

THE OWNER'S MANUAL FOR A FREEWHEELING LIFE.™



Kickstand®
MAGAZINE

www.kickstandmag.com

OUR MANTRA

A VEHICLE FOR FUN

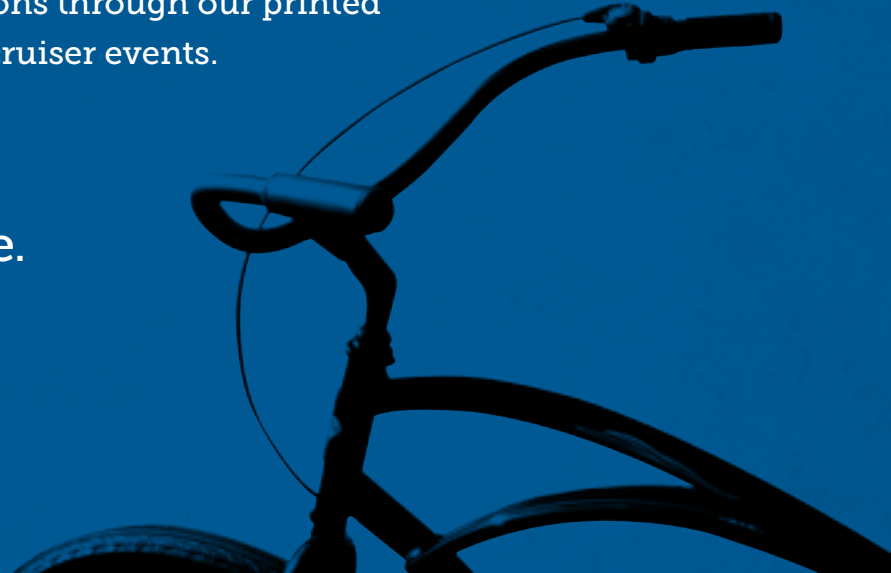
KICKSTAND MAGAZINE IS ABOUT WAY MORE THAN CRUISER BICYCLES.

It's a metaphor for life, an optimistic, inclusive, fun-loving, ageless approach to life. Kickstand Magazine, and in fact the cruiser bicycle itself, is the embodiment and celebration of a feeling – one born in childhood at the receipt of that first banana seat and set of butterfly handlebars. We seek to instill (sometimes rekindle) this wonderful feeling in bicycle lovers of all generations through our printed publication, online presence and live cruiser events.

This is Kickstand Magazine.

THE OWNER'S MANUAL FOR A FREEWHEELING LIFE.

Kickstand[®]
MAGAZINE



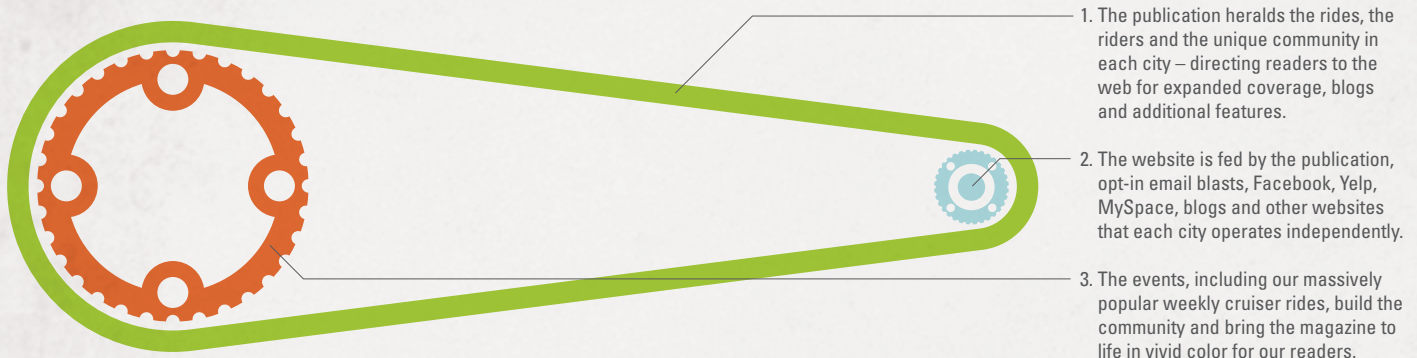
OUR DIFFERENCE MORE THAN A MAG, A LIFESTYLE

WHILE KICKSTAND MAGAZINE IS OUR MODE FOR TALKING ABOUT THE FASHION, MUSIC AND GEAR THAT PERMEATES THE CRUISER LIFESTYLE, WE DON'T JUST TALK ABOUT IT. **WE LIVE IT — AND YOUR BRAND CAN TOO.**

We offer a 'live' version of our magazine through the events we develop – including organized, coordinated cruiser rides in numerous cities around the country. This means, we literally put your products in the hands of the smart, well-to-do, brand-loyal audience you're seeking. And we do it in a way that gets them to accept you with open arms. On the following page, you can read about some of the ways brands are taking advantage of this unique opportunity. Each program is customized to the product and its marketing objective.

