ry brigade of side-by-side options.

these days, if it's Kawasaki and there's a promotion involved is can't be too far away. Brull, marketing director for Kawasak orp., U.S.A., knows about getting eyeballs in front of Kawa lucts — and, ideally, consumers to purchase them later. H fawasaki's highly successful Ninja Times Square Takeove st year in New York City, which unveiled the 2013 Ninj

-forward one year, and Brull, fresh from the distinctive La ttel, could be found telling the tale of how Kawasaki has to brand so much that now Disney comes calling, seeking and

s time, Brull was the point man for Team Green's major ip with Disney's "The Lone Ranger." Brull gathered with embers in Santa Fe to not only put a few hours on the re Teryx4, but also to attend "The Lone Ranger's" premiere, res its laby Hellowood opening.

kbuster or flop on the movie front, there's no denying that is brand stature continues to rise. In fact, one insider in said that few other partners of the marketing giant match regard in which Disney holds Kawasaki

why Kawsasaki and why the Teryx+? For starters, you d "The Lone Ranger" or Tonto (Johnny Depp) hopping is side-by-side or other Kawasaki product in the Jerry inner-produced movie (although Armie Hammer, "The teger," did spend many hours riding a KX during downtime

e. Him was being shot). What Brull hopes you will see a mammoth partnership that landed the brand on spo I Morning America" and in Subway restaurants, is more tertaining the thought of hopping onto a side-by-side for partnershipmen.

all about the idea of chasing cool, and cool is in eye of ler, so if you have to say you're cool, you're probably not ll told *Powersports Business*. "The idea of associating with ds that are premium, Disney, was something that was very to us to get the word out. In powersports, we're all fightentially the same customers, so we wanted to naturally

industry, people can be a little skeptical," Brull said. "If we did it right, word would get out. As we make our brand stand out, it will inherently attract other brands—"Wow, those Kawi guys, they do things a little different. Let's see if we can join them."

That thought extends to the dealer level

"It was easy for dealers to embrace the program," Brull said.
"When you can trot out the names Disney and 'The Lone Ranger,'
customers can identify with those brands. A partnership with Disney? It just doesn't happen [with other powersports brands]."
Five limited edition Teryx4 750 4x4 LEs were part of a giveaway

Kawasaki also provided a custom-designed Lone Ranger Ninja ZX--R sport bike that was on display at the movie's world premiere. That event was a benefit for the American Indian College Fund, and the film's stars and other celebrities in attendance signed the unique motorcycle. It was then auctioned at a later date with all proceeds against to support the fund.

Shaquiella has become a rock star at Tousley Motorsports in White Bear Lake, Minn. However, she isn't a salesperson; she isn't a P&A employee, and she's not a tech. With her long black hair and curvy figure, she's now the most famous mannequin in the Twin Cities.

Shaquiella was the focus of Tousley Motorsports' June appearance on the 93X Half-Assed Morning Show, which offered the dealership nine minutes of unpaid airtime

The saga started a few years ago, when morning show hosts Josh and Ross began talking about Tousley's mannequins on air.

"The store was at an ATV event, and Josh showed up there and started talking to [Tousley salesman] Jonny O and said, You guys have really hot mannequins.' He was really taken by the mannequins, so he started talking about it on air," said Peter Jones, general manager of Tousley Motorsports.

Over time, the mannequins would occasionally be discussed on iir, but for some reason, they became a hot topic at the end of May, ones arrived at the dealership on June 3 to find his staff looking for he mannequins. Over the weekend, because of recent on-air coverage, seeple had been stopping by the dealership just to get a glimpse at the nannequins. However, due to showroom changes over the years, the

The staff at Tousley saw an opportunity with the mannequin licity, so they began unpacking them. Unfortunately, some had used, so more had to be ordered, and the staff made sure

equin overnighted from L.A. to the store for approached Jones with an opportu-

nother host of the show, asked the second bring one of the manjumped at the opportunity. This is one of these things from can leverage, the second of the

"You try and become known for great selection and everything else, and you end up being known for mannequins," Jones said, "but what were gets them in the door. I guess."

