



QUICK FACTS

- **TOTAL** readership of over 400,000
- **97%** own an ATV
- **46%** of Dirt Wheels readers own three or more ATVs in their household
- **70%** of readers have 2 or more family members who ride
- **71%** have purchased products from Dirt Wheels ads

Dirt Wheels has been the number one ATV magazine in both circulation and advertising for over 30 years, and is nearly three times the size of its closest competitor. The *Dirt Wheels* audience is the most avid in the sport. They pay \$5.99 per copy and read it cover to cover, holding on to an issue for 2.5 years and reading it 8.3 times. Combine the most avid audience, the largest circulation, penetration on thousands of newsstands across the world, and you have what advertisers say is the most profitable magazine in the motorcycle or ATV market. *Dirt Wheels* is the only must-buy in the ATV industry!



VEHICLE OWNERSHIP

How often do you buy *Dirt Wheels* magazine?

I-4 issues a year	3%	20%
5-8 issues a year	4%	18.1%
9-12 issues a year	10%	27.8%
Subscribe	83%	34.1%

How many people besides yourself look through your copy of *Dirt Wheels*?

None	8%	8.3%
1	22%	17.7%
2	23%	26.2%
3	20%	20%
4	13%	9.8%
5	5%	5.3%
6+	8%	12.7%

Do you own an ATV?

Yes	97%	84.5%
No	3%	15.5%

How many ATVs do you own?

1	31%	39.9%
2	31%	31%
3	23%	16.9%
4+	16%	12.2%

What year is your newest ATV?

2010	3%	4.5%
2009	10%	13.4%
2008	21%	18.5%
2007	17%	11.9%
2006	10%	11.6%
2005	9%	9.7%
2004	7%	6.2%
2003	7%	5.1%
2002 or earlier	16%	19%

What brand is your newest ATV?

Arctic Cat	4%	2.9%
Bombardier	2%	0.4%
Can-Am	3%	4%
Honda	25%	26.5%
Kawasaki	9%	7.7%
KTM	1%	0.4%
Polaris	14%	15.4%
Suzuki	11%	9.5%
Yamaha	30%	28.3%
Other	1%	5%

What type is your newest ATV?

Sport 2WD	37%	50.8%
Utility 2WD	5%	8.1%
Sport 4x4	4%	6.1%
Utility 4x4	48%	26.3%
Side by Side	2%	2.6%
Entry level	0%	1.1%
Youth	2%	5.2%

What engine type is your newest ATV?

2-stroke	6%	9.4%
4-stroke	94%	90.6%

What size is your newest ATV?

50-70cc	0%	1.4%
80-90cc	3%	3.7%
125-199cc	2%	3.3%
200-299cc	13%	15.9%
300-399cc	11%	15.6%
400-499cc	33%	30.9%
500-599cc	9%	9.1%
600cc+	7%	6.4%
700cc+	22%	13.7%

Which of these factors influenced you most when you bought your ATV?

Mag test results	44%	36.3%
Factory cont. program	4%	2.1%
Local dealer support	16%	15.1%
Previous brand experience	47%	39.4%
Price	45%	51.2%
Friend's recommendation	22%	28.3%
Showroom availability	7%	12.2%
Factory race team results	3%	6.2%
Parent's recommendation	3%	6.7%
Dealer recommendation	5%	9.2%

Do you influence your friends on what ATV they should buy?

Yes	75%	82.3%
No	25%	17.7%

Do you plan to buy an ATV in the next 12 months?

Yes	44%	57.9%
No	56%	42.1%

Which brand do you plan to buy?

Arctic Cat	2%	1.8%
Can-Am	14%	7.2%
Honda	22%	21.7%
Kawasaki	8%	5.2%
KTM	3%	2.4%
Kymco	3%	2.6%
Polaris	18%	9.3%
Suzuki	6%	6.2%
Yamaha	25%	26%
Undecided	22%	14.7%

What type of ATV will you buy?

Sport 2WD	41%	46.3%
Utility 2WD	1%	2.6%
Sport 4x4	17%	9.3%
Side-by-side	10%	5%
Utility 4x4	28%	21.3%
Entry level	2%	2%
Youth	2%	4.6%
Undecided	7%	8.9%

What type engine will it have?

2-stroke	4%	6.7%
4-stroke	90%	79.4%
Undecided	8%	13.9%

What size will you buy?