OUR HUB & SPROCKET AD MODEL

TAP IN AT ANY LEVEL



ADVERTISING

SOCKGUY

In conjunction with print advertising, Kickstand featured SockGuy socks at numerous on-the-ground events as premiums and awards. The kicker was to pair the promotion with coupon codes valid for 30% off the purchase of socks on SockGuy's website.

RESULT:

Their site saw an **18% increase** in unique hits within **6 weeks** of partnering with us.

42 BELOW

The partnership between 42BELOW Vodka and the Denver Cruiser ride in 2009 was a positive way of marrying the independent, edgy, outdoor-adventurous style of New Zealand's vodka, with the type of consumer it was created for.

RESULT:

42BELOW sustained brand awareness with 20,000+ people over the course of the 5-month summer cruiser season, allowing 42BELOW to get more placements in local establishments.

NIRVE SPORTS LIMITED

Starting with print advertising that reached a national audience, Kickstand also brought a fleet of Nirve bicycles "on tour" to events for test rides and to act as eye candy to generate consumer interest. Kickstand staff supported Nirve at regional sales events by promoting the manufacturer through Facebook and Twitter.

RESULT:

13 bikes were sold in 2 hours at one festival and the Colorado market went from 8th in sales to 3rd over the course of 7 months in 2009.

OUR FACTS AND FIGURES

STRONG AND GROWING

illust. A
CIRCULATION

TOTAL READERSHIP **572,000+**^{*}
ANNUALLY

GRAND TOTAL
95,600 PER ISSUE

*Est. 3.2 pass through.

20,000 ISSUES

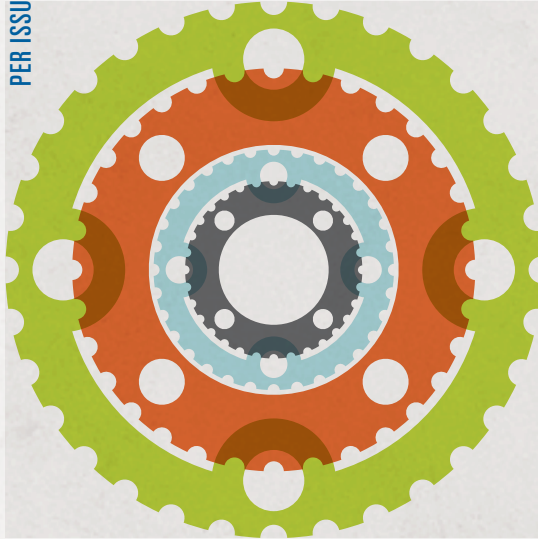
800+ RETAIL SHOPS

1,200 ISSUES

PAID SUBSCRIBERS

8,000 ISSUES

TRADESHOW/EVENTS

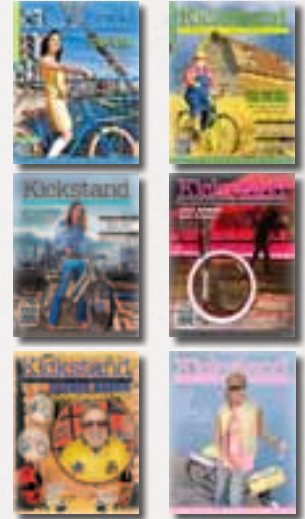


800
LOCATIONS

50
STATES

WITH MORE
ON THE
WAY

illust. B
PRODUCTION



6 Issue Run

February through December

Coincides with the cruising season

50-60 pages per issue

OUR READERS AND RIDERS

WHO LIVES THE LIFE

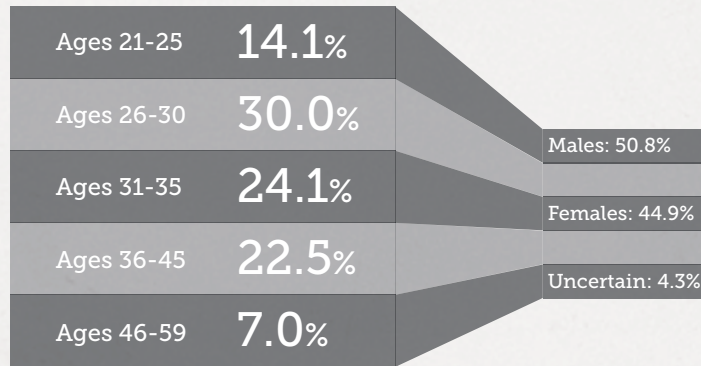
illust. C
CHARACTER ATTRIBUTES

Are these the same terms you use to describe your brand? If so, we'd be a great match.