What's the best setting for a PWC demo ride? A tranquil lake? A sea-

Long Beach Marine Stadium proved to be an ideal venue for Del Amo Motorsports' latest PWC demo ride, "Yamaha On The Water Demo Days." Held from 11 a.m. to 4 p.m. on a Saturday in June, the event attracted more than 50 riders. Fortunately, many of them came ready to buy.

"We've sold 10 just from that demo day alone," said Kevi Mooney, product specialist at Del Amo's Redondo Beach, Calif location. "That's the most powerful selling tool we have for PWC having them available for demo. In a day, you can get 50 people rid ing, and a solid 20 percent of them are ready to buy. They just nee that something to push them over the edge. It's not even like you castion it or can get an idea of how it runs inside the store."

With an assist from the factory, Del Amo offered a half-dozes skist to be tested. Employee training began a few hours before the event, so that staffers were all well-versed in the selling points of WaveRunners. Customers were required to sign a safety waiver Their next step was to register for the event via on-site iPads, so that their contact information was captured.

Mooney said the typical rider was eager to demo more than one WaveRunner, offering an ideal situation for the dealership's staff members, who could describe the differences between the machines

"A lot of the riders were excited to be able to get on more than one ski. That's what they liked best about the whole thing," Mooney said. "Switching between models and getting ideas of how the different hulls perform, you don't get that experience unless you're on it in the water."

In Econg Seach wanter standing is an info consumer-inclusive, in fact, PWC riders are allowed into the space only by permit, and permits are typically only issued to dealers for events like his. The site originally was built in 1932 to host rowing events or the 1932 Olympic Games, held in Los Angeles. It's since urned into a powerboat racing haven. The demo riders had a space about 300 vards wide by a half-mile long to test the skis.

That was plenty of space for the customers to get a feel for the WaveRunners. Their riding ability ranged from newbies to the highly experienced.

"People were talking a lot about the performance," Mooney id. "They had ridden rentals before, but those units usually aren't erfectly maintained. Being able to ride something that's brand new lift Yamaha's technology in it, that's what people really liked."

Reflecting on the resulting business created for the dealership y the day-long demo ride — a similar Sea-Doo event was held earer in the summer — Mooney is already looking forward to the next

"Absolutely, they were both successful," he said. "As far as

is part of a long-running legal battle between the Winter Wildlands illiance and the U.S. Forest Service that could have massive nation-vice in the properties of the properti

and attract a lot of media attention both in the Idaho region and

"Snowmobilers across the United States have interacted with their local Forest Rangers in the creation and drawing up of their local travel management plans, and it's a terrible shame that the magistrate and the Winter Wildlands Wildlerness Groups do not consider the hard work done over many years to be useful." Klim

INSPIRING

SUCCESS

THROUGH

MARKET

"In one of the last dealerships, we started with 750 leads they ended up selling 22 bites out of it," Breckenridge said, are that the 750 leads were shaved down to 100 credible prospects 22 percent of those turning into sold bikes.

"There's not a single dealership that we haven't gone into

at phone training isn't the only service Twenty LLC off alerships on handbook creation, le

ere and to fix it, and i

e is the challenge of seeing a prol nits to being somewhat of a tinl

an efficiency nut myself. If the

3 joy in watching his students one Harley-Davidson dealership to was hesitant to trust him, but that salesperson attracted all thr dealership visit. Of those three, edit-challenged and couldn't buy urchase. The salesperson was, in lership.

of an emotional high. It's fun fo

Breckenridge draws on his y ployees. When he was in the a s the trainer for a 2,000-staff dea working with those salespeople

business was getting out and ne. I spent a lot of one-on-one

Breckennidge not only works was with management to assure a education that will help the si

ctually use going forward.

"You have to look at: What does the general manager w

'hat does the owner want?" he said. "You have to take what the terested in, look at their staff and see what works for them."

dustries allows Breckenridge to easily step into a dealership ich best practices because he's been in the GMs' shoes.

me. Eve had employees sue their employer. Eve had employees to their employer. Eve had employees to their employer. Eve had employees to the explained. "When you throw t — "I can't get my salespeople out of their seats to talk to t stomers," — Eve been there."

inneapolis-based Wolters Kluwer Financial Services has launc new comprehensive fair lending training program targeted automotive, recreational vehicle, marine and powerspedustries

Developed as a response to increased lender pressur

thing," Gorsegner said.

