

BACKROADS

MAGAZINE



• MEDIA HIT •

BACKROADSMAG.COM

• Mission Statement •

Backroads Magazine is a free bi-monthly publication. The main purpose is to provide motorcycle enthusiasts with information for all Texas biker related events, articles/stories, local rides, bikes and biker oriented establishments such as motorcycle clubs, bars, restaurants, dealers, builders, mechanics, apparel and others. We are very loyal to our readers and desire to be a one-stop source for any biker related need or question. We offer that our readers submit articles/stories, pictures and any biker-related questions to us at any time. We'll do our best to publish your pictures, stories and answer any questions that you may have about a particular bike, mechanical issue or whatever inquiry you throw at us. Please let us know what you would like to see in the magazine as your opinion really does count.

Thank you for being a reader!

The Backroads Team





We expect to reach **70,000 – 100,000** readers per issue, with a growth rate of **20% every four months** and sign-up hundreds of Backroads Club Memberships each month.

Distribution & Marketing

Backroads Magazine will be distributed to over 200 locations throughout D/FW and surrounding cities, along with being mailed directly to over 5,000 local motorcycle owners. Each issue is produced bi-monthly and will be delivered by the end of the first week and restocked by the end of the fourth week, to remain available for two months. Backroads Magazine participates in many events as a vendor or sponsor and passes out thousands of magazines per month to the public. In addition to physical copies, each issue will be emailed to over 30,000 local motorcycle enthusiasts. Backroads Magazine will be working with the media, such as, radio and internet to brand the magazine and drive traffic to Backroadsmag.com where you can download a digital copy of the current issue or sign-up for the Backroads Club Membership. We expect to reach 70,000 – 100,000 readers per issue, with a growth rate of 20% every four months and sign-up hundreds of Backroads Club Memberships each month.

"EACH ISSUE WILL BE EMAILED TO OVER 30,000 LOCAL MOTORCYCLE ENTHUSIASTS."

Demographics

Backroads strategically places distribution of magazines in geographic locations that connects with our demographic target which is:

- Men and women ages 30 to 60
- Household income \$50,000 - \$150,000+
- Motorcycle owners/enthusiasts
- Frequent travelers
- Homeowners
- Spends an average of \$5,000+ per year on motorcycle accessories, parts and repair/modifications

Our readers are adventurous with fairly eclectic tastes and love the motorcycle lifestyle. They search for new places to ride, eat and stay, such as, bed & breakfasts inns, hotels and campsites. Our readers come from all walks of life, from executives to blue-collar workers. They own sport bikes, cruisers, touring bikes, stock or custom built, and support a variety of manufacturers. According to the Texas Department of Public Safety, as of April 4th, 2008, there are 853,646 licensed motorcyclists in the State of Texas and over one-third of them reside in D/FW.



THERE ARE 853,646 LICENSED MOTORCYCLISTS IN THE STATE OF TEXAS



Backroads Magazine has created a program that costs businesses no money to increase their revenue, "Backroads Club Membership." We work with participating businesses, like a partnership, to offer our Backroads Club members discounts on products and/or services.

We take full measures in all marketing aspects to promote joining the Backroads Club Membership to increase our monthly revenue stream. In return, this will create additional traffic to participating businesses and generate more sales and increasing revenue. This is what we offer our members for \$4.75 per month:

- **A physical issue mailed directly to you.**
- **Discounts at many local motorcycle service shops, dealers, parts suppliers, apparel, restaurants, bars and other biker oriented establishments.**
- **Guaranteed placement of any picture you send for magazine or website. (Has to meet approval)**
- **Get paid \$200.00 for any article submitted to Backroads that gets published in the magazine.**
- **List your bike for sale on website.**
- **Discount on Backroads merchandise.**
- **Invitation to join Backroads rides.**
- **Send you a physical membership card.**

Call us ASAP and we will add your business to our participating lists of discount locations.

