



## QUICK FACTS

- **Total readership of 240,000**
- **70% of Motocross Action readers own 2 or more bikes**
- **67% have purchased products or services featured in ads in Motocross Action**
- **61% of Motocross Action readers compete in sanctioned motorcycle races**

If your goal is to reach hardcore motocross racers, create brand awareness and sell them product, *Motocross Action* is the number-one, must-buy magazine in the industry. Motorcycle Industry Magazine's annual Industry Research Survey asked, "Which consumer magazine drives riders to your store?" In the off-road market *Motocross Action* was number one. Available as a print version, a Digital version (and downloadable to the iPhone, iPad or other "e-reader"), plus with a great online site, *Motocross Action* has enormous credibility with serious off-road and motocross enthusiasts who look to the magazine every month to find out what's new in the sport, what products are hot and what companies are supporting the niche.

2011 will also mark the launch of the *Motocross Action* Dealer Next-Book Digital Edition, which will be sent every month to over 2000 dealers in the United States and to over 100 distributors worldwide. This incredibly high-quality readership will be added to our already high-quality audience at no extra charge. Your company's products or services will be seen by *Motocross Action's* 240,000 total monthly readers, every off-road dealer in the United States and distributors worldwide.



**BIKE PROFILE**

**How often do you buy Motocross Action magazine?**

1-4 issues	4.3%	15.6%
5-8 issues	10.7%	12.1%
9-12 issues	17.3%	20.3%
Subscribe	67.7%	30.3%
I just read the website		21.7%

**How many people besides yourself look through your copy of Motocross Action?**

1	24.6%
2	27.2%
3	15.8%
4	6.6%
5+	11.7%
None	14.0%

**Do you own a dirt/motocross bike?**

Yes	97.4%	94.9%
No	2.6%	5.1%

**How many bikes do you own?**

1	27.1%	41%
2	33.0%	29%
3	16.8%	14%
4+	23.0%	7%

**What brand is your newest bike?**

Gas Gas	0.9%	0.2%
<b>Honda</b>	<b>36.8%</b>	<b>31.0%</b>
Kawasaki	7.2%	14.3%
KTM	12.9%	11.8%
Suzuki	9.5%	9.7%
Yamaha	31.0%	30.3%
Other	1.4%	2.9%

**What size is it?**

50cc-60cc	1.1%	1.8%
80cc-85cc	5.5%	3.7%
125cc	10.8%	11.1%
200cc-220cc	3.9%	N/A
250cc	34.3%	17.7%
300cc-380cc	5%	26.6%
400cc-490cc	34.0%	31.4%
500cc-520cc	3.0%	1.1%
600cc+	2.5%	6.5%

**What year is it?**

2010	3.7%	9.54%
2009	12.2%	16.69%
2008	17.0%	16.86%
2007	15.9%	13.20%
2006	14.2%	11.49%
2005	8.5%	7.24%
2004	6.2%	5.19%
2003	4.0%	4.94%
2002 or earlier	18.4%	14.39%

**What engine type is it?**

2-stroke	34.4%	N/A
4-stroke	65.6%	N/A

**What type bike is it?**

<b>Motocross</b>	<b>81.8%</b>	<b>87.5%</b>
Enduro	11.0%	8.9%
Dual Sport	2.0%	N/A
Supermoto	2.6%	N/A
Other	2.6%	3.6%

**Which of these factors influenced you most when you bought your motorcycle?**

Magazine tests	39.6%	36.1%
Factory contingency program	2.9%	2.7%
Dealer support	9.8%	15.2%
<b>Previous experience</b>	<b>58.7%</b>	<b>34.9%</b>
Price	32.9%	27.1%
Friend's advice	11.8%	20.5%
Showroom avail	4.0%	3.6%
Factory race results	3.8%	7.8%
Parent's recommendation	4.3%	7.7%
Dealership recommendation	2.6%	3.9%
Message boards	N/A	4.2%
Website	N/A	4.7%
Other	N/A	9.1%