Last year's Haydays reported a good turnout, and the show ran

"I think that's the big boxes. Even be the shown and the shown are the shown as the s

INTELLIGENCE

moothly, so the Sno-Barons expect a similar experience this year, with more attendees expected if the weather cools a little before that weekend.

"I think people always get excited when it starts to get chilly," Gorsegner said. "We're looking forward to it."

Ski-Doo has already announced it will be launching its 2014 MXx 600 rs race sled at Haydays. The snowmobile will feature a new body style, rear suspension, track, tunnel, front suspension geometry and steering geometry. It will also include increased cool-

2014 MEDIA PLANNING GUIDE

POWERSPORTSBUSINESS

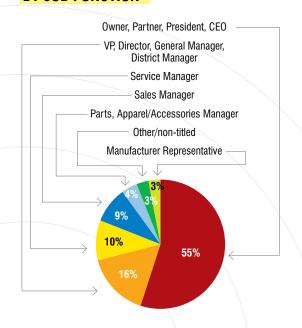
www.powersportsbusiness.com

POWERSPORTS BUSINESS IS THE LEADING PUBLICATION AND NEWS SOURCE IN THE INDUSTRY.

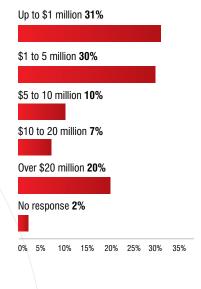
Our readers include powersports dealers, industry professionals, repair and service shops and retail locations—virtually every powersports-related business. Top professionals gain beneficial information on trends, best practices and key business statistics that help them develop more profitable and sustainable businesses. Our readers have come to rely on *Powersports Business* as the definitive source for timely statistics, news and information.

OUR UNIVERSE, YOUR OPPORTUNITY

BY JOB FUNCTION



BY SALES VOLUME



Source: Powersports Business Reader Survey August 2012

BY PURCHASING POWER

PERCENT OF READERS WHO ARE FRANCHISED DEALERS

82%



71%



47%



35%



35%



35%





POWERSPORTS BUSINESS IS YOUR MARKETING SOLUTION

Powersports Business offers you several ways to reach and influence your prospects. Whether you prefer your message in print, online or in-person, *Powersports Business* has a solution that's just right for you!



PRIN

Powersports Business magazine

Published 15 times a year, Powersports Business is packed with valuable trend information, statistics and news.

ANNUAL MARKET DATA BOOK compiles critical powersports information from the most respected data sources in the industry.

CUSTOM MEDIA

Custom media can be a perfect solution for companies that need to provide indepth information about their businesses.





SOCIAL MEDIA

Effectively navigate the social scene. Our social media experts will access your situation and design a social strategy to engage your next customer.



RESEARCH

Expert research services for the accurate and credible information you need.





E-NEWS

Reach more than 8,000 email subscribers by advertising in our twice weekly e-newsletter.



ONLINE

The latest news first makes our website the #1 choice for powersports news and information online.



DIGITAL EDITIONS

Our digital editions, which are viewable online, on a tablet or on a phone, offer unique ways to interact with key powersports readers.



EVENT



POWERSPORTS BUSINESS INSTITUTE @ AIMEXPO

Develop relationships with industry leaders and proactive powesports dealers by sponsoring the industry's leading dealer educational event held at AIMExpo in Orlando each fall.



EVENT & EDUCATION PROGRAM MANAGEMENT

Powersports Business provides a comprehensive range of event services including production, programming, site selection and overall management of your next event.



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Build your company's brand recognition and respect.







