A Unique and Powerful Market

Motorcycles combine excitement, economy and exhilaration – that’s why more than 27 million people ride more than 11 million motorcycles in the United States alone (according to the most current survey data by the Motorcycle Industry Council). With a strong market for new bikes and rising interest in vintage motorcycles, sales of routine replacement parts such as tires and batteries continue to increase. In recent years, the motorcycle industry has generated $20 billion in consumer sales and services, state taxes and licensing. Half of the retail outlets specialized in motorcycle-related parts, accessories, riding apparel, used vehicles or service, but did not sell new motorcycles, scooters or ATVs.

Find the most affluent, active and devoted buyers in Motorcycle Classics. These consumers turn to our magazine for knowledge about their classic bikes – plus information on purchasing new bikes, as well as the products and services to keep them running.
AUDIENCE RESEARCH

THEY HAVE MONEY TO SPEND
- Average HHI is $103,497
- 95% own their primary residence
- 96% have post-secondary education

THEY ARE ACTIVE RIDERS AND OWNERS
- 73% attend one or more motorcycle shows per year
- 75% ride at least once per week
- 69% take one or more 300-mile motorcycle trips per year

THEY PURCHASE PARTS, TOOLS AND EQUIPMENT
- 98% wear protective gear when they ride
- 97% perform their own repairs and restorations
- 77% plan to purchase replacements or upgrades in the next 12 months
- 83% purchase parts and accessories online
- 72% plan to purchase tires in the next 12 months

Source: 2018 publisher's own data
Demographics & Audience

- Average age: 48*
- Average HHI: $103,497
- Average value of owned home: $351,064

### GENDER
- Men: 99%
- Women: 1%

### EDUCATION
- Attended/graduated college: 51%
- Postgraduate degree: 21%
- Postgraduate work: 8%
- Attended college: 25%

### HOME
- Home owned: 95%
- Home value:
  - $500,000+: 23%
  - $200,000-$499,999: 46%
  - $100,000-$199,999: 24%
  - $50,000-$99,999: 5%
  - Less than $50,000: 2%

### AREA OF RESIDENCE
- County size A: 9%
- County size B: 31%
- County size C: 23%
- County size D: 37%

Source: 2018 publisher’s own data
* Google Analytics
Total Audience: 452K*

- Subscriptions: 19K
- Single Copy Sales: 7.5K
- National Paid Circulation: 26.5K

Total Print Audience: 85K

Average Monthly Unique Visitors: 121K

Social Media

- Facebook: 44K
- Twitter: 29K
- Instagram: 20K
- Pinterest: 1K

Newsletter Subscribers: 30K

Source: 2018 publisher’s own data

*Print, online, newsletters and social media
Motorcycles, Motorcycles and More Motorcycles

Every issue of Motorcycle Classics delivers exciting and evocative articles and photographs of the most brilliant, unusual and popular motorcycles ever made. From legendary bikes whose timeless designs and innovations have endured for decades to the modern retro classics gracing today’s showrooms, we showcase the best on two wheels.
EDITORIAL COVERAGE

- **MODEL PROFILES AND RESTORATIONS**
  In-depth features on the most interesting and significant classic motorcycles along with exotic, one-of-a-kind bikes being restored and customized for all motorcycle enthusiasts and collectors.

- **VINTAGE RACING AND EVENTS**
  The sights, sounds and highlights from vintage motorcycle races and events across the United States and overseas.

- **PRODUCT REVIEWS**
  Full reviews on helmets, riding gear, luggage and accessories designed to aid every motorcycle enthusiast, along with the latest books and videos to keep you informed and entertained.

- **FAVORITE RIDES**
  Great rider insight and information about interesting destinations across the United States that are even more enjoyable when visited on the back of a classic motorcycle.

- **NEW RETRO MODEL REVIEWS**
  When new retro-styled motorcycles debut, our readers want to know about it, and they look to us for ride reports and insight.
Convergent Media: Your Ultimate Marketing Solution

We provide a full-scale marketing service that can research and respond to the questions and challenges facing your business. Our Convergent Media team has its eye on the future, as each new day is chock-full of opportunities spanning a vast, multi-layered consumer landscape.