**Do you own an ATV?**

Yes	29.0%	21.9%
No	71.0%	78.1%

**Do you plan to buy a new bike in the next 12 months?**

Yes	39.4%	39.1%
No	37.1%	28.5%
Maybe	23.6%	32.3%

**What brand do you plan to buy?**

Honda	22.7%	23.6%
Husaberg	0.8%	0.3%
Kawasaki	13.3%	13.8%
<b>KTM</b>	<b>29.4%</b>	<b>21.3%</b>
Suzuki	9.0%	9.8%
Yamaha	23.1%	27.2%
Other	1.6%	3.9%

**What size will it be?**

80-85cc	4.4%	2.3%
125cc	13.1%	6%
200-220cc	8.8%	1.2%
250cc	53.3%	27.1%
300-380cc	24.1%	6.3%
<b>400-490cc</b>	<b>69.3%</b>	<b>30.3%</b>
500-520cc	4.4%	1.2%
600cc+	2.2%	1.4%
Other	N/A	6.1%

**What year will it be?**

Brand new	59.9%	57.2%
Used	14.7%	11.9%
Not sure	25.4%	31%

**What type?**

2-stroke	32.6%	28.7%
4-stroke	67.4%	64.8%

**What type will it be?**

<b>Motocross</b>	<b>84.2%</b>	<b>92%</b>
Enduro	11.6%	N/A
Dual Sport	2.7%	N/A
Other	1.5%	8%

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

Yes	72.1%
No	27.9%

**Do you plan to buy an ATV?**

Yes	10.3%
No	89.7%

**PARTS & ACCESSORIES**

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

<b>Ads in MXA</b>	<b>43.1%</b>	<b>14.8%</b>
<b>Editorial in MXA</b>	<b>30.9%</b>	<b>15%</b>
Friends	15.9%	7.2%
Catalogs	21.1%	12%
Other magazines	10.4%	1.6%
At races	5.8%	2.9%
Bike shop	17.9%	13.6%
Message Boards	N/A	3.4%
Motocrossactionmag.com	N/A	15.6%
Other	18.5%	N/A

**Where do you purchase the majority of replacement parts, hop-up parts and accessories?**

Mail order MXA	7.2%	6.9%
Catalog	17.9%	6.2%
Local motorcycle dealer	27.5%	30.4%
<b>On the internet</b>	<b>48.6%</b>	<b>46.4%</b>
Local accessory store	22.5%	10.1%

**Have you ever purchased products from ads in Motocross Action?**

Yes	70.0%	66%
No	30.0%	34%

**Does your motorcycle dealer stock the products you want to buy?**

Yes	45.5%	47.2%
No	54.5%	52.8%

**How much do you spend on replacement parts, hop-up parts and accessories for your bike each month?**

\$400+	9.8%	6.3%
\$300-\$399	3.9%	8.2%
\$200-\$299	12.8%	14.9%
\$100-\$199	33.6%	34.7%
Less than \$100	39.9%	35.9%

**Exhaust pipe purchased for your 2-stroke bike?**

Bill's Pipes	3.6%	1.6%
DG	3.2%	1%
<b>FMF</b>	<b>42.5%</b>	<b>34.8%</b>
Pro Circuit	25.9%	34.2%
Stock/OEM	11.7%	18.9%
Other	13.0%	9.6%

**Exhaust pipe purchased for your 4-stroke bike?**

Akrapovic	1.5%	4.7%
Dr. D	7.9%	7%
<b>FMF</b>	<b>31.3%</b>	<b>23.6%</b>
HMF	1.5%	0.3%
Leo Vince	0.8%	1.1%
Pro Circuit	12.8%	16.4%
Super Trapp	1.5%	0.3%
Two Brothers	3.4%	1.8%
Vance & Hines	0.4%	1.1%
White Bros	4.2%	N/A
Yoshimura	7.9%	8.2%
Stock/OEM	17.4%	20.4%
Other	8.7%	10%