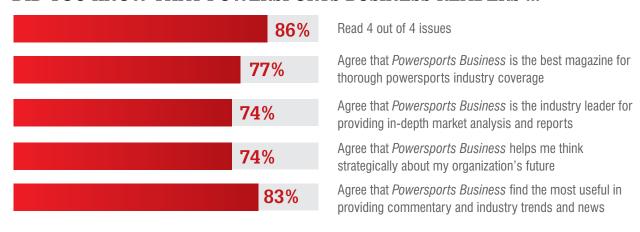


Powersports Business magazine is published 15 times a year, offering marketers ample opportunities to reach and influence your audience. Each issue of *Powersports Business* is packed with valuable trend information, statistics and news that powersports dealers and industry professionals need including:

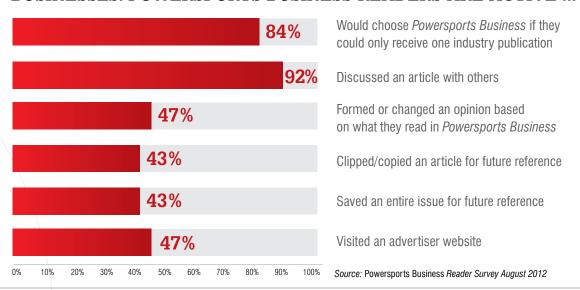
- Company news and information
- Performance reporting on dealers by region. Dealers can review how they are doing vs. their region/competitors and manufacturers can utilize this information to access a region.
- Aftermarket trends are important to stay on top of, powersports professionals can get the latest trends information as reported by several industry sources that provide data to PSB.
- Substantive, strategic solutions from industry leaders help dealerships drive profitability.
- Unit sales, pre-owned unit values, inventory levels, same store sales, accessories data and regulation statistics are just some of the data points that we report on each issue of Powersports Business.

Make sure your message reaches the marketplace by securing a program in *Powersports Business*.

DID YOU KNOW THAT POWERSPORTS BUSINESS READERS ...



OUR READERS ARE ENGAGED IN THE BUSINESS OF IMPROVING THEIR BUSINESSES. *POWERSPORTS BUSINESS* READERS ARE ACTIVE ...