50-70cc	2%	1.8%
80-90cc	0%	2.8%
125-199cc	3%	1.8%
200-299cc	7%	7.3%
300-399cc	10%	10.5%
400-499cc	29%	30.7%
500-599cc	11%	7.9%
600-700cc	13%	13.3%
701cc+	26%	8.7%
Undecided	14%	15.2%

How do you use your ATV(s)?

Off-road fun riding	98%	96.3%
Farm vehicle	24%	16.7%
Hunt/fish/camp	38%	36.3%
Racing	22%	23.3%

What types of terrain do you ride on?

Desert	14%	14.8%
Sand dunes	29%	29.2%
Mud/swamp	50%	49.8%
Snow/ice	50%	45.3%
Trails/forests	94%	91.5%
Farmland	47%	47%

How many of your family members also ride?

1	15%	14.9%
2	19%	23.2%
3	19%	18.7%
4+	37%	35.2%
None	11%	8%

Do you compete in organized races?

Yes	14%	18.2%
No	86%	81.8%

What type of racing do you compete in?

Motocross	59%	32.9%
Desert/Baja	6%	4.7%
X-country/Hare scrambles	44%	39.3%
Flattrack	20%	19.8%
Sand drags	19%	14.1%
Ice racing	6%	5.7%
ATV pulls & Mud bogs	36%	22%

Do you own a pickup truck?

Yes	83%	79.2%
No	17%	20.8%

What brand of pickup do you own?

Chevrolet	32%	28.5%
Honda	1%	1.1%
Nissan	2%	4%
Dodge	21%	19.6%
Ford	34%	29.2%
GMC	9%	7.7%
Toyota	7%	7.6%
Other	3%	2.3%

What other vehicles do you own?

Car	54%	56%
SUV	40%	31.2%
RV/Camper	15%	14.2%
Travel trailer	9%	12.3%
Motorcycle trailer	28%	21.1%
Off-road motorcycle	14%	17.4%
Side-by-side	4%	4.9%
Street motorcycle	17%	14.2%
Snowmobile	11%	10.1%
Personal watercraft	4%	6.8%
Mountain bike	31%	37.5%
R/C Car	15%	20.5%
BMX bike	13%	20%

PARTS & ACCESSORIES

What is your main source of information for purchasing parts and accessories?

Ads in DW	59%	32%
Catalogs	35%	8%
Editorial in <i>DW</i>	17%	6.4%
Friends	12%	6.3%
Other magazines	3%	0.9%
At competitions	2%	0.5%
Bike shop	9%	7%
Internet	41%	30.8%
Other	5%	8.2%

Does your ATV dealer generally stock the parts and accessories you want to buy?

Yes	43%	53.2%
No	57%	46.8%

On an average, how much do you spend on parts and accessories for your ATV each month?

\$400+	2%	3.9%
\$300-\$399	2%	3.5%
\$200-\$299	7%	10.7%
\$100-\$199	24%	24.7%
Less than \$100	65%	57.2%

Have you ever purchased products from ads in *Dirt Wheels*?

Yes	71%	59.7%
No	29%	40.3%

What complete exhaust have you purchased for your four-stroke?

Big Gun	3%	2.6%
Curtis Sparks	1%	0.6%
DG	3%	3.4%
DMC	1%	0.5%
Dr. D	1%	0.5%
FMF	17%	9.0%
HMF	10%	7.3%
LRD	1%	0.5%
LEXX	1%	1%
Pro Circuit	3%	2.4%
SuperTrapp	2%	2.1%
Two Brothers	1%	0.8%
Trinity	1%	0.8%
White Bros	2%	3.5%
Yoshimura	4%	6%
Slip-on	3%	2.6%
Stock	8%	14.2%
None	45%	24.5%
Other	5%	17.8%

What exhaust silencer have you purchased?

Aaen	1%	0.2%
Big Gun	2%	3%
CT	0%	1%
DG	3%	2.9%
DMC	0%	0.5%
Dr. D	1%	0.7%

FMF	8%	9.5%
HMF	8%	6.9%
LRD	1%	0.5%
LEXX	1%	1.4%
Pro Circuit	2%	2.7%
SuperTrapp	2%	1.9%
Toomey	1%	0.2%
Two Brothers	3%	1.5%
Trinity	1%	0.8%
White Bros	1%	3.2%
Yoshimura	3%	5.9%
Stock	7%	12%
Other	4%	30.6%
None	53%	14.7%

What handlebars have you purchased?