**Silencer purchased?**

Big Gun	1.3%	N/A
DG	2.0%	0.5%
Leo Vince	0.3%	0.6%
Dr. D	5.2%	5.4%
<b>FMF</b>	<b>37.7%</b>	<b>34.5%</b>
Pro Circuit	18.4%	27.2%
Two Brothers	3.3%	1.1%
Vance & Hines	1.0%	0.5%
White Bros	2.6%	N/A
Stock/OEM	13.8%	17.5%
Other	10.8%	12.8%

**Handlebar purchased?**

Answer	2.6%	1.5%
O'Neal	1.4%	1.1%
Sunline	0.9%	1.3%
Pro Taper	31.8%	33.2%
<b>Renthal</b>	<b>40.2%</b>	<b>42.4%</b>
Tag	5.5%	4.2%
Universal	1.2%	0.4%
Stock/OEM	10.1%	8.7%
Other	4.6%	7.3%

**Sprocket purchased?**

Moose	1.4%	2.1%
Primary Drive	2.0%	2.2%
<b>Renthal</b>	<b>44.3%</b>	<b>43.9%</b>
Side Winder	2.3%	1.6%
Sunline	5.5%	4%
Sunstar	7.5%	5.8%
Tag	8.4%	5.7%
Vortex	3.5%	3.7%
Stock/OEM	11.6%	13.7%
Other	9.6%	17.1%

**Chain purchased?**

<b>AFAM</b>	1.7%	1.1%
<b>D.I.D.</b>	<b>32.1%</b>	<b>34.0%</b>
EK	1.4%	2.7%
Krause/SideWinder	0.3%	0.8%
Primary Drive	4.6%	2.4%
Regina	6.6%	4.4%
Renthal	24.6%	24.4%
RK	9.0%	12.7%
Sunline	2.3%	1.7%
Stock/OEM	11.0%	11.5%
Other	5.8%	4.4%

**Levers purchased?**

ARC	1.9%	10.3%
<b>ASV</b>	<b>22.0%</b>	<b>22.8%</b>
Magura	2.2%	1.7%
Motion Pro	1.6%	2.9%
MSR	6.8%	7.1%
Pro Circuit	3.7%	N/A
Renthal	5.9%	6.9%
Works Connection	6.8%	5.7%
Stock/OEM	35.7%	35.7%
Other	13.0%	7%

**Triple clamp purchased?**

Applied Racing	7.5%	7.6%
BRP	1.8%	0.9%
<b>Pro Circuit</b>	<b>10.8%</b>	<b>9.4%</b>
RG3	5.0%	6.2%
Sunline	1.4%	0.7%
Scott's	0.7%	2.4%
Tag	3.6%	1.9%
Universal	1.1%	2.8%
Stock/OEM	56.3%	57.3%
Other	12.5%	10.8%

**Grips purchased?**

Answer	2.6%	N/A
ODI	1.7%	0.7%
Oury	3.8%	1.7%
Pro-Grip	9.2%	8.4%
Pro Taper	N/A	19.2%

<b>Renthal</b>	<b>35.3%</b>	<b>34.7%</b>
Scott	14.5%	11.7%
SixSixOne	1.7%	1.6%
Sunline	1.4%	0.8%
Smith	0.9%	1.5%
Stock/OEM	9.8%	7.3%
Tag	N/A	5.9%
Other	19.4%	6.5%

**Air filter purchased?**

K&N	13.6%	7.6%
Maxima	0.9%	N/A
Pro Filter	4.0%	N/A
Ready Racing	2.9%	2.8%
<b>Twin Air</b>	<b>40.8%</b>	<b>53.7%</b>
Uni Filter	21.1%	12.2%
Stock/OEM	12.4%	11.9%
Other	10.7%	11.8%

