

HOTBIKE

MEDIA KIT 2016



BONNIER
Motorcycle Group



MISSION STATEMENT

For more than 40 years, *Hot Bike* has been the custom motorcycle enthusiast's magazine. From in-depth, real-world, and DIY technical articles to massive coverage of the world's most mind blowing custom bikes, *Hot Bike* has it all. *Hot Bike's* print and digital magazines bring readers face to face with step by step installations of the latest performance and customizing upgrades, road tests of the hottest American V-twins, worldwide event coverage, and evaluations of the best in apparel, gear, and accessories. From first-time rider and wrench turner to the experienced gray-bearded grease monkey, *Hot Bike* has this two-wheeled chrome-drenched lifestyle covered.



BRAND DNA

LOUD, CONNOISSEUR, HOT





BRAND OVERVIEW

PRINT PLATFORM

Total Audience: 492,955

Total Circulation: 53,006

Frequency: 11x

Established: 1971

DIGITAL (WEBSITE)

Average Monthly Page Views: 1,551,120

Average Monthly Unique Visitors: 231,700

BRAND ON OTHER PLATFORMS (As of 9/25/15)

Facebook Fans: 1,287,096 (Year-Over-Year Growth: 38%)

Twitter Followers: 8,522 (Year-Over-Year Growth: 38%)

Instagram Followers: 44,400 (Year-Over-Year Growth: 271%)

Google+: 813

E-News: 22,000

Video Series: Fuel & Fire

An all-encompassing look into the fast-paced biker lifestyle, each episode follows Hot Bike editor in chief Jeff G. Holt as he crosses the globe attending assorted events and bike weeks, interviewing top bike builders, and showing off the latest and greatest components and tools used in motorcycle fabrication and customization. Every episode of Fuel & Fire will be the perfect mash-up of entertainment and information geared fully toward red-blooded V-twin motorcycle enthusiasts the world over.





AUDIENCE SNAPSHOT

HOT BIKE

Male/Female:	96.4% / 3.6%
Average Age:	50
Age Breakdown	
18-34:	10.3%
35-49:	31.6%
Age 50+:	58%
Average HHI:	\$105,200
Employed:	74%
Married:	67%

HIGHLY ENGAGED

Hot Bike and HotBikeWeb.com delivers the most real-world content to those passionate about custom motorcycles. Our audience spends valuable time with the brand.

- *Hot Bike* readers spend an average of 86 minutes with each issue
- Visitors to HotBikeWeb.com spend an average of 21 minutes on the website
- 10% of *Hot Bike* readers subscribe to both the digital and print editions of the magazine
- 77% have accessed the website of a company mentioned in an article as a result of reading *Hot Bike*

Source: MRI Doublebase 2015; Bonnier Custom Insights Audience Survey 2015





AUDIENCE SNAPSHOT

MOTORCYCLE INFLUENCER

Hot Bike and HotBikeWeb.com deliver the motorcycle elite. An audience of passionate influencers who are experienced and take motorcycling very seriously.

- Have been riding motorcycles for 27 years
- Ride 5,400 miles a year
- Have advised an average of 5 people on motorcycle accessories, parts and products
- 91% have been asked for advice about motorcycles or motorcycle related activities

FUEL HIS PASSIONS

Hot Bike and HotBikeWeb.com's audience is ever evolving.

- Own 2 motorcycles
- Perform 62% of their own motorcycle maintenance
- 84% customize their bike themselves
- 32% visit a motorcycle dealership monthly
- 31% plan to purchase performance accessories
- 34% plan to purchase motorcycle engine oil
- *Hot Bike* readers also enjoy sports, social drinking, grilling & cooking, traveling and home workshop activities.





PRODUCTION & EDITORIAL CALENDAR

ISSUE	SPACE CLOSE	MATERIALS DUE	ON SALE	ON TABLETS	LIVE ON ITUNES	EDITORIAL FEATURES
JAN/FEB '16	10/9/15	10/12/15	12/1/15	11/21/15	11/23/15	New Products 2016 issue Also: <i>Hot Bike Tour</i>
MAR '16	11/13/15	11/16/15	1/5/16	12/26/15	12/28/15	The Horsepower Issue How to gain horsepower at different price points, including Dyno runs on various bolt-on parts
APR '16	12/14/15	12/17/15	2/2/16	1/23/16	1/25/16	The Riding Issue All about riding your bike, hot to outfit it for custom touring etc. Also: Where to ride the best places in the world
MAY '16	1/15/16	1/19/16	3/8/16	2/27/16	2/29/16	The Wrenchin' Issue Tools and how to use them; tips form the pros; garage makeover; first aid moto kit for your bike and yourself.
JUNE '16	2/12/16	2/16/16	4/5/16	3/26/16	3/28/16	The "Famous" Issue TV, film, and music stars who really ride. Includes: Interviews, personal profiles, and bike features of the stars
JULY '16	3/18/16	3/21/16	5/10/16	4/30/16	5/2/16	Tales from the Dyno Measuring different products on the dyno from cheap bolt-ons to big money motors. Also: Big-bike shootout with invited builders modified bike's being measured.
V-Twin Buyer's Guide '16	4/4/16	4/15/16	6/7/16	5/30/16	5/30/16	An important and informative buyer's guide for V-Twin enthusiasts packed with hundreds of parts and hop-up ideas
AUG '16	4/29/16	5/2/16	6/21/16	6/11/16	6/13/16	100 Bike Mods Small parts swaps to full-on fabrication/every sort of way to customize your bike
Sturgis Rally Edition	5/13/16	5/16/16	7/5/16	6/25/16	6/27/16	Sturgis Issue The sights of Sturgis, and real riding in and around South Dakota
SEPT '16	6/10/16	6/13/16	8/2/16	7/23/16	7/25/16	To Be Determined
OCT '16	7/15/16	7/18/16	9/6/16	8/27/16	8/29/16	Biker Icons Famous and infamous people of custom V-Twins. Also: Iconic Bikes throughout time
NOV/DEC '16	8/26/16	8/29/16	10/18/16	10/8/16	10/10/16	Best of 2016 issue Editor's Choice: Bikes, parts, tools, gear, builders, bikes, people and places