Answer/Pro Taper	17%	12.7%
Azonic	0%	0.2%
DG	0%	1.5%
Fasst	4%	2.2%
Fly	3%	3.4%
Moose	4%	5.8%
O'Neal	1%	2%
Renthal	15%	20.5%
Sunline	1%	0.3%
Tag	4%	3.4%
Tusk	3%	2.2%
Stock	33%	35.6%
Other	13%	10.1%

What sprockets have you purchased?

Moose	5%	4.4%
Primary Drive	9%	5.3%
Renthal	14%	20.1%
SideWinder	6%	4.2%
Sunstar	9%	4.2%
Sunline	3%	2%
Stock	37%	42.7%
Other	15%	17.2%

What chain have you purchased?

D.I.D	21%	16%
EK	2%	1.4%
Moose	3%	3.2%
Primary Drive	4%	4.1%
Regina	3%	0.9%
Renthal	10%	14.0%
RK	5%	4.3%
SideWinder	4%	3.9%
Stock	34%	40.6%
Other	12%	11.5%

What grips have you purchased?

909	2%	1.6%
Answer	3%	1.3%
ODI	5%	4.6%
O'Neal	4%	5.4%
Oury	5%	2.1%
Pro-Grip	13%	16.1%
Renthal	11%	10.9%
Scott	17%	16.8%
Smith	3%	1.8%
Stock	20%	24.9%
Other	16%	14.6%

What air filter have you purchased?

K&N	45%	46.5%
Pro Filter	3%	3.7%
Twain-Air	6%	5.1%
NoToil	2%	0.9%
Uni-Filter	21%	17.3%
Stock	24%	20.1%
Other	4%	6.5%

What front tires have you purchased?

Carlisle	6%	3.9%
Cheng Shin	1%	0.2%
Dunlop	7%	8.8%
Duro	1%	0.5%
Goodyear	2%	2.9%
Greenball	1%	1.1%
ITP	26%	23.9%
Kenda	9%	4.5%
Maxxis	20%	22.7%
Pirelli	1%	0.5%
SkatTrak	3%	1.5%
STI	0%	0.6%
Stock	21%	19%
Other	10%	10.3%

What rear tires have you purchased?

Carlisle	7%	4.3%
Cheng Shin	1%	0.3%
Dunlop	7%	6%
Duro Tire	1%	0.5%
Goodyear	2%	2.6%
Greenball	1%	1.2%
ITP	31%	27.5%
Pirelli	1%	0.5%
Kenda	11%	4.9%
Maxxis	23%	23.7%
Ohtsu	1%	0.3%
Sand Tires Unltd	3%	0.6%
Skat Trak	4%	2%
STI	0%	0.6%
Stock	13%	14.3%
Other	11%	10.2%

How many pairs of tires do you buy a year?

1	46%	39.7%
2	11%	20%
3	5%	2.4%
4	2%	4%
5+	1%	1.7%
None	34%	32.2%

What wheels have you purchased?

AMS	3%	0.5%
Douglas	16%	0%
Hiper	3%	1.9%
High Lifter	1%	0.5%
ITP	30%	31.6%
Motosport Alloy	1%	2%
OMF	1%	0.8%
Vision Wheel	1%	1.5%
Stock	37%	44.7%
Other	8%	16.5%

What brake pads have your purchased?

DP/Dunlop	2%	2%
EBC	31%	23.3%
Galfer	1%	1.5%
Moose	3%	4.2%
SBS	1%	1.2%
Streamline	1%	2.5%
Tusk	5%	4.2%
Vesrah	1%	0.7%
Stock	45%	49.6%
Other	8%	11%

What nerf bars have you purchased?

AC	7%	4.9%
DG	8%	10.4%
IMS/Roll Design	1%	0.8%
Pro Aluminum	2%	3.3%
Pro Amor	8%	13.8%
Tusk	4%	3.9%
Stock	8%	12.5%
None	49%	40.1%
Other	11%	10.3%

What brand of 4-stroke oil do you use?

AMSOIL	9%	10.8%
Bel-Ray	4%	2.3%
Castrol	9%	6.6%
Hondaline	15%	12.0%
Kawasaki	5%	3.3%
Lucas	3%	4.9%
Maxima	5%	3.9%
Mobil 1	5%	6.5%
Motorex	1%	1%
Motul	2%	0.6%
Pennzoil	2%	3.2%
Quaker State	2%	2.7%
Silkolene	1%	0.6%
Spectro	1%	0.9%
Valvoline	8%	8.4%
Yamalube	20%	17.8%
Other	17%	10.6%
None	5%	3.9%

What brand of 2-stroke oil do you use?