**What brand of replacement front tire do you use most often?**

Bridgestone	23.4%	18%
Cheng Shin	1.2%	0.7%
<b>Dunlop</b>	<b>49.1%</b>	<b>45.1%</b>
IRC	0.9%	0.4%
Kenda	1.7%	4.4%
Maxxis	12.1%	11.4%
Michelin	9.8%	11.2%
Pirelli	3.2%	5.3%
Sedona	0.6%	N/A
Other	2.6%	3.6%

**What brand of replacement rear tire do you use most often?**

Bridgestone	22.0%	17%
<b>Dunlop</b>	<b>46.2%</b>	<b>43.5%</b>
IRC	1.4%	0.6%
Kenda	1.7%	3.8%
Maxxis	15.3%	12.7%
Michelin	9.8%	11.7%
Pirelli	2.6%	5.4%
Other	2.9%	5.5%

**How many tires do you purchase a year?**

20+	2.3%	3.1%
15-20	2.6%	2.8%
10-14	4.9%	6.3%
5-9	24.6%	25.4%
Less than 5	65.7%	62.4%

**Brake pads purchased?**

Answer	1.5%	1.1%
AP Racing	1.2%	N/A
Braking	3.4%	6.5%
DP/Dunlop	2.8%	2.7%
<b>EBC</b>	<b>31.5%</b>	<b>34.7%</b>
EPI	4.0%	0.5%
Galfer	2.8%	2.8%
Moose	2.8%	1.4%
Renthal	5.2%	6.7%
Stock/OEM	35.5%	32.9%
Other	7.4%	10.8%

**What brand of 2-stroke oil do you use?**

Amsoil	8.3%	9.1%
Bel-Ray	10.1%	9.1%
Castrol	3.6%	7.9%
HP-2	4.0%	3.6%
Klotz	2.5%	4.8%
<b>Maxima</b>	<b>18.0%</b>	<b>18.7%</b>
Motorex	2.9%	4.6%
Motul	9.7%	6.9%
Redline	2.5%	2.2%
Silkolene	1.8%	1.9%
Spectro	4.7%	4.2%
Yamalube	16.9%	13.2%
Other	14.0%	13.7%

**What brand of 4-stroke oil do you use?**

Amsoil	7.7%	7.4%
Bel-Ray	5.1%	6.1%
Castrol	5.1%	10.1%
<b>Hondaline</b>	<b>21.2%</b>	<b>14.3%</b>
Maxima	14.8%	10.7%
Mobil 1	1.3%	2.7%
Motorex	1.7%	5.7%
Motul	4.0%	6.9%
Pennzoil	0.7%	1.8%
Quaker State	0.3%	0.6%
Redline	2.0%	1.1%
Silkolene	1.3%	2.2%
Spectro	4.4%	1.8%
Valvoline	3.0%	1.8%
Yamalube	16.2%	12.7%
Other	9.1%	14.1%

**What brand of gearbox oil do you use?**

Bel-Ray.....	10.4%	12.1%
Castrol.....	8.6%	<b>11.2%</b>
HP-2.....	7.0%	6.4%
<b>Maxima.....</b>	<b>16.5%</b>	<b>15.2%</b>
Motorex.....	2.8%	6.4%
Motul.....	5.2%	9.9%
Redline.....	3.4%	2.4%
Silkolene.....	2.8%	3.5%
Spectro.....	4.6%	3.3%
Yamalube.....	16.2%	13.1%
Other.....	21.1%	16.7%

**What brand of chain lube do you use?**

Bel-Ray.....	18.5%	21.6%
HP-2.....	2.3%	3.8%
<b>Maxima.....</b>	<b>28.0%</b>	<b>27.6%</b>
Motorex.....	3.5%	N/A
Motul.....	6.1%	8.8%
PJ1.....	11.0%	11.1%
Silkolene.....	6.6%	9.9%
Spectro.....	2.9%	3%
Torco.....	2.6%	1.8%
Other.....	17.6%	12.4%