That’s where “Convergent Media” comes in – it’s a practice that anticipates and embraces the ever-changing ways your target audience consumes information. How will you make your story count? Where should you position your message? From engaging online platforms and social media to event marketing and sampling, we go beyond the page to activate all the channels that best suit your story. Let us design an expertly tailored promotional package that maximizes your ROI.
PRINT INTEGRATION

Engage Readers to Build Trust

Our audience of classic motorcycle enthusiasts trust our brands to provide detailed information on the tools, skills, and techniques that enable their passion. Our print offerings give brands the opportunity to showcase their leadership in their fields of expertise. Whether you piggyback on an existing article with a sponsored sidebar, provide pages of detailed information with an advertorial, or feature your product line alongside our editor picks, print placement guarantees performance. As part of our Convergent Media strategy, we lend added credence to your story by shining an authoritative spotlight on your brand.

CREATE AN ADVERTORIAL

- Your advertorial package will be built by our creative team and promoted through a custom digital strategy.

SPONSOR AN ARTICLE

- Sponsored content links your expertise to our authoritative articles, placing your brand and services in a place that feels like a seamless and logical extension of our editorial pages.
Convergent Media is the next frontier in your marketing strategy, and print advertising is one tried and trusted component. Join the conversation through traditional print advertising in the pages of *Motorcycle Classics*. Our readers are informed, engaged, and loyal to our brand and its mission.

**CLOSING DATES**

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**Special Interest Publication**

**Fall 2019**
Ad close: 8/2/19  
Materials due: 8/8/19  
On sale: 9/24/19

**TRADITIONAL PRINT ADS**

- Your products and services provide a natural and strategic complement to our editorial content.
Build Your Community

Our brands have always shared dynamic content with engaged communities — wherever they are. Social media is an interactive network where consumers are collaborators — they shape the conversation and influence their communities. By using content to inspire conversation, our Convergent Media packages build an immediate network around your products. From Facebook to Twitter, real-time discussion about your brand creates instant connections — and those connections lead to attitudes and behaviors that generate awareness and sales. Tell your story to the discerning influencers who will “like” and “share” your message with like-minded consumers.

SOCIAL MEDIA EXPOSURE

- Be a part of the conversation as we interact with our followers and highlight key events from across the nation.

INTERACTIVE CONTENT

- We upload videos, post articles, feature our favorite riding gear, and profile guest collaborators.
Reach Your Target Audience with Pinpoint Accuracy

Stay front and center as the consumer market evolves online! You can be confident that we assign a slew of tried and trusted wordsmiths, videographers, and designers to every campaign. We are full-time story-tellers – it’s the heart and soul of what we do. Let’s tell your story together, so that your message is carefully tailored to speak to the concerns and sensibilities of our loyal online followers. We are here to pair the right message with the right medium – podcasts, sponsored digital articles, customized emails, and beyond …

Plus, our Convergent Media team is backed by a crew of digital analysts who wield audience development and targeting programs to tackle datasets at every scale. This means that we can deliver focused content to the specific audience of your choosing to achieve your goals.

DEDICATED EMAILS

- Digitally target your email delivery to a dedicated audience or work with us to build a topical newsletter or custom email campaign that will drive traffic to your business.

SPONSOR A DIGITAL ARTICLE

- Our digital articles bring together compelling information that specifically addresses our audience’s needs along with calls to action from your brand in the form of web ads and complementary dedicated emails built from scratch!

NEWSLETTER ADVERTISEMENTS

- We deliver in-depth articles perfectly tailored to our readers’ interests every week, equipped with instant social media sharing capability.
Reach New Customers

Motorcycle Classics provides you with multiple channels to reach our unique audience of passionate vintage bike collectors. In fact, you can meet them face to face via the Motorcycle Classics-sponsored events across the country as well as our annual Ride 'Em, Don't Hide 'Em Getaway in the beautiful Laurel Highlands of Pennsylvania. Get your name and services in front of thousands of motorcycle enthusiasts. Connect directly with the country’s most passionate and influential consumers and find out what they are looking for!

2019 SCHEDULE

- Motorcycle Classics Ride ‘Em, Don’t Hide ‘Em Getaway
- Road America Vintage Motorcycle Classic
- Barber Vintage Festival
- AMA Vintage Motorcycle Days

CROSS-PROMOTION

- Ask your sales representative about sponsoring a sweepstakes campaign to create extra buzz surrounding your event. We run promotions online and directly to our readers in the pages of Motorcycle Classics.
2019 Specifications

We require all print ads to be supplied electronically to the following specifications:

PRINT FILE FORMATS: PDF/X-1a files or Macintosh InDesign CS files are preferred. Do NOT send low-res PDFs.

