

# MOTORCYCLIST 2012 MEDIA KIT

FIRST RIDES

2012 SUZUKI V-STROM 650 ★ BMW G650GS ★ APRILIA SHIVER 750

# MOTORCYCLIST

SPECIAL TOURING ISSUE

## CAPTAIN AMERICA

WE RIDE THE NEW,  
MADE-IN-THE-USA  
MOTUS V4 SPORT-TOURER

### BORDER PATROL

JACK LEWIS ON THE LOOSE,  
FROM CANADA TO MEXICO

### LUXURY TOURERS

BMW K1600GTL vs.  
HONDA GL1800 GOLD WING



### ADVENTURE TOURERS

BMW F800GS vs.  
TRIUMPH TIGER 800 XC



PLUS

UP TO SPEED: WHERE WAS YOUR BIKE REALLY MADE?  
COMING SOON: BMW'S DYNAMIC DAMPING CONTROL  
STREET SAVVY: MSF STREET RIDER COURSE  
GEAR: PHOTOCROMATIC FACESHIELDS

[motorcyclistonline.com](http://motorcyclistonline.com)

OCTOBER 2011

\$4.99



A SOURCE INTERLINK MEDIA PUBLICATION



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Today's savvy and experienced streetbike enthusiasts want far more than new-bike tests from their monthly bike magazine. They want the in-depth information and thoughtful analysis that will help them maximize their entire riding experience. *Motorcyclist* provides everything from technical how-to stories, expert riding tips and useful gear information to professional bike-buying advice, specs and prices on all available machines--in every issue!



## CIRCULATION DEMOGRAPHICS

Established: 1912  
Published: Monthly  
Total Audience: 2,191,000\*  
Circulation: 212,726  
Subscribers: 193,159  
Newsstand: 19,567  
Readers Per Copy: 10.64\*  
(ABC Statement 6/30/2011 / \*Fall 2011 GfK MRI)

ABC Statement 6/30/2011:  
[Click Here for PDF](#)

## DEMOGRAPHIC PROFILE

Male: 99%  
Single: 12%  
Married: 74%  
Attended College: 87%  
Working Full Time: n/a  
Mean Household Income: \$107,547  
Median Household Income: \$94,369  
Mean Age: 51  
Median Age: 52

## AGE

18 to 24 Years: 1%  
25 to 34 Years: 8%  
35 to 44 Years: 19%  
45 to 54 Years: 34%  
55+ Years: 38%

## HOUSEHOLD INCOME

Under \$35,000: 7%  
\$35,000-\$49,999: 8%  
\$50,000-\$74,999: 19%  
\$75,000 & Over: 65%  
(Source: 2010 Reader Survey)

## GENERAL COVERS

SIZE	1x	3x	6x	9x	12x
Cover 2	\$37,730	\$35,850	\$34,050	\$32,350	\$30,735
Cover 3	\$36,090	\$34,285	\$32,570	\$30,940	\$29,395
Cover 4	\$41,015	\$38,965	\$37,015	\$35,165	\$33,410

## GENERAL FOUR COLOR

SIZE	1x	3x	6x	9x	12x
1 Page	\$32,810	\$31,170	\$29,610	\$28,130	\$26,725
2/3 Page	\$26,745	\$25,405	\$24,135	\$22,930	\$21,760
1/2 Page	\$21,735	\$20,650	\$19,615	\$18,630	\$17,700
1/3 Page	\$18,390	\$17,475	\$16,595	\$15,765	\$14,980

## GENERAL TWO COLOR

SIZE	1x	3x	6x	9x	12x
1 Page	\$25,605	\$24,325	\$23,110	\$21,950	\$20,855
2/3 Page	\$19,630	\$18,645	\$17,710	\$16,830	\$15,990
1/2 Page	\$17,055	\$16,205	\$15,390	\$14,620	\$13,885
1/3 Page	\$12,750	\$12,165	\$11,550	\$10,975	\$10,425

## GENERAL BLACK & WHITE

SIZE	1x	3x	6x	9x	12x
1 Page	\$21,445	\$20,370	\$19,355	\$18,385	\$17,470
2/3 Page	\$16,085	\$15,280	\$14,515	\$13,790	\$13,100
1/2 Page	\$13,670	\$12,985	\$12,335	\$11,720	\$11,135
1/3 Page	\$10,255	\$9,745	\$9,255	\$8,790	\$8,355

Rates subject to change upon notice from the publisher.



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[http://ads.simautomotive.com//MAIN%20FILES/misc\\_site\\_files/conditions\\_bottom.html](http://ads.simautomotive.com//MAIN%20FILES/misc_site_files/conditions_bottom.html)

For current Source Interlink Media automotive group general policies, please see:

[http://ads.simautomotive.com//MAIN%20FILES/misc\\_site\\_files/General\\_Policies.html](http://ads.simautomotive.com//MAIN%20FILES/misc_site_files/General_Policies.html)

Issue	Ad Close/ Materials Due	On Sale
Jan 2012	10/11/11	12/06/11
Feb 2012	11/04/11	01/03/12
Mar	11/30/11	01/31/12
Apr	01/03/12	02/28/12
May	01/30/12	03/27/12
Jun	2/29	04/24/12
Jul	04/03/12	05/29/12
Aug	05/01/12	06/26/12
Sept	05/29/12	07/24/12
Oct	06/29/12	08/28/12
Nov	07/31/12	09/25/12
Dec	08/28/12	10/23/12
Jan 2013	10/01/12	11/27/12
Feb 2013	10/26/12	12/25/12
Mar 2013	11/29/12	01/29/13