AMSOIL	6%	6.5%
Bel-Ray	4%	4.5%
Castrol	2%	3.9%
Hondaline	1%	2.6%
Kawasaki	1%	1.1%
Maxima	3%	4.1%
Pennzoil	0%	2%
Spectro	2%	1.7%
Valvoline	1%	2.6%
Yamalube	8%	10.2%
Other	8%	14.6%
None	63%	46.1%

What brand of gearbox oil do you use?

AMSOIL	8%	12.7%
Bel-Ray	8%	5.7%
Castrol	8%	11.1%
HP-2	2%	2.2%
Lucas	8%	10.9%
Maxima	5%	6.4%
Mobil 1	5%	6.7%
Motorex	1%	0.8%
Motul	1%	1.3%
Pennzoil	3%	6.2%
Silkolene	1%	1%
Spectro	1%	1.8%
Yamalube	20%	21.1%
Other	29%	12.1%

What graphics have you purchased?

Alba	2%	0%
Decal Works	1%	3.7%
Factory Effex	7%	7.1%
FMF	3%	4.2%
N-Style	0%	3.7%
One Industries	5%	5.8%
Pro Circuit	3%	2.9%
Verde Powersports	1%	1.3%
Stock/OEM	44%	50.2%
Other	33%	19.6%

Have you had your suspension modified?

Yes	20%	21.1%
No	80%	78.9%

Have you modified your engine in any way?

Yes	34%	34.2%
No	66%	65.8%

RIDING GEAR

What is your main source of info for purchasing riding gear?

Ads in DW	41%	32.8%
Catalogs	31%	11.9%
Editorial in DW	10%	4.2%
Friends	7%	8.3%
Other mags	2%	0.8%
At competitions	1%	0.8%
Bike shop	12%	10.6%
Internet	30%	28.6%
Other	6%	1.8%

Where do you purchase the majority of your riding gear?

Ads in DW	9%	7.6%
Mail order catalog	22%	9.3%
Internet	33%	40.9%
Local ATV dealer	27%	27.6%
ATV shop	15%	11.9%
Other	5%	2.7%

How much do you spend on riding gear and apparel during the year?

\$1500+	1%	1.4%
\$1200-\$1499	0%	1%
\$1000-\$1199	0%	0.9%
\$800-\$999	1%	1.1%
\$600-\$799	1%	3%
\$400-\$599	6%	6.9%
\$250-\$399	14%	19.3%
\$249 or less	77%	66.4%

What brand of helmet have you purchased?

Answer	3%	1.7%
Arai	4%	0.9%
ARC	2%	0.1%
Bell	14%	9.2%
Fly	8%	5.3%
Fox	9%	13.8%
HJC	31%	23.8%
Hondaline	1%	0.4%
KBC	4%	2.3%
M2R	3%	1.4%
MSR	2%	2%
One Industries	1%	1.4%
O'Neal	6%	6.2%
SixSixOne	1%	0.9%
Shoei	5%	2.9%
Thor	8%	6.5%
Troy Lee	2%	1.9%
Other	21%	15.2%
None	5%	2.9%

What brand goggles have you purchased?

Answer	4%	0.7%
Fly	2%	2%
Fox	10%	10.6%
Oakley	15%	17.9%
Pro Grip	2%	1.6%
Scott	49%	34%
Smith	16%	6.4%
Spy	8%	5.2%
Thor	9%	6.1%
Xtreme	1%	0.7%
X Brand	0%	0.4%
Other	8%	5.6%
None	9%	8.9%

What brand of gloves have you purchased?

Acerbis	1%	0.3%
Answer	9%	4.7%
ARC	2%	0.3%
AXO	2%	1.3%
Fly	6%	4.9%
Four	2%	1.2%
Fox	30%	31.1%
MSR	7%	3.3%
No Fear	2%	2.4%
Ocelot	2%	1%
One Industries	1%	0%
O'Neal	9%	5.2%
Pro Grip	2%	2.7%
SixSixOne	1%	1%
Shift	8%	4.9%
Thor	20%	13.5%
Troy Lee	1%	1.3%
Other	19%	15.9%
None	13%	12.7%

What brand of boots have you purchased?

Answer	2%	2.4%
ARC	2%	0.5%
AXO	2%	2.1%
Alpinestars	11%	12.4%
Fly	2%	4.3%
Fox	12%	14.6%
Gaerne	2%	0.5%
MSR	1%	2.1%
Ocelot	2%	1.6%
O'Neal	8%	7.2%
Thor	12%	11.4%
Other	14%	9.8%
None	38%	31.2%

What brand of riding pants have you purchased?

