

# BMW

Motorcycle Magazine

THE INDEPENDENT  
MAGAZINE FOR  
BMW ENTHUSIASTS



Media Kit '12

BMW Motorcycle Magazine

THE FASTEST BMW FROM COMING TO THE U.S.A.

6 UNDER GRAND JEWELLED

K1600GT & GTL - BMW'S NEXT BIG THING -

SPORT-ENJOIRO  
NEW CLASSIC  
NEW GEAR  
LOW-RIDER  
NEW RIDER  
NEW RIDER  
NEW RIDER  
25 \$100

# Welcome

## BMW Motorcycle Magazine

is a unique publication combining the highest quality content with the ultimate motorcycle brand and what many consider the most desirable rider readership.

The result is the best vehicle for your advertising dollar.



### What makes us unique?

**BMW Motorcycle Magazine's** in-depth content comes directly from the heart of Germany where BMWs are built and enthusiastically followed. Our professional writers test the latest models, analyze the tech, engineering and manufacturing, interview the decision-makers, and report on the events and riders that keep this passionate, dedicated crowd rolling. Access to the "Made in Germany" content means **first-class information straight from the home of BMW motorcycles.**

Building on this exclusive content is the addition of U.S. news, events, products, destinations and rider training, under the editorship of Sandy Cohen. As the former editor of a U.S. BMW club publication, she is well-known to the BMW motorcycle community. The combination of German and U.S. content makes the **BMW Motorcycle Magazine** an exciting, international publication that readers avidly appreciate.

**BMW Motorcycle Magazine** is the **only commercial, independent BMW motorcycle publication in the U.S.** We are not tied to any club, organization or BMW corporate. Our mission is to inform, educate and entertain, featuring all the best in BMW motorcycles and riding. Distribution is through newsstands, BMW dealer showrooms and subscriptions.

### Leading German Powersports Publisher

With more than 30 years in the publishing business, MO Medien Verlag GmbH, is one of the leading publishers of motorcycle magazines in Germany with 11 current powersports titles.

In the fall of 1999, the first issue of *BMW Motorräder* was launched. Having over 350,000 beemers on the road in Germany today, it was immediately a success. However, the new magazine wasn't on the road long when people started asking for an English language edition. In late 2007, **BMW Motorcycle Magazine** was born.

### And Now... Announcing the Latest Advance

After two years of distribution, we combined our resources with a U.S.-based publishing company to make **BMW Motorcycle Magazine** truly reflect the American and international readership we have gathered. The Spring 2010 issue was the first joint effort, bringing together a team of respected and experienced writers from both sides of the Atlantic with an unrivalled passion for all things BMW.

Our success has also made it possible to increase publication to four times a year — doubling the initial offering. The best news to subscribers is our annual rate is still less than \$20, thanks to the efficiencies of printing and mailing within the U.S.

**Distribution has also expanded** to newsstands, bookstores and BMW dealer showrooms in addition to our ever-expanding subscriber base. Advertisers can now be assured of reaching the market they want, wherever and whenever they want, with affordable pricing.

# Our History



# Our Content

## In-Depth Information

**BMW Motorcycle Magazine** delivers the best in distinctive, exciting articles and photographs in every issue. From the legendary bikes of BMW's history to the latest cutting-edge innovation in riding accessories, we provide the depth of information that makes this the one publication BMW riders can't afford to miss.

- » News
- » New Models
- » In-Depth Tech
- » Engineering Analyses
- » Product Reviews
- » Gear
- » Garage
- » Destinations
- » Riding Skills
- » Events
- » Motorsport
- » Editorial Columnists
- » Tips & Advice



# Our Readers

## Target Market

- 35-54 years old
- \$120,000+ average household income
- 70% college educated
- 95% male, 5% female
- 3+ motorcycles in the home
- 15,000+ motorcycle miles per year

## Affluent Enthusiasts

**BMW Motorcycle Magazine** readers are passionate about their motorcycles and, importantly to advertisers, have the spending power to fuel that passion. They are informed, discerning and affluent. They demand the best from their motorcycles as well as their magazine and we give them the same excellence: superb photography, cutting-edge design and content that builds brand excitement. **This magazine offers a unique opportunity to reach this lucrative market.**





# Rates

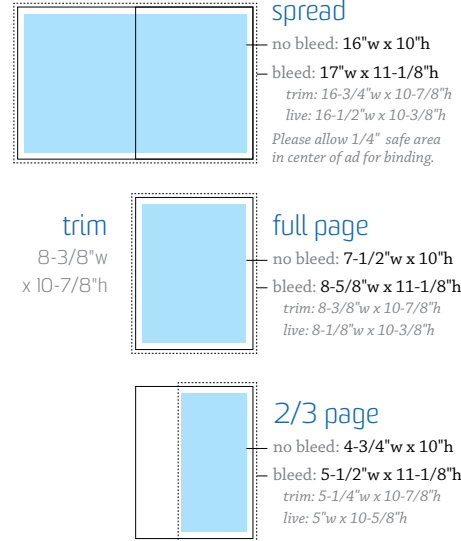
| four-color | 1X      | 2X   | 3X   | 4X   |
|------------|---------|------|------|------|
| spread     | \$ 2974 | 2915 | 2799 | 2687 |
| cover 2    | 1643    | 1611 | 1547 | 1485 |
| cover 3    | 1612    | 1580 | 1518 | 1456 |
| cover 4    | 1722    | 1687 | 1620 | 1555 |
| full page  | 1565    | 1534 | 1473 | 1414 |
| 2/3 page   | 1133    | 1110 | 1066 | 1023 |
| 1/2 page   | 984     | 964  | 925  | 888  |
| 1/3 page   | 820     | 804  | 772  | 741  |
| 1/4 page   | 641     | 628  | 603  | 579  |
| 1/6 page   | 447     | 438  | 421  | 404  |
| 1/8 page   | 357     | 350  | 336  | 323  |
| 1/12 page  | 269     | 264  | 253  | 243  |