Other acceptable files include Macintosh Quark files, Photoshop Tiffs and Illustrator EPS files (no Tiff-It, JPEG or GIF files, please). Send all support files that are incorporated into your ad (e.g., fonts, logos, images, etc.). All images must be at least 300 dpi. When submitting EPS files from Adobe Illustrator, be sure to convert all text to outlines before saving the file. We cannot accept TrueType fonts. Please note: All native files will be converted to PDF/X-1a files, and the publisher does not guarantee exact replication.

All colors must be in CMYK format; no RGBs, Pantones or spot colors. Any ads with noncompliant colors will be converted to CMYK, and color accuracy cannot be guaranteed.

Thin lines, fine serifs and medium to small type should be restricted to one color and not reversed. As a guideline, reverse type and line art should not be less than .007” (equivalent to a 1/2 pt. rule) at the thinnest part of a character or rule.

Rich blacks should not exceed 280% and 100% is recommended for the black channel. Using 4-color black type on small type is not recommended.

SUBMITTING MATERIALS:

Email: Ads (no larger than 10 megabytes) can be emailed to adsupport@ogdenpubs.com. (Only PDF/X-1A files are acceptable for production.)

Hightail FTP site:
- Enter recipient email address: adsupport@ogdenpubs.com and your email address.
- Select file and send it.

Ogden FTP Site:
- Install FTP software on your computer. (www.filezilla-project.org)
- Log on to FTP address ftp.oweb.net.
- Enter login: ogdenpubs-guest (lower case).
- Enter Confidential Password: t017pa (lower case).
- Upload file/files in the Motorcycle Classic folder within the ADS_IN folder. Save any Mac Files as MacbinaryII.
- Email adsupport@ogdenpubs.com or fax a hard copy to (785) 274-4316 to let us know the file has been uploaded with information about the software used.

Please note that any files sent through email or FTP must be compressed. Please verify receipt of all emailed/FTP ads.

CD-ROM or DVD: Submit ads on a Macintosh-formatted CD-ROM or DVD. They must be accompanied by an accurate digital proof.

All ads are electronically archived for two years. Materials not in compliance with our published requirements will be accepted only at the publisher’s discretion. Additional production work for materials that do not meet our specifications may be billed at prevailing rates.

PRINT AD SPECIFICATIONS

| Full page | 7.625” x 10.3125” |
| Full page with bleed | 8.375” x 11.0625” |
| 2 page spread, bleed | 16.5” x 11.0625” |
| 1/2 page spread, bleed | 16.5” x 5.5313” |
| 2/3 page vertical | 4.625” x 9.125” |
| 1/2 page horizontal | 7.625” x 5.0372” |
| 1/2 page horizontal, bleed | 8.375” x 5.5313” |
| 1/2 page vertical | 3.4375” x 9.8125” |
| 1/2 page island | 4.8125” x 7.125” |
| 1/3 page vertical | 2.25” x 9.8125” |
| 1/3 page square | 4.625” x 4.8125” |
| 1/4 page vertical | 3.4375” x 4.8125” |
| 1/6 page vertical | 2.25” x 4.8125” |
| 1/6 page horizontal | 4.625” x 2.281” |

KICKSTAND AD SIZES

| 1/3 page vertical | 2.25” x 9.8125” |
| 1/3 page square | 4.625” x 4.8125” |
| 1/6 page vertical | 2.187” x 4.8125” |
| 1/6 page horizontal | 4.625” x 2.281” |
| 1/12 page | 2.187” x 2.281” |

ONLINE AD SPECIFICATIONS

RUN-OF-SITE ADVERTISING:
Leaderboard (728 x 90)
Skyscraper (160 x 600)
Double Skyscraper (300 x 600)
Jumbo Box (300 x 250)
NEWSLETTER ADVERTISING:
Banner Ad (468 x 60)
Skyscraper (160 x 600)
Text Ad – logo (150 x 150) + 50 words
MOBILE ADVERTISING:
Banner (300 x 50)
Jumbo Box (300 x 250)

FILE SIZE: 40kb or less at 72 dpi
ACCEPTED AD FORMATS:
GIF, GIF89, Animated GIF, JPEG. All ads should include a click-through URL. All ads may include an alternate text description.
(Website only) HTML/JavaScript (DHTML). Locally hosted on ad servers, these HTML and JavaScript ads can consist of text, images, pull-down menus and/or formats.
VIDEO ADVERTISING FORMATS:
.mp4 or .wmv; 4:3 aspect ratio

DIGITAL MATERIAL SUBMISSION: Send all ads to adsupport@ogdenpubs.com. Within the email please note the following: Company name, contact name, contact number, website the ad will be running on and expected start date.