**What brand of numbers do you use?**

Attack.....	3.4%	4.5%
<b>De-Cal Works.....</b>	<b>28.2%</b>	<b>24.8%</b>
Dirt Digits.....	5.3%	5.9%
Factory Effex.....	20.1%	19.6%
N-Style.....	8.0%	12.3%
One.....	2.5%	11.5%
Throttle Jockey.....	1.2%	3.0%
Other.....	31.3%	18.5%

**Bike graphics purchased?**

De-Cal Works.....	19.4%	12.4%
<b>Factory Effex.....</b>	<b>20.5%</b>	<b>16.4%</b>
FMF.....	2.9%	2.9%
N-Style.....	8.1%	9.4%
One.....	7.5%	14.2%
Pro Circuit.....	3.2%	3.9%
Throttle jockey.....	2.0%	3.1%
Stock/OEM.....	15.6%	23.2%
Other.....	24.3%	14.4%

**Reeds purchased?**

<b>Boyesen.....</b>	<b>30.3%</b>	<b>28.7%</b>
Carbon Tech.....	4.7%	5.8%
Moto Tassinari.....	17.3%	18.7%
Stock/OEM.....	29.1%	38%
Other.....	18.5%	8.8%

**Piston purchased?**

CP.....	2.6%	
SRS.....	1.0%	
Vertex.....	4.9%	
<b>Wiseco.....</b>	<b>38.4%</b>	
Stock/OEM.....	41.7%	
Other.....	10.4%	

**Have you had your suspension modified in any way?**

Yes.....	59.5%	55.5%
No.....	40.5%	44.5%

**Have you modified your engine in any way?**

Yes.....	40.4%	40.1%
No.....	59.6%	59.9%

**Do you influence your friends on what hop-up parts they should buy?**

Yes.....	64.0%	73.5%
No.....	36.0%	26.5%

**RIDING GEAR**

**Where do you purchase the majority of your riding gear?**

Mail order.....	21.1%	11.9%
<b>On the internet.....</b>	<b>46.2%</b>	<b>48.7%</b>
Local dealer.....	23.7%	23.2%
Local store.....	22.0%	13.3%
Other.....	N/A	3%

**Have you ever purchased riding gear from ads in Motocross Action?**

Yes.....	48.0%	48.3%
No.....	52.0%	51.7%

**Does your motorcycle dealer stock the riding gear you want to buy?**

Yes.....	47.5%	42.3%
No.....	52.5%	57.7%

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

\$1500+.....	1.2%	3.4%
\$1000-\$1499.....	3.0%	7.1%
\$800-\$999.....	6.0%	9.6%
\$600-\$799.....	6.6%	10.9%
\$400-\$599.....	15.4%	16.1%
\$250-\$399.....	28.9%	23%
<b>\$100-\$249.....</b>	<b>28.6%</b>	<b>22.5%</b>
Less than \$100.....	10.2%	7.4%

**What brand of helmet do you own?**

Answer.....	4.3%	1.8%
Arai.....	8.4%	6.5%
AXO.....	1.2%	1%
Bell.....	10.4%	8.6%
Fly.....	4.6%	3.8%
<b>Fox.....</b>	<b>24.0%</b>	<b>19.3%</b>
HJC.....	13.3%	10.1%
KBC.....	1.4%	1.7%
MSR.....	4.6%	1.1%
One Industries.....	7.2%	6.2%
O'Neal.....	3.8%	2.9%
Shoei.....	11.6%	10.6%
SixSixOne.....	2.6%	2.6%
Thor.....	6.1%	6.2%
Troy Lee.....	7.2%	6.6%
Xtreme.....	1.4%	0.6%
Other.....	10.7%	10.5%