SOCIAL	LAID BACK	RECREATIONAL
FUN-LOVING	ENGAGING	FRIENDLY
TRENDSETTING	TIMELESS	ACCESSIBLE
FASHIONABLE	INFECTIOUS	AUTHENTIC
BALANCED	ACTIVE	HONEST
OPTIMISTIC	EXPERIENTIAL	YOUNG AT HEART
AGELESS	INCLUSIVE	ECO-FRIENDLY

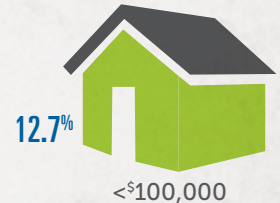
illust. D
AGE AND GENDER
BREAKDOWN

Reading (& riding) is a lifetime of fun.



illust. E
HOUSEHOLD INCOME

It's significant & disposable.



OUR READERS' SPENDING HABITS

THEY WANT TO BUY YOUR STUFF

<p><i>illust. F</i> FASHION PURCHASING HABITS</p>	<p>75% plan to purchase shoes in the next 6 months.</p>	<p>70% plan to purchase pants in the next 6 months.</p>
<p><i>illust. G</i> BICYCLE PURCHASING HABITS</p>	<p>60% plan to purchase a new bicycle in the next 6 months.</p>	<p>40% plan to purchase bicycle accessories in the next 6 months.</p>
<p><i>illust. H</i> AUTOMOBILE PURCHASING HABITS</p>	<p>10% plan to purchase a new automobile in the next 6 months.</p>	
<p><i>illust. I</i> ELECTRONICS PURCHASING HABITS</p>	<p>20% plan to purchase a new cell phone in the next 6 months.</p>	<p>32% plan to purchase new electronics in the next 6 months.</p>

illust. J
MOST ACTIVE AMERICANS PANEL (MAAP)



“THE ITEM ON MY LIST I CAN'T LIVE WITHOUT”

How they plan to spend gift cards and tax refund checks.

illust. K
RECREATIONAL RIDER STATISTICS

According to the National Association of Sporting Goods Retailers, cycling is the second most popular recreational activity in the United States.

Second only to walking.

OUR EDITORIAL CALENDAR

GIVING AN ENTIRE LIFESTYLE SEGMENT A VOICE

illust. L

WHAT WE'RE FEATURING

ISSUE	THEME
ISSUE 10	For the Fun Of It/Festival Round Up
ISSUE 11	Classics/Procrastinator's Gift Guide
ISSUE 12	Crystal Ball/What's In-What's Out
ISSUE 13	Vintage/Rat Rods/Where to Get That Missing Part
ISSUE 14	Bicycle Clubs/Social Rides
ISSUE 15	Collectors/Summer Guide

illust. M

DEPARTMENTS

EVENTS

CRUISER 101

CRUISING THE WEB

MUSIC

FASHION

LIQUIDS

PROFILE

TEST RIDE

BIKES WE LIKES

BLING

ARCHIVE

CULTURE

TAIL LIGHT

OUR EVENT CALENDAR

PUTTING YOUR BRAND IN-HAND

illust. N

EXPOSURE

ESTIMATED ATTENDANCE

EVENT

**New Belgium
Tour de Fat**
(13-city event)

**San Francisco
Bicycle Music
Festival**

**Crested Butte
Fat Tire
Festival**

**Ann Arbor
Bicycle Show**

**The Bicycle
Show**
(Eugene, OR)

75,000

5,000

2,700

3,500

6,500

EVENT

**Outdoor
Retailer Expo**
(Salt Lake City, UT)

**Bi-weekly
Organized
Social Rides**
(National)

**Weekly
Organized
Social Rides**
(Denver, CO)

**Summer
Brew Fest**
(Denver, CO)

Interbike
(Las Vegas, NV)

VeloSwap
(Denver, CO)

12,000

13,000

23,000

1,500

18,000

12,000

OUR PRINT ADVERTISING RATES

PACKAGE DEALS AVAILABLE (AND CUSTOMIZED) UPON REQUEST

illust. O
PRINT AD RATES

SIZE	1X	2X	3X	6X	10X
FULL PAGE	\$3300	\$3125	\$3050	\$2875	\$2800
1/2 PAGE (V)	\$2200	\$2090	\$1980	\$1870	\$1760
1/2 PAGE (H)	\$2200	\$2090	\$1980	\$1870	\$1760
1/3 PAGE (V)	\$1600	\$1520	\$1440	\$1360	\$1280
1/3 PAGE (H)	\$1600	\$1520	\$1440	\$1360	\$1280
1/4 PAGE (V)	\$950	\$925	\$900	\$875	\$850
1/4 PAGE (H)	\$950	\$925	\$900	\$875	\$850

Prices subject to change without notice. These prices are based on circulation of 20,000 per issue.