PRINT SPECS

TRIM SIZE: 7.625" x 10.5"

BINDING: Saddlestitch, Jog to Foot

Supplied materials that do not comply with the following specifications will be corrected and the advertiser billed for the required production. All ads supplied must be CMYK. For ads requiring a spot color, please contact your production manager for specifications.

AD SIZES:

Follow ad size specifications and guidelines provided in this document. Ads that do not meet exact size specifications listed on the rate card will incur charges for resizing.

REQUIRED FORMAT:

PDF/X-1a format files required for submission. Files should conform to SWOP guidelines, and total ink density should not exceed 300%. View specifications online at www.swop.org.

PROOFS:

Bonnier Corporation utilizes Virtual Proofing technology. Hard copy guidance is no longer required. If you opt to send a proof for internal color approval, please send a Web Coated SWOP 2006 certified proof.

INSERTS:

Consult your advertising representative. Production, design and prepress services are available; rates upon request.

PRODUCTION GUIDELINES

For all bleed ads: Build file to document size and add .125 in. bleed on all 4 sides. Ensure that crop marks are offset .125 in. from trim.

Allow .125 in. safety area within trim on all 4 sides (no live matter) Spread ads: Supply in a single document

MATERIALS REQUIREMENTS FOR IN-HOUSE DESIGN SERVICES

PHOTOS: Supplied images should be high res (300 dpi) in CMYK. B/W images must be high res (300 dpi) grayscale. Images supplied in RGB will be converted to CMYK.

LOGOS: Vector .eps or .ai files are preferred. Type must be converted to outlines unless the fonts are provided. Jpgs should be 300 dpi.

Native files supplied for corrections/adjustments, must be accompanied by the fonts and links used in those files. **(Recommended:** use the packaging function in InDesign to gather fonts and links.) Black type on light background should be defined as 100% black only.

If we do not receive instructions regarding your materials, the most recent ad of the same size scheduled will be picked up. Ad materials received after the deadline may incur late fees, unless an ad extension is arranged with ad services prior to the deadline.





PRINT SPECS

AD SIZE	NON-BLEED	TRIM	BLEED
Full Page	7.125" x 9.75"	7.625" x 10.5"	7.875" x 10.75"
Two Page Spread	14.75" x 9.75"	15.25" x 10.5"	15.5" x 10.75"
2/3 Page	4.575" x 9.5"	5" x 10.5"	5.25" x 10.75"
Jr. Spread	14.75" x 4.6"	15.25" x 5"	15.5" x 5.25"
1/2 Page Island	4.575" x 7.125"	5" x 7.5"	5.25" x 7.75"
1/2 Page Horizontal	7" x 4.6"	7.625" x 5"	7.875" x 5.25"
1/3 Page Vertical	2.187" x 9.5"	2.75" x 10.5"	3" x 10.75"
1/3 Page Square	4.575" x 4.6"		
1/4 Page Vertical	3.375" x 4.6"		
1/6 Page Vertical	2.187" x 4.6"		
1/6 Page Horizontal	4.575" x 2.187"		
1/12 Page Square	2.187" x 2.187"		
4-inch Vert.	2.187" x 4"		
3-inch Vert.	2.187" x 3"		
2-inch Vert.	2.187" x 2"		
1-inch Vert.	2.187" x 1"		

LAYOUT/PRODUCTION NOTES:
 Allow .25 in. safety area within TRIM on all 4 sides (no live matter).

Ensure that crop marks are offset .125 in. from trim.



AD MATERIAL SUBMISSIONS

Ad files should be submitted via our Ad Portal at adportal.bonniercorp.com.

SEND ALL OTHER MATERIALS TO:

Hot Bike / Attn: Erich Schlitz
 15255 Alton Parkway, Suite 300 Irvine, CA 92618

For ads supplied electronically, advertiser must supply an additional content proofing jpg. We do not accept ads via e-mail. Electronic files are stored for one year only, unless otherwise requested in writing.