**What brand of goggles do you own?**

Blur.....	1.4%	0.3%
Dragon.....	5.8%	2.4%
Fox.....	11.6%	7.9%
Oakley.....	29.5%	23.9%
Pro Grip.....	3.5%	2.4%
<b>Scott.....</b>	<b>41.9%</b>	<b>32.9%</b>
Smith.....	9.8%	9.6%
Spy.....	14.7%	10.6%
Thor.....	5.5%	3.1%
Utopia.....	1.2%	1%
X Brand.....	1.2%	1.9%
Other.....	4.3%	3.8%

**What brand of gloves do you own?**

Acerbis.....	0.3%	0.8%
Answer.....	6.9%	5.3%
AXO.....	1.4%	1%
Fly.....	8.7%	3.3%
<b>Fox.....</b>	<b>50.9%</b>	<b>42.1%</b>
MSR.....	9.2%	4.6%
No Fear.....	3.8%	3.6%
One.....	2.0%	2.1%
O'Neal.....	9.0%	5.1%
Pro Grip.....	1.2%	0.3%
Scott.....	2.3%	N/A
Shift.....	4.3%	3.2%
SixSixOne.....	2.6%	0.9%
Thor.....	16.2%	14%
Troy Lee.....	2.9%	5%
Other.....	7.5%	8.6%

**What brand of boots do you own?**

<b>Alpinestars.....</b>	<b>42.5%</b>	<b>40.3%</b>
Answer.....	2.3%	1.6%
AXO.....	2.9%	3.6%
Fly.....	1.7%	1.7%
Fox.....	21.1%	18.5%
Gaerne.....	8.4%	11.4%
Hi-Point.....	1.7%	0.4%
MSR.....	2.3%	2%
Ocelot.....	1.2%	0.3%
O'Neal.....	3.2%	3.8%
Sidi.....	4.9%	4.5%
SixSixOne.....	2.0%	1.5%
Thor.....	6.9%	5%
Other.....	5.8%	5.4%

**What brand of riding pants do you own?**

Answer.....	9.5%	5.3%
AXO.....	2.9%	1%
Fly.....	6.9%	3.3%
<b>Fox.....</b>	<b>43.9%</b>	<b>39.2%</b>
MSR.....	7.8%	5.7%
No Fear.....	5.8%	4.9%
One.....	3.2%	2.5%
O'Neal.....	9.8%	5.4%
Scott.....	1.4%	N/A
Shift.....	6.6%	3.6%
Thor.....	19.1%	14.8%
Troy Lee.....	3.8%	5.1%
Other.....	10.1%	9.5%

**What brand of chest protector do you wear?**

Acerbis.....	3.8%	1.6%
Answer.....	2.0%	2.2%
EVS.....	7.8%	7.1%
Fly.....	2.0%	1.8%
<b>Fox.....</b>	<b>39.3%</b>	<b>29.9%</b>
HRP.....	3.2%	2.9%
MSR.....	4.0%	1.9%
No Fear.....	1.2%	2.2%
O'Neal.....	2.3%	2.2%
Shift.....	2.0%	2.2%
SixSixOne.....	4.0%	6.3%
Thor.....	14.5%	19.2%
Troy Lee.....	2.0%	3.4%
Other.....	2.3%	6.5%
None.....	8.7%	10.8%

**PROFILE**

**Gender**

Male.....	96.8%	97.1%
Female.....	2.9%	2.9%

**Age**

12.....	1.7%	N/A%
13-17.....	10.4%	17.2%
18-24.....	5.5%	15.5%
25-34.....	14.5%	18.9%
35-44.....	24.9%	28.5%
45-54.....	31.3%	20.7%
55+.....	11.6%	2.3%

**Are you married?**

Yes.....	56.8%	49.1%
No.....	43.2%	50.9%

**What is your total yearly household income?**

\$150k+.....	7.6%
\$120k-\$150k.....	9.5%
\$90k-\$120k.....	19.0%
\$70k-\$90k.....	11.0%
\$50k-\$70k.....	15.9%
\$30k-\$50k.....	21.1%
Under \$30k.....	15.9%

