of powersports dealers.

[www.powersportsbusiness.com/ProfitX](http://www.powersportsbusiness.com/ProfitX)

# 2012 ADVERTISING RATES

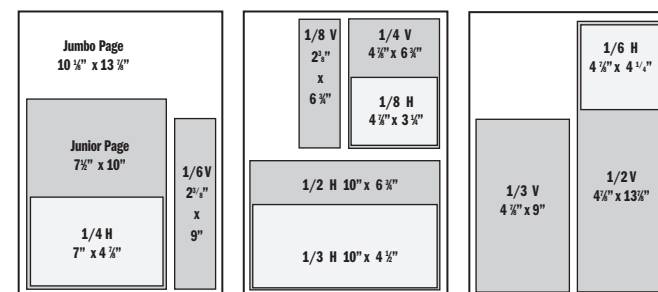
4C	1x	4x	8x	12x
Spread	\$11,830	\$11,350	\$10,850	\$10,400
Jumbo	\$ 6,685	\$ 6,415	\$ 6,145	\$ 5,875
Jr Page	\$ 5,645	\$ 5,425	\$ 5,210	\$ 4,990
1/2 pg	\$ 4,395	\$ 4,220	\$ 4,045	\$ 3,870
1/3 pg	\$ 3,740	\$ 3,600	\$ 3,455	\$ 3,315
1/4 pg	\$ 3,085	\$ 2,975	\$ 2,865	\$ 2,755
1/6 pg	\$ 2,455	\$ 2,365	\$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



### Instructions for uploading ads to our FTP Site:

ftp.affinitygroup.com

User name: ehlertpub

Password: welcome

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

## INFO

**Electronic Advertising Materials:** The production department at GS Media & Events uses QuarkXpress 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 763-383-4457.

**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:

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



# ***POWERSPORTS*** **BUSINESS**

INSPIRING SUCCESS THROUGH  
MARKET INTELLIGENCE

## CONTACT US:

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

**800-848-6247** [www.powersportsbusiness.com](http://www.powersportsbusiness.com)

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*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*, *Camping Life*, *MotorHome*, *Rider*, *Thunder Press*, and *SnowGoer*, in addition to a number of events, websites and electronic media options.