Answer	6%	4.9%
ARC	1%	0.8%
AXO	1%	1.4%
Fly	4%	4.4%
Fox	18%	19%
Four	1%	0.8%
MSR	3%	3.3%
No Fear	2%	2.1%
Ocelot	2%	2.2%

O'Neal	5%	7.4%
One Industries	0%	0%
Shift	7%	4.9%
Thor	11%	10.3%
Troy Lee	1%	1.4%
Other	6%	7%
None	46%	30.1%

What brand of shoulder pads have you purchased?

Acerbis	1%	N/A
Answer	1%	N/A
AXO	1%	N/A
EVS	1%	0.7%
Fly	1%	1.9%
Fox	9%	12.2%
Thor	5%	7.7%
MSR	1%	1.2%
O'Neal	1%	2.4%
SixSixOne	1%	1.6%
Shift	1%	1.4%
Other	2%	9.2%
None	75%	60.4%

PROFILE

What is your gender?

Male	96%	93.8%
Female	4%	6.2%

How old are you?

Under 12	1%	1%
12-15	6%	11.5%
16-20	7%	14.3%
21-24	5%	9%
25-29	13%	12.8%
30-39	28%	28.1%
40-49	21%	17.9%
50+	19%	5.3%

Are you married?

Yes	60%	48.9%
No	40%	51.1%

What is your total yearly household income?

Under \$30k	16%	24%
\$30k-\$50k	42%	26.2%
\$50k-\$70k	18%	17.8%
\$70k-\$90k	13%	13.7%
\$90k-\$120k	7%	10.4%
\$120k-\$150k	3%	5.1%
\$150k+	2%	2.8%

If you are over 18, what is your level of education?

High school grad	62%	50.3%
Attending college	6%	14.2%
College grad	21%	26%
Other	10%	9.4%

What other sports/activities do you participate in?

Truck off-roading	27%	32.8%
R/C cars	18%	20.8%
Hunting	50%	48.6%
Fishing	63%	63.3%
Camping	65%	70.5%
Boating	34%	32.9%
Mountain biking	24%	25.8%
Off-road moto riding	23%	25.3%
Personal watercraft	9%	12.6%
Snowboarding	8%	13.4%
Snow skiing	7%	10%
Running	12%	16.5%

What type of video game system do you own?

Playstation 1 or 2	40%	39.6%
Playstation 3	17%	27%
Nintendo Wii	32%	39.3%
Dreamcast	2%	1.4%
X Box	11%	13%
360 X Box	17%	30.9%
Use computer	20%	28.9%
Other	7%	3.4%
None	24%	10.1%

GENERAL ADVERTISING RATES

BLACK & WHITE	1X	3X	6X	12X
1 Page	\$5735	\$5610	\$5360	\$5080
2/3	4610	4475	4275	4065
1/2	3560	3475	3320	3130
1/3	2560	2485	2375	2250
1/4	1990	1960	1870	1775
1/6	1475	1395	1320	1250
BLACK & ONE COLOR				
1 Page	\$7295	\$6975	\$6700	\$6325
2/3	6190	5915	5700	5370
1/2	4870	4660	4485	4215
1/3	3915	3660	3540	3325
FOUR-COLOR				
1 Page	\$10120	\$9615	\$9105	\$8550
2/3	8605	8175	7730	7305
1/2	7675	7295	6900	6525
1/3	6670	6340	5975	5685

SHOWCASE RATES

All Showcase rates are net. Payment must accompany copy for new advertisers. Ads may be submitted camera-ready or be prepared by Hi-Torque. When they are prepared by Hi-Torque, material must be received three (3) days before the material deadline.

	1X		3X		6X		12X	
	B&W	Color	B&W	Color	B&W	Color	B&W	Color
1/6 page	\$860	995	\$805	955	\$735	835	\$640	790
3-inch	\$800	925	\$740	865	\$675	795	\$590	715
2-inch	\$595	696	\$550	650	\$505	605	\$440	540
1-inch	\$390	490	\$360	460	\$335	435	\$290	390

Word ads: \$2.00 per word, with \$54.00 min.

