

2010 EDITORIAL CALENDAR

Kickstand[®] MAGAZINE

Kickstand Magazine speaks to smart and fun and enthusiastic people about the fashion, music and gear that permeates the lifestyles of those that ride these bicycles the world over.

Available at more than 1200-plus retail shops, in 43 states. Kickstand Magazine reaches a slice of America that has, until now, been off the radar, and by doing so, is growing the pie in the bicycling community.

WHAT WE'RE FEATURING

ISSUE	THEME	SPECIAL
FEB/MARCH	Florida/ Spring Break	Grown-Up Spring Break Destinations
APRIL/MAY	Midwest	Best Bike Beaches
JUNE	Vintage/Classic Issue	Parts Guide
JULY	Rocky Mountains	Gear Guide
AUG/SEPT	New for 2011	What's In/What's Out
OCT/NOV	Southern California	Gift Guide

DEPARTMENTS

EVENTS - Best events to take yourself to on and off a bike

Fun and funky things to do when you're not on a cruiser ride.

CRUISER 101 - How to help

Guidance on how to fix, buy, accessorize and do everything cruiser

MUSIC - Tunes to roll to

Bands that make pedaling easy and fun

PROFILE - Cool stuff on/about bike lifestyle

Looking at the people who live-and breathe cruiser bikes

ARCHIVE - Things we remember

Cool stuff we grew up on, from Speed Racer to Mr. Green Jeans

TEST RIDE - What we're rocking

The straight dope on new rides, gear, accessories and clothing

BIKES WE LIKES - Bikes we love

What makes us drool and open a savings account

VINTAGE - Stories about those that collect

Classic cruisers and the obsessive people that collect the stuff

FASHION - What to put on

If you can wear it and it's fun and cool, it's here

ROMANCE - Who we love and why

Finding love on two wheels is part of the fun

TAIL LIGHT - Where a cruiser doesn't belong

This is the repository for images that are disturbing and wrong

CRUISIN' THE WORLD - Where to ride across the pond

Cruiser bikes are a global phenomenon and here's proof

LIQUIDS - What we're drinking

If it comes in a can, bottle or keg - and it's good - read about it here

Call us at 720.350.8411



STORY IDEAS? SEND 'EM TO US! EDITOR@KICKSTANDMAG.COM