| spot color* | 1X   | 2X   | 3X  | 4X  |
|-------------|------|------|-----|-----|
| full page   | 1043 | 1022 | 979 | 939 |
| 2/3 page    | 752  | 736  | 707 | 679 |
| 1/2 page    | 624  | 612  | 587 | 564 |
| 1/3 page    | 524  | 502  | 493 | 473 |
| 1/4 page    | 405  | 397  | 381 | 366 |
| 1/6 page    | 272  | 265  | 255 | 244 |
| 1/8 page    | 205  | 201  | 193 | 185 |
| 1/12 page   | 149  | 146  | 140 | 135 |

| black & white | 1X  | 2X  | 3X  | 4X  |
|---------------|-----|-----|-----|-----|
| full page     | 745 | 730 | 699 | 671 |
| 2/3 page      | 537 | 526 | 505 | 485 |
| 1/2 page      | 462 | 453 | 435 | 418 |
| 1/3 page      | 388 | 372 | 365 | 350 |
| 1/4 page      | 300 | 294 | 282 | 271 |
| 1/6 page      | 209 | 204 | 196 | 188 |
| 1/8 page      | 164 | 161 | 154 | 148 |
| 1/12 page     | 119 | 117 | 112 | 108 |

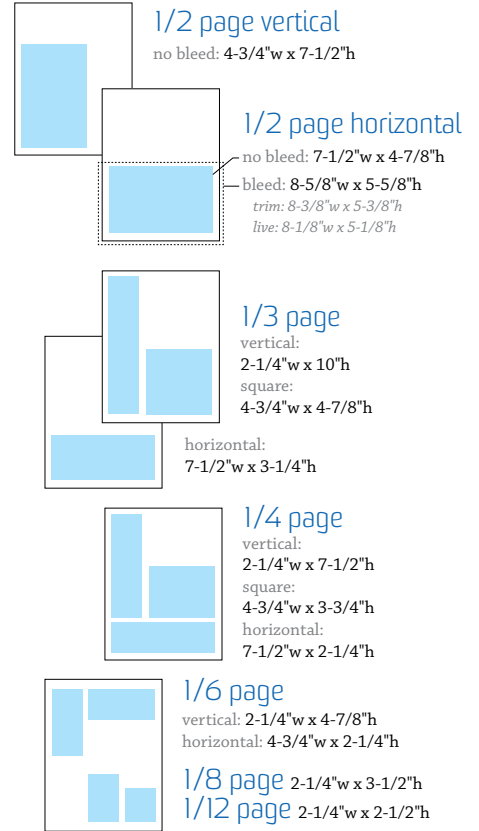
All rates are in U.S. dollars. Guaranteed positioning: +10%. Rotating copy: no charge. \*Spot color using CMYK inks.

# Sizes



## requirements

Please send PDF files, preferably type X1-A, at sizes indicated above. Please match file dimensions to ad dimensions (there is no need for crop marks, color bars, etc.). All images must be embedded, CMYK (no RGB, Lab or ICC color spaces), photos 225-300 dpi max, line art 800-1200dpi max. Do not scale, skew or rotate images. Embed all fonts (including standard



fonts). Total ink coverage 300% max. Do not apply any security, transfer functions or screen settings. No trapping is applied to ads. Ads printed using standard U.S. Web Press SWOP standards.

## specifications

trim: 8-3/8" x 10-7/8"  
pages: 80-120  
color: Four Color Process  
binding: Perfect  
frequency: 4 Issues Per Year  
mailing: Polybag

## 2012 issue and closing dates

| cover date | issue mail date | ad closing date | materials due date |
|------------|-----------------|-----------------|--------------------|
| Spring     | Feb 10          | Dec 9           | Dec 12             |
| Summer     | May 11          | Mar 16          | Mar 23             |
| Fall       | Aug 10          | Jun 15          | Jun 22             |
| Winter     | Nov 9           | Sept 14         | Sept 21            |

## distribution

Subscriptions and single-copy sales through newsstands, motorcycle retailers, and direct from distributors in the USA, Great Britain, South Africa and Australia.

## contact us to place an order!

**BMW Motorcycle Magazine**  
2647 W. Arthur Pl., Tucson, AZ 85713  
(520) 407-5546  
(520) 204-1377 FAX  
advertising@bmwmcmag.com  
bmwmcmag.com

media kit '12

## bmwmcmag.com

The **BMW Motorcycle Magazine** website goes beyond reprints and marketing of our latest paper magazine. Our website is the one place to stop for daily news of interest to BMW motorcyclists. Whether it's the latest specs and photos of new models or information on the newest aftermarket products, it's all there.

**skyscraper** \$12 CPM  
160px x 600px,  
40 kb max,  
JPG or GIF  
3 rotations, 12 sec.

Contact us for additional advertising and sponsorship opportunities.

bmwmcmag.com