To reserve space, send copy and remittance to: **SHOWCASE ADVERTISING, Dirt Wheels, Hi-Torque Publications Inc., 25233 Anza Drive, Valencia, CA 91355**

MAIL ORDER ADVERTISING

Any advertiser doing in excess of 50% of his total business by the sale of merchandise through the mail, making a direct offer to the consumer of merchandise and/or a mail-order catalog, and who states the exact price of the merchandise and postage instructions, may qualify for mail-order rates. Mail-order ads must contain information for ordering directly from the advertiser.

DISCOUNTS

FREQUENCY DISCOUNT:

Rates are determined by number of issues contracted for and used within a 12-month period.

* MULTIPLE INSERTION DISCOUNT:

Based on total page commitment for one year in all Hi-Torque titles.

14 pages - 2% 18 pages - 4%
24 pages - 6% 36 pages - 8% 48 pages - 10%

* Advertisers scheduling space one-third page or larger in two or more Hi-Torque magazines may qualify for a multiple discount. This discount is applied to the total cost of each insertion. All ads must run same size and color in same cover date month.

Copy may vary on each ad. Hi-Torque titles eligible for multiple magazine buys are *Dirt Bike*, *Motocross Action*, *Dirt Wheels*, *4-Wheel ATV Action*, *Mountain Bike Action*, *BMX Plus!*, *Road Bike Action* and *R/C Car* magazines.

ISSUANCE & CLOSING DATES

Hi-Torque ad material deadlines are for press-ready digital files only. While every attempt is made by the Publisher to keep the on-sale dates as published, circumstances beyond our control may occur and publications may be received earlier or later than our published on-sale dates. Subscriptions are usually mailed by the printer two or three weeks prior to on-sale dates.

COVER DATE	SPACE DEADLINE*	MATERIAL DEADLINE**	ON-SALE DATE	COVER DATE	SPACE DEADLINE*	MATERIAL DEADLINE**	ON-SALE DATE
January 2011	10-12-2010	10-19-2010	12-2-2010	September 2011	6-13-2011	6-20-2011	8-4-2011
February 2011	11-10-2010	11-17-2010	1-6-2011	October 2011	7-12-2011	7-19-2011	9-1-2011
March 2011	12-10-2010	12-17-2010	2-3-2011	November 2011	8-9-2011	8-16-2011	9-29-2011
April 2011	1-12-2011	1-19-2011	3-3-2011	December 2011	9-12-2011	9-19-2011	11-3-2011
May 2011	2-9-2011	2-16-2011	4-7-2011	January 2012	10-12-2011	10-19-2011	12-1-2011
June 2011	3-10-2011	3-17-2011	5-5-2011	February 2012	11-9-2011	11-16-2011	1-5-2012
July 2011	4-11-2011	4-18-2011	6-8-2011	March 2012	12-9-2011	12-16-2011	2-2-2012
August 2011	5-10-2011	5-17-2011	6-30-2011				

COVERS & POSITIONS

Non-cancellable after 30 days before closing. Covers full-page only. Orders for covers other than full-color cannot be confirmed before closing date. Other guaranteed position, when available, add 15%. Publisher reserves the right to give better position than specified in the order at no increase in rate.

CV2 Add 10% to General 1 Page Four-Color rate

CV3 Add 5% to General 1 Page Four-Color rate

CV4 Add 15% to General 1 Page Four-Color rate

* Turn to page 36 for ad specifications and page 40 for contact information.

* Insertion orders required on or before space deadline.

** Material received after deadline is subject to late charges.

NEW ADVERTISERS ARE REQUIRED TO PAY THE FIRST THREE MONTHS IN ADVANCE TO ESTABLISH CREDIT.

MAIL ORDER ADVERTISING RATES

BLACK & WHITE	1X	3X	6X	12X
1 Page	\$4270	\$4115	\$4010	\$3825
2/3	3395	3295	3225	3045
1/2	2655	2560	2485	2365
1/3	1780	1705	1680	1610
1/4	1415	1395	1355	1295
1/6	1050	1020	995	940

BLACK & ONE COLOR

1 Page	\$5870	\$5645	\$5440	\$5170
2/3	4985	4790	4625	4405
1/2	4030	3895	3760	3565
1/3	3360	3190	3115	2965

FOUR-COLOR

1 Page	\$8175	\$7840	\$7580	\$7055
2/3	7350	7085	6830	6460
1/2	6525	6270	6070	5700
1/3	5615	5415	5235	5130

MULTIPLE MAGAZINE DISCOUNT:

2 Magazine Buy: 5%

3 Magazine Buy: 10%

4 or more Magazine Buy: 15%

AGENCY DISCOUNT: 15%