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

High school grad.....	46.8%	39.7%
Attending college.....	9.2%	13.2%
College grad.....	30.8%	35.5%
Other.....	13.2%	11.6%

**Do you compete in sanctioned motorcycle races?**

Yes.....	63.1%	62.6%
No.....	36.9%	37.4%

**If yes, what class?**

Mini.....	2.0%	0.5%
80cc.....	5.6%	3.8%
125cc.....	11.7%	10.1%
250cc.....	28.4%	23.3%
450cc.....	19.3%	14.0%
+25.....	6.6%	2.1%
+30.....	18.8%	13.7%
+40.....	27.9%	20.6%
+50.....	29.4%	9.4%
Pro.....	2.0%	2.6%

**What type of racing do you compete in?**

Arenacross.....	7.6%	9.5%
Cross country.....	19.8%	13.8%
Desert.....	17.8%	4.8%
Motocross.....	89.8%	88.8%
Supercross.....	9.6%	8.6%
Supermoto.....	3.0%	1.4%
Trials.....	6.1%	N/A
Other.....	26.9%	7.3%

**How often do you compete per year?**

50+ times.....	0.7%	3.5%
40-49 times.....	2.2%	4.7%
30-39 times.....	5.8%	9.6%
20-29 times.....	11.9%	15.8%
10-19 times.....	28.9%	34.9%
Less than 9.....	50.5%	31.5%

**Does anyone else in your household race?**

Yes.....	29.8%	35.8%
No.....	70.2%	64.2%

**How often do you ride?**

3 or more/week.....	18.8%	24.6%
2 times/week.....	25.5%	29.5%
Once a week.....	25.8%	21.2%
2-3 times/month.....	22.3%	17.8%
Once a month or less.....	7.6%	7.0%

**How much of the maintenance/repairs/hop-ups on your motorcycle are done by you?**

100%.....	32.1%	31.1%
75-99%.....	36.7%	35.6%
50-74%.....	11.6%	18%
25-49%.....	11.8%	9.6%
Less than 25%.....	7.8%	5.7%

**What brand of pickup do you own?**

Chevrolet.....	21.7%	22%
Dodge.....	17.2%	12.4%
<b>Ford.....</b>	<b>22.3%</b>	<b>26.3%</b>
GMC.....	10.7%	6.5%
Honda.....	2.7%	1.7%
Nissan.....	4.2%	4.8%
Toyota.....	16.9%	15%
Other.....	3.6%	11.1%

**Do you plan to buy a new truck in the next 18 months?**

Yes.....	17.4%	20.3%
No.....	82.6%	79.7%

**What other vehicles do you own?**

SUV.....	30.9%	34.8%
RV/Camper.....	19.1%	16.2%
Motorcycle trailer.....	39.9%	39%
Snowmobile.....	5.2%	8.1%
Personal watercraft.....	7.8%	7.6%
R/C Car.....	12.1%	14%
<b>Mountain bike.....</b>	<b>39.6%</b>	<b>53.2%</b>
BMX bike.....	17.9%	21.5%
Road bicycle.....	12.7%	18.2%

**How do you transport your motorcycle?**

Pick up.....	69.7%	54.5%
Trailer.....	46.5%	33.4%
Hitch type carrier.....	8.7%	4.7%
Van.....	5.5%	7.4%

**What other sports/activities do you participate in?**

Hunting.....	32.1%
Fishing.....	38.2%
Camping.....	52.3%
Boating.....	24.9%
Truck off-roading.....	14.5%
Mountain biking.....	32.1%
Street motorcycle riding.....	22.5%
Snowboarding.....	13.9%
Snow skiing.....	11.8%
Running.....	21.1%
Road bicycle riding.....	13.3%
Weight lifting.....	36.1%