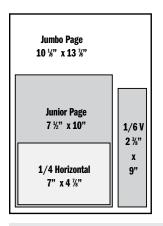


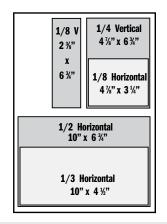
2014 EDITORIAL CALENDAR

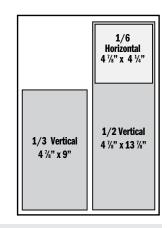
Issue	#2	#3	#4	#5	#6	#7	#8	#9	#10	#11	#12	#13	#14	#15	#1
Cover Date	Jan. 27, 2014	Feb. 17, 2014	Mar. 17, 2014	Apr. 8, 2014	May 5, 2014	May 26, 2014	June 16, 2014	July 13,2014	Aug. 11, 2014	Sep. 8, 2014	Annual MDB	Oct. 6, 2014	Nov. 3, 2014	Dec. 1, 2014	Dec. 29, 2014
Ad Close	1/2/14	1/21/14	2/20/14	3/13/14	4/10/14	5/1/14	5/21/14	6/18/14	7/17/14	8/14/14	8/7/14	9/11/14	10/9/14	11/6/14	12/4/14
Materials Due	1/7/14	1/28/14	2/25/14	3/18/14	4/15/14	5/6/14	5/27/14	6/23/14	7/22/14	8/19/14	8/14/14	9/16/14	10/14/14	11/11/14	12/9/14
Cover Feature	Х	х	х	х	х	х	Х	х	X	X	MINISTER OF THE PROPERTY.	X	х	х	Х
Hot News	Х	х	х	х	х	х	х	х	х	х	POWERSPORTS	Х	х	х	Х
Q & A w/Top Executives	Х	х	Х	Х	X	Х	Х	X	X	х	MARKET DATA	Х	х	х	X
Financial Round-up	Х	Х	Х	Х	Х	х	Х	х	X	х	= ()	Х	x	х	X
F & I Solutions	Х	х	Х	Х	X	X	Х	X	X	х	December 1997	Х	Х	X	X
From the Editor	Х	х	Х	Х	X	X	Х	X	X	х	FOR SERVICE STATE OF SE	Х	X	X	X
ATV	Х	х	Х	Х	X	X	Х	Х	X	х		Х	X	х	Х
Motorcycle	Х	х	Х	Х	X	X	Х	X	Х	X	ANNUAL	Х	X	х	X
Snowmobile	X	X	Х	х	X	X	X	X	X	X	MARKET DATA	Х	X	х	X
PWC	Х	х	Х	Х	X	х	Х	X	X	х	BOOK compiles	Х	Х	Х	X
Solutions	Х	х	Х	Х	X	X	Х	X	X	х	critical powers-	Х	Х	Х	X
Aftermarket	Х	х	Х	Х	X	X	Х	Х	X	х	ports informa-	Х	X	х	X
Hot Products	Х	х	Х	Х	X	X	Х	Х	Х	Х	tion from the	Х	X	х	X
FOCUS SECTION:	SERVICE DEPT.	UTV-UTILITY	POWER 50	V-TWIN	ATV	TIRE & WHEEL	DIGITAL	UTV-SPORT	FINANCE &	SNOW	most respected data sources	METRIC	HELMET &	E-COMMERCE/	AUCTION/
ELOCO2	A look at top dealership service dept. growth strate- gies, effective promotions and revenue drivers. Bonus Distribution: V-Twin Expo.	promotions, find out how to target the unique UTV- work buyer and view the	A look at some of the best practices and profit centers from the PSB Power 50 dealer group; 2014 Power 50 application launch.	accessories are hot for V-twin bikes, the segment's growth area, exclusive parts data and grow-	Top ways to target the hunting and outdoors buyer, topmoving P&A and effective sales events.		We unveil the latest trends, from mobile marketing to Facebook campaigns to growing an email database.	This fast- growing seg- ment gets an overview, from OEM product to P&A growth to its next growth area, along with exclusive data.	From red flags to effective sell- ing techniques, we'll spotlight success	some of the top selling trends heading into the winter season, including showroom tips, fast-moving PG&A and	in the industry. Powersports Business Annual Market Data Book is the definitive planning guide for industry pros who are	MOTORCYCLES From unit sales data points to OEM launches to what's hot in P&A, we'll dig deep into this important motorcycle seg- ment. AIMExpo	APPAREL The latest in technology and innovation will take center stage for this dealership profit center. We'll reveal what's hot in design elements, and which lids are most popular among consumers.	DEALER MANAGEMENT SOFTWARE We'll showcase dealerships that capitalize in the thriving e-commerce market, and how dealers new to e-commerce can enhance their operations. Plus a close look at DMS and CRM technology.	PRE-OWNED The state of the auction industry will be presented with industry executives. If you're not yet in the pre-owned business, we'll examine the reasons why you should be. Plus, how dealers benefit from consigning inventory.



2014 PRINT ADVERTISING RATES







WIDTH

HEIGHT

Instructions for uploading ads to our FTP Site:

ftp.epgmediallc.com

User name: EPGFTP@epgmediallc.com

Password: welcome

Please drop ads into the *Powersports Business* folder. Once files are uploaded, please advise your *Powersports Business* sales contact that your files have been uploaded and the file name so we may retrieve.

AD SIZES

4C	1X	4X	8X	12X
Spread	\$11,830	\$11,350	\$10,850	\$10,400
Jumbo	\$ 6,685	\$ 6,415	\$ 6,145	\$ 5,875
Jr Page	\$ 5,645	\$ 5,425	\$ 5,210	\$ 4,990
1/2 Page	\$ 4,395	\$ 4,220	\$ 4,045	\$ 3,870
1/3 Page	\$ 3,740	\$ 3,600	\$ 3,455	\$ 3,315
1/4 Page	\$ 3,085	\$ 2,975	\$ 2,865	\$ 2,755
1/6 Page	\$ 2,455	\$ 2,365	\$ 2,280	\$ 2,190
1/8 Page	\$ 1,980	\$ 1,915	\$ 1,850	\$ 1,785

	8X	12X
Cover 2	\$6,895	\$6,590
First Right-Hand Page	\$6,590	\$6,360
Cover 3	\$6,590	\$6,360
Cover 4	\$6,895	\$6,590

