

# RATE SHEET 2009



7265 Balsam Lane North, Maple Grove, MN 55369

Phone 763.315.5396 Fax 763.416.5397

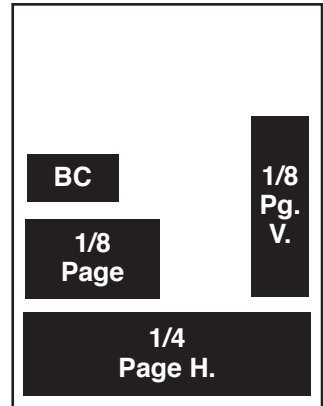
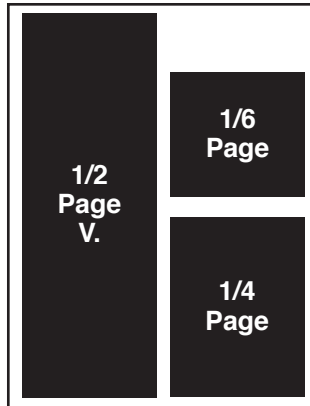
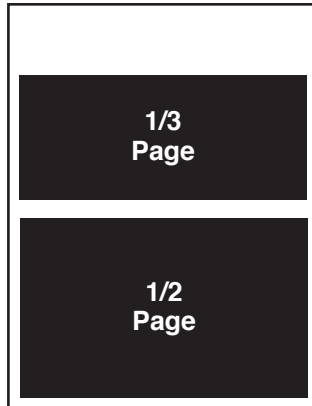
Email: sales@motorbyte.com

### Price Per Issue:

	One Time	Multi Time	
Full Page	\$850	\$675	14" h x 10 <sup>1</sup> / <sub>4</sub> " w
1/2 Page	\$450	\$355	6 <sup>1</sup> / <sub>2</sub> " h x 10 <sup>1</sup> / <sub>4</sub> " w
1/2 Page V.	\$450	\$355	13 <sup>1</sup> / <sub>2</sub> " h x 5" w
1/3 Page	\$310	\$245	4 <sup>3</sup> / <sub>8</sub> " h x 10 <sup>1</sup> / <sub>4</sub> " w
1/4 Page	\$240	\$190	6 <sup>1</sup> / <sub>2</sub> " h x 5" w
1/4 Page H.	\$240	\$190	3 <sup>1</sup> / <sub>4</sub> " h x 10 <sup>1</sup> / <sub>4</sub> " w
1/6 Page	\$165	\$130	4 <sup>3</sup> / <sub>8</sub> " h x 5" w
1/8 Page	\$125	\$100	3 <sup>1</sup> / <sub>4</sub> " h x 5" w
1/8 Page V.	\$125	\$100	6 <sup>1</sup> / <sub>2</sub> " h x 2 <sup>3</sup> / <sub>8</sub> " w
Business Card	\$ 65	\$ 50	2" h x 3 <sup>1</sup> / <sub>4</sub> " w

**Four color ad rates are 20% over the above B/W rates.**

- Color Ads are available for 20% over the quoted rate. Space and placement for color ads is limited.
- Multi Time rate is available for consecutive issues only.
- All ads and art must be camera-ready. Ad design, layout and production services are available at \$50.00 per hour.



# Publishing Schedule 2009



7265 Balsam Lane North, Maple Grove, MN 55369

Phone 763.315.5396 Fax 763.416.5397

Email: [sales@motorbyte.com](mailto:sales@motorbyte.com)

<i>Issue #:</i>	<i>Ad &amp; Copy Deadline:</i>	<i>Publication Date:</i>
<b>#109</b> March 2009	<b>February 9, 2009</b>	February 27, 2009
<b>#110</b> April 2009	<b>March 16, 2009</b>	March 27, 2009
<b>#111</b> May 2009	<b>April 13, 2009</b>	April 24, 2009
<b>#112</b> June 2009	<b>May 18, 2009</b>	May 29, 2009
<b>#113</b> July 2009	<b>June 15, 2009</b>	June 26, 2009
<b>#114</b> August 2009	<b>July 20, 2009</b>	July 31, 2009
<b>#115</b> Sept. 2009	<b>August 17, 2009</b>	August 28, 2009
<b>#116</b> October 2009	<b>Sept. 21, 2009</b>	October 2, 2009
<b>#117</b> Winter 2009	<b>Nov. 16, 2009</b>	December. 4, 2009

- Minnesota Motorcycle Monthly prints and distributes 17,000 copies per issue .
- Our area includes all of Minnesota and parts of the five state area.
- Each issue of Minnesota Motorcycle Monthly is read by over 25,000 motorcyclists.
- 37% of M.M.M. readers ride cruisers, 28% ride sport bikes and 27% ride touring & sport-touring bikes.
- 35% of Minnesota Motorcycle Monthly readers are women.
- The average reader's household has 2.5 bikes in their garage.
- Minnesota Motorcycle Monthly readers travel an average of 6,185 miles by motorcycle each year.
- The average annual household income of Minnesota Motorcycle Monthly readers is \$68,500.
- The average reader plans on spending \$1200 in coming year on motorcycle service and accessories.