**How many hours per week are you on the Internet per week?**

1-5.....	55.7%
6-10.....	19.1%
11-20.....	11.7%
20+.....	3.8%
None.....	9.7%

**What type of Internet connection do you use?**

Broadband.....	13.5%
Cable.....	24.3%
DSL.....	31.0%
Dial-up.....	5.6%
Wireless.....	25.7%

**Where do you get your race coverage?**

Magazine.....	62.1%	53.9%
Internet.....	36.4%	73.3%
TV.....	61.0%	63.8%

**What other motorcycle magazines do you buy regularly?**

Dirt Bike.....	33.5%
Cycle World.....	5.8%
Dirt Rider.....	38.2%
Cycle News.....	8.9%
Transworld Motocross.....	49.2%
RacerX.....	42.6%
Other.....	8.9%

## GENERAL ADVERTISING RATES

BLACK & WHITE	1X	3X	6X	12X
1 Page.....	\$5825	\$5700	\$5275	\$5175
2/3 .....	4675	4560	4210	4150
1/2 .....	3670	3590	3320	3250
1/3 .....	2620	2560	2370	2330
1/4 .....	2050	1990	1848	1800
1/6 .....	1450	1425	1325	1290
BLACK & ONE COLOR				
1 Page.....	\$7000	\$6710	\$6350	\$6050
2/3 .....	5760	5510	5225	4965
1/2 .....	4910	4710	4460	4230
1/3 .....	3850	3700	3490	3320
FOUR-COLOR				
1 Page.....	\$9790	\$9300	\$8810	\$8290
2/3 .....	8030	7630	7220	6820
1/2 .....	7440	7070	6690	6290
1/3 .....	6270	5950	5640	5330

## 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.....	\$805	955	\$745	895	\$690	840	\$595	745
3-inch .....	\$550	675	\$510	635	\$470	605	\$410	535
2-inch .....	\$405	505	\$375	475	\$345	445	\$300	400
1-inch .....	\$280	380	\$260	360	\$240	340	\$210	310

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

To reserve space, send copy and remittance to: **SHOWCASE ADVERTISING, MXA, 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	10-15-2011	10-22-2011	12-9-2010	September 2011	6-15-2011	6-22-2011	8-11-2011
February 2011	11-17-2011	11-24-2011	1-13-2011	October 2011	7-18-2011	7-25-2011	9-8-2011
March 2011	12-15-2011	12-22-2011	2-10-2011	November 2011	8-15-2011	8-22-2011	10-6-2011
April 2011	1-17-2011	1-24-2011	3-10-2011	December 2011	9-15-2011	9-22-2011	11-10-2011
May 2011	2-15-2011	2-23-2011	4-14-2011	January 2012	10-17-2011	10-24-2011	12-8-2011
June 2011	3-15-2011	3-22-2011	5-12-2011	February 2012	11-16-2011	11-23-2011	1-12-2012
July 2011	4-14-2011	4-21-2011	6-9-2011	March 2012	12-14-2011	12-21-2011	2-9-2012
August 2011	5-16-2011	5-23-2011	7-7-2011				

## 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.....	\$4090	\$3870	\$3670	\$3460
2/3 .....	3070	2900	2750	2590
1/2 .....	2540	2400	2270	2150
1/3 .....	1710	1630	1530	1450
1/4 .....	1390	1320	1260	1180
1/6 .....	1020	970	910	860

### BLACK & ONE COLOR

1 Page.....	\$5230	\$4930	\$4720	\$4330
2/3 .....	4460	4200	4010	3680
1/2 .....	3760	3550	3400	3110
1/3 .....	2930	2780	2660	2430

### FOUR-COLOR

1 Page.....	\$7480	\$7110	\$6740	\$6170
2/3 .....	6650	6330	6000	5500
1/2 .....	5990	5690	5390	4930
1/3 .....	5170	4910	4660	4260

### MULTIPLE MAGAZINE DISCOUNT:

2 Magazine Buy: 5%

3 Magazine Buy: 10%

4 or more Magazine Buy: 15%

### AGENCY DISCOUNT: 15%