PRODUCTION CONTACT

Erich.Schlitz@bonniercorp.com
 760-707-1064





TABLET SPECS

iPad Specifications & Features for Bonnier Adobe DPS Platform

For Client Supplied Ads Designed for Tablet

ACCEPTED FORMATS & SPECS

InDesign:

Create document at 768 px x 1024 px. Use InDesign's Package Feature for gathering and supplying fonts and images. If adding interactive elements such as video, audio and HTML5, please be sure to test in Adobe Content Viewer before submitting and notify your production contact. These assets must also be submitted with materials. For specs on interactivity or additional screens, see enhancement details below.

PDF:

10.667" x 14.222" 300 dpi

JPEG:

or any rasterized file -
1536 px x 2048 px 264 dpi RGB

Layout Guidelines:

Keep any live material away 130 px from top and 200px from bottom of screen

For Enhancements to your Straight From Print Ad or Customized Ad Builds

AVAILABLE FEATURES & SPECS

External Web Links

- Your iPad-friendly web page can open up from a link on your ad without the user having to leave the app
- Webpage should not have Flash elements
- Avoid pages with long load times

Interactive Gallery

- Supply 300 dpi images at 536 px x 2048 px, 8 images max
- Button or touchable photo thumbnails bring up larger versions or scroll through multiple images in one frame

Additional Screens

- Four total screens max
- Two or three more screens can be stacked below your initial ad, offering more of your messaging and reader engagement

Video Player

- Maximum length for embedded videos is 30 seconds.
- Specs: 720p .mp4 file using .h264 compression
- Full Screen: 1280 x 720 (16:9 aspect ratio)
- In-Content: Specs are TBD depending upon scope

Advanced Interactivity / HTML 5

Will generally require greater pre-planning and lead time, and a creative call should take place well in advance of the ad close date. Adobe Flash elements or links to Flash-based websites are not compatible with the iOS platform.

AD MATERIAL SUBMISSIONS

Upload a .zip file of your ad materials and all assets to the (title) iPad Editon on our ad portal at: adportal.bonniercorp.com

PRODUCTION CONTACT

760-707-1064
Erich.Schlitz@bonniercorp.com





PRINT RATES

GENERAL DISPLAY RATES						
	1X	3X	6X	9X	12X	
COVERS:						
2nd	\$12,430	\$12,050	\$11,685	\$11,310	\$10,810	
3rd	\$11,430	\$11,090	\$10,750	\$10,410	\$9,950	
4th	\$13,420	\$13,015	\$12,620	\$12,215	\$11,675	
FOUR COLOR:						
Full Page	\$9,945	\$9,645	\$9,350	\$9,045	\$8,655	
2/3 Page	\$7,990	\$7,755	\$7,515	\$7,275	\$6,955	
1/2 Page	\$6,465	\$6,265	\$6,075	\$5,885	\$5,630	
1/3 Page	\$4,590	\$4,455	\$4,315	\$4,180	\$3,995	
1/4 Page	\$3,850	\$3,615	\$3,505	\$3,395	\$3,245	
1/6 Page	\$2,710	\$2,625	\$2,540	\$2,460	\$2,355	
1/12 Page	\$1,430	\$1,390	\$1,345	\$1,300	\$1,245	
RETAIL ACCESSORY RATES						
	1X	3X	6X	9X	12X	
FOUR COLOR:						
Full Page	\$5,605	\$5,440	\$5,325	\$5,105	\$4,825	
2/3 Page	\$4,490	\$4,350	\$4,260	\$4,080	\$3,860	
1/2 Page	\$3,640	\$3,535	\$3,460	\$3,315	\$3,140	
1/3 Page	\$2,580	\$2,500	\$2,450	\$2,350	\$2,215	
1/4 Page	\$2,015	\$1,955	\$1,920	\$1,840	\$1,735	
1/6 Page	\$1,405	\$1,360	\$1,335	\$1,275	\$1,205	
1/12 Page	\$785	\$765	\$745	\$715	\$670	
BLACK & WHITE:						
Full Page	\$4,210	\$4,080	\$3,995	\$3,825	\$3,615	
2/3 Page	\$3,360	\$3,265	\$3,200	\$3,065	\$2,900	
1/2 Page	\$2,735	\$2,650	\$2,595	\$2,485	\$2,355	
1/3 Page	\$1,935	\$1,875	\$1,840	\$1,765	\$1,665	
1/4 Page	\$1,515	\$1,465	\$1,435	\$1,380	\$1,305	
1/6 Page	\$1,055	\$1,020	\$1,000	\$960	\$905	
1/12 Page	\$590	\$570	\$560	\$540	\$510	



Advertising Information:

David Roe
Director of Sales, American V-Twin
David.Roe@bonniercorp.com
724.312.3207

Production Information:

Erich Schlitz
Production Manager
Erich.Schlitz@bonniercorp.com
760.707.1064