OUR PRINT ADVERTISING RATES AND SPECS

PACKAGE DEALS AVAILABLE (AND CUSTOMIZED) UPON REQUEST

illust. P AD SIZES



Full Page

Size	9"W x 10.875"D
Non-Bleed Ad	8.5"W x 10.375"D
Bleed Ad	9.25"W x 11.25"D



1/2 Page (V)

Size	4.625"W x 10.875"D
Non-Bleed Ad	4.3"W x 10.375"D
Bleed Ad	4.875"W x 11.125"D



1/2 page (H)

Size	9" W x 5.4375"D
Non-Bleed Ad	8.5"W x 5.125"D
Bleed Ad	9.25"W x 5.7"D



1/4 Page (H)

Size	9"W x 2.717"D
Non-Bleed Ad	8.65"W x 2.45"D
Bleed Ad	9.25" W. x 2.9"D

Size	
Non-Bleed Ad	
Bleed Ad	

1/3 Page (V)

Size	3"W x 10.875"D
Non-Bleed Ad	2.85"W x 10.175"D
Bleed Ad	3.25" W. x 11.125"D

1/3 Page (H)

Size	9"W x 3.625"D
Non-Bleed Ad	9.5" W x 3.37"D
Bleed Ad	9.25"W x 3.875"D

1/4 Page (V)

Size	4.33"W x 5.25"D
Non-Bleed Ad	4.15"W x 5.11"D
Bleed Ad	4.5" W. x 5.5"D

illust. Q PREMIUM POSITIONS

Page Two Spread.....	Plus 50%
Page Two/Page Three	Plus 50%
Inside Back Cover	Plus 35%
Back Cover.....	Plus 65%
Center Spread	Plus 35%
Edit Openers	Plus 10%

illust. R AD SPECS

■ All final material must be supplied on DVD or CD or by FTP Transfer. Line screen is 150, resolution is 300dpi. The type of file most preferred is a high-resolution PDF respecting the ad size. You may also supply your document in illustrator, Photoshop or InDesign. Please make sure all graphics, (photos, illustrations and logos) are in EPS or TIFF format (CMYK) and all fonts are included. The electronic file MUST be accompanied by a proof made from the final version of the file. Kickstand Magazine is not responsible for any material NOT accompanied by a color proof.

■ You may transfer your material by FTP. To do so, please contact our advertising coordinator at 303.898.2527 for FTP coordinates. For any material supplied by FTP, we must also receive via snail mail, a color output. Please provide us with your ads, the URL that will link to your website in the instance that you have also purchased a web ad.

■ Total ink coverage for pictures should not exceed 300%. For deeper black (rich black), use 100k, 60C, 40M & 40Y.

■ Additional charges will be invoiced if materials are not sent in accordance with spec requirements such as wrong format, lo-res images, RGB files, spot PMS, missing files, or missing fonts etc. The hourly rate to correct these issues is \$100/hour.

OUR ONLINE ADVERTISING RATES

PACKAGE DEALS AVAILABLE (AND CUSTOMIZED) UPON REQUEST

illust. S

ONLINE AD RATES

www.kickstandmag.com

UNIT	Leaderboard	Medium Rectangle	Large Rectangle
DIMENSIONS	960 x 120 px	200 x 167 px	200 x 261 px
PLACEMENT	Top of Page	Right Column, Above Fold	Right Column, Above Fold
PRICE	\$200/Month	\$150/Month	\$175/Month

Leaderboard*

960 x 120 pixels

Medium Rectangle*
200 x 167 pixels

Large Rectangle*
200 x 261 pixels

*Scaled down for viewing purposes

illust. T

EVENT PARTNERSHIP RATES

Kickstand Magazine offers brand partners high-impact visibility through integration in our events ongoing throughout the cruising season. Please call for details on availability and to customize a program to your product and objective.

For more information, please contact
303.507.3006 or sales@kickstandmag.com.

**KICKSTAND MAGAZINE
WORLD HEADQUARTERS**

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