817-349-4480



Rates

PREMIUM ADS

AD SIZE	CONTRACT TERM		
	1 x	2 x (10%)	3 x(15%)
Inside Front Cover-Full	\$1,550	\$1,395	\$1,317
Inside Front Cover- Half	\$880	\$792	\$748
Page 1- Full	\$1,550	\$1,395	\$1,317
Page 1- half	\$880	\$792	\$748
Back Cover-Full	\$1,700	\$1,530	\$1,445
Inside Back Cover-full	\$1,350	\$1,215	\$1,147
Inside Back Cover-half	\$750	\$675	\$637
Business Advertorial - Full	\$1,300	\$1,170	\$1,105
Business Advertorial - half	\$750	\$675	\$637

STANDARD ADS

AD SIZE	1 x	2 x (10%)	3 x(15%)
spread (2-PAGE)	\$2,200	\$1,980	\$1,870
Full page	\$1,180	\$1,062	\$1,003
Half page	\$650	\$585	\$552
1/3 page	\$420	\$378	\$357
1/4 page	\$250	\$225	\$212
Business card	\$140	\$126	\$119

Terms

Payment is required in advance on all new accounts for first insertions. Subsequently, 50% is due with space reservation, and 50% is due within 10 days of invoice. Advertisers will be charged 100% of ad price for any insertion cancelled by advertiser after the Space Reservation Close Date.

Closing Dates

Issue	Space Reservation	Ad Materials
Nov/Dec	Oct. 6	Oct. 13
Jan/Feb	Dec. 1	Dec. 8
Mar/April	Feb. 2	Feb 9
May/June	Mar. 30	April 6
July/Aug	June 1	June 8
Sept/Oct	Aug 3	Aug. 10

Mechanical Requirements

You may upload your ad's digital file via FTP. Ads should be labeled with company name and an email should be sent to jeremy@backroadsmag.com with information. Please email this address to request login information. E-mail attachments are OK as long as their size doesn't exceed 5 MB. Files should be stuffed / zipped for file integrity. All ads supplied require 100% size lasers for confirmation of content.

All ads must be submitted as PDF, Tiff or EPS; minimum resolution 300 dpi. We do not accept Quark, Microsoft Publisher, PowerPoint, or Works files. Any ads submitted in these formats will be subject to design fees.

All ads must conform to the following:

- Final full size ads must meet magazine trim size and include 1/8" bleed image on all four sides minimum.
- No content is to be within 1/4" of trim size.
- All fonts and graphics must be embedded and conform to the specifications above for minimum image resolution.
- All color ads need to be supplied as composite files.
- DO NOT nest EPS files within EPS files!
- All lines and line art images should be a minimum of 1/4 pt. thickness at final size to reproduce effectively on press.
- All color images and files are to be supplied in CMYK. PMS and RGB colors will be converted to process.

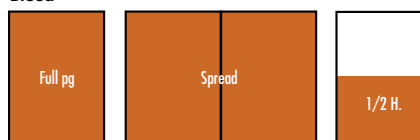
Ad Specs

Publication Trim Size - 8 3/8" x 10 7/8" (full page)

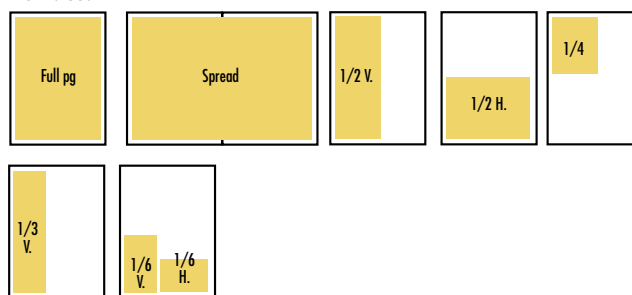
All bleeding ads - add 1/8" to all sides

Spread	15 1/4" x 10"
Spread Bleed	16 6/8" x 10 7/8"
Full Page	7 3/8" x 10 5/8"
Full Page Bleed	8 3/8" x 10 7/8"
1/2 Page Horizontal Bleed	8 3/8" x 4 3/4"
1/2 Page Horizontal	7 3/8" x 4 3/4"
1/2 Page Vertical	3 5/8" x 9 5/8"
1/3 Page Vertical	2 1/2" x 9 5/8"
1/4 Page	3 5/8" x 4 7/8"
Business Card	2 1/2" x 4 3/4"

Bleed



Non-bleed



Advertising Design Services

Full page: \$250.00 1/2 page: \$175.00 Fractionals: \$125.00

(These rates include up to 1 hour of revisions per advertisement)

• OUR PLEDGE •

Backroads Magazine is not just a “magazine.” We are a society, bringing together local motorcycle riders/enthusiasts to one central hub. Being part of the Backroads Club can be exciting and rewarding, but most of all, entertaining and fulfilling. Most motorcycle publications are in search for the next subscriber. Backroads is looking for the next member, someone that can relate to the motorcycle lifestyle. Our pledge is to bring local motorcycle riders/enthusiasts together to enjoy a common interest, motorcycles.

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4150 INTERNATIONAL PLAZA, STE #600 • FORT WORTH, TEXAS 76109 • 817.349.4480