## MOTORCYCLIST Specials

Issue	Ad Close/ Materials Due	On Sale
Buyer's Guide	02/14/12	04/10/12
Escape (Spring)	12/13/11	02/14/12
Escape (Summer)	03/15/12	05/08/12
Escape (Fall)	06/13/12	08/07/12
Escape (Winter)	09/13/12	11/06/12

## Publisher

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For current ad specifications, please see:

<http://ads.sourceinterlinkmedia.com/images/magspecs/mtcp.html>

## INTERNET USAGE

Internet is main source of information when shopping for aftermarket products: 52%

Internet is source used when purchasing motorcycle performance products: 53%

Internet is source used when purchasing motorcycle apparel: 46%

Frequency of visiting motorcycle-related websites:

All day every day: 2%  
Daily, but sporadically: 33%  
Every other day: 14%  
2 times a week: 19%  
Once a week: 26%  
Never: 5%  
(2010 Reader Survey)

## MOTORCYCLE OWNERSHIP

Own a motorcycle: 97%  
Own 2+ motorcycles: 62%  
Plan to buy a motorcycle in the next 12 months: 44%

Type of newest/current bike own

Sportbike: 23%  
Sport Touring: 22%  
Standard/Naked: 21%  
Cruiser: 18%  
Adventure Sports: 7%  
Dual-Sport: 6%  
Offroad/Motocross: 2%

Type of newest/current bike own plan to buy

Sport Touring: 18%  
Standard/Naked: 17%  
Sportbike: 16%  
Adventure Sports: 12%  
Cruiser: 11%  
Dual-Sport: 9%  
Offroad/Motocross: 3%  
Other: 13%

Displacement of newest/current bike

Under 550cc: 8%  
551-700cc: 19%  
701-900cc: 13%  
901-1150cc: 27%  
1151cc-1400cc: 22%  
1401 or larger: 12%  
(2010 Reader Survey)

## MOTORCYCLE INVOLVEMENT

Have motorcycle insurance: 95%

Involved in motorcycling 40+ years: 29%

Plan to ride 4,000+ miles in the next year: 77%

Participate in "Track Days": 19%  
(2010 Reader Survey)

## TRUCK OWNERSHIP

Anyone in household owns a pickup truck: 51%

Plan to buy a new truck in the next 12 months: 9%  
(2010 Reader Survey)

## TIRES

Purchase 2+ tires in a typical year: 71%  
(2010 Reader Survey)

## MAINTENANCE

Spent \$200+ in a typical year on motorcycle maintenance products: 69%

Perform own maintenance on motorcycle: 68%

Bring motorcycle to shop for maintenance: 32%  
(2010 Reader Survey)

## MOTORCYCLE ACCESSORIES

Items typically worn when riding

Helmet: 97%  
Gloves: 96%  
Boots: 86%  
Riding jacket: 82%  
Riding pants: 39%  
Back protection: 30%  
Specialty full suit  
(Aerostich style): 6%  
Full leather suit: 5%

Apparel plan to buy  
in the next 12 months

Helmet: 40%  
Gloves: 48%  
Boots: 33%  
Riding pants: 20%  
Casual wear: 21%  
Rain suit: 14%  
Textile jacket: 18%  
Vented jacket: 9%  
Leather jacket: 14%  
Textile full suit: 6%  
Full leathers: 6%

Spend \$200+ in a typical year on  
motorcycle apparel: 76%

Purchase motorcycle apparel  
at motorcycle dealer/accessory  
shop: 45%

Purchase motorcycle apparel  
through internet: 46%

Purchase motorcycle apparel by  
phone/mail order: 4%

Purchase motorcycle apparel dealer  
orders it from ad in magazine: 2%  
(2010 Reader Survey)

## PERFORMANCE PURCHASES

Spend \$400+ on motorcycle  
performance products: 67%

Purchased motorcycle performance  
products at motorcycle dealer/  
accessory shop: 36%

Purchased motorcycle performance  
products through internet: 47%

Purchased motorcycle performance  
products by phone/mail order: 4%

Purchased motorcycle performance  
products dealer orders it from ad in  
magazine: 2%

Performance/maintenance items  
currently use or plan to use during  
the next 12 months

Motorcycle specific oil: 63%  
Tires: 57%  
Air filter: 52%  
Spark plugs: 45%  
Wax/polish: 42%  
Brake pads: 52%  
Aftermarket exhaust: 34%  
Battery: 40%  
Specialty tools: 25%  
Chain: 30%  
Windscreen: 25%  
Grips: 26%  
Seat: 22%  
Tank bag: 18%  
Hard or soft bag: 25%  
Sprockets: 22%  
Brake rotors/liners: 19%  
Suspension components: 21%  
FI commander/Jetting: 12%  
Tank protector: 9%  
Levers: 17%  
Billet accessories: 8%  
Fender eliminator: 10%  
Rearsets/footpegs: 9%  
Clutch parts: 10%  
ClipOns/handlebars: 10%

Bodywork: 9%  
Steering stabilizer: 8%  
Wheels: 5%

Type of exhaust system plan to buy  
in the next 12 months

Slip-on: 16%  
Full system: 9%  
(2010 Reader Survey)