Jumbo Page and Jumbo Spread	(See "Bleed A	Ad Sizes" below)
Junior Page	7 1/2"	10"
1/2 Page (vertical)	4 7/8 "	13 7/8"
1/2 Page (horizontal)	10"	6 3/4"
1/3 Page (vertical)	4 7/8"	9"
1/3 Page (horizontal)	10"	4 1/2"
1/4 Page (vertical)	4 7/8"	6 3/4"
1/4 Page (horizontal)	7"	4 7/8"
1/6 Page (vertical)	2 3/8"	9"
1/6 Page (horizontal)	4 7/8"	4 1/4"
1/8 Page (vertical)	2 3/8"	6 3/4"
1/8 Page (horizontal)	4 7/8"	3 1/4"
BLEED AD SIZES (INCLU	JDING TRIM)
Jumbo Page Trim Size	10 7/8"	15"
Jumbo Page With Bleed	11 1/8"	15 1/4"
Jumbo Spread Trim Size	21 3/4"	15"
Jumbo Spread With Bleed	22"	15 1/4"

INFO

Electronic Advertising

Materials: The production department at EPG Media, LLC, uses InDesign on Mac systems. Please take this into consideration when preparing files. Please indicate what format/software your materials are in when submitting your materials. If you have any questions about acceptable formats, please contact your Production Coordinator at 763/383-4450.

We prefer materials supplied in the following formats:

EPS, TIFF, PDF (created using Acrobat Distiller, embed all fonts without subsetting)
We prefer ads designed in the following layout and graphics software:

QuarkXpress (v 8.5 or lower) Adobe Illustrator (v CS5 or lower) Adobe Photoshop .. (v CS5 or lower)

We DO NOT accept ads created in the following:

Microsoft Word, Microsoft Powerpoint Microsoft Publisher, Corel Draw

Color: Unless you have contracted to run a PMS color, all colors must be CMYK.

Images: Include all graphics and images placed, imported or embedded in your ad. Be sure to convert images from RGB to CMYK. Scanned images must be a minimum 266 dpi. Avoid "nesting" — importing graphics which contain embedded graphics into a page layout program. Avoid applying special effects to TIFF files within a page layout application as they may not transfer when the ad is positioned for printing.

Fonts: Include all fonts with your ad. Fonts must be Postscript fonts, not True Type. For best results, select the actual font (such as Futura Bold) instead of applying bold style to regular Futura. If you are using unusual fonts, it is best to outline them (convert to a graphic) in a drawing program.

Proofs: Advertisers must supply a proof of the ad printed at 100% of the actual size. We do not accept responsibility for and cannot guarantee the quality of electronic ads supplied without a proof.

Short Rates/Rebates on Contract: Contract periods are each annual publishing cycle. Advertisers will be billed or credited at the lowest rate earned by advertiser during publishing cycle.

Agency/Cash Commission: 15% of the gross to recognized agencies.

Advertising Policies: All advertising subject to publisher's approval. No fraudulent or misleading advertising accepted. Advertising which simulates editorial content must carry label "advertising" set in at least 10-point type at the top of ad. If copy instructions for contracted ads are not received by the closing date, the publisher reserves the right to repeat a previous ad of the same size. No rebate allowed for errors arising due to the insertion of incorrect key numbers.

Mailing Instructions: All materials, including advertising, insertion orders, contracts, product releases and other correspondence should be sent to:

Contact info:

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IN PRINT



ANNUAL MARKET DATA BOOK compiles critical powersports information from the most respected data sources in the industry. *Powersports Business* Annual Market Data Book is the definitive planning guide for industry pros who are developing their business plans for the next year. The Annual Market Data Book includes:

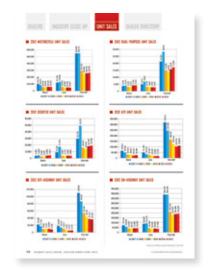
- Proprietary PSB research from our Quarterly Dealer Surveys, including dealership revenue breakdowns by size of dealership, dealership employee benefits by size of dealership and dealership workforce by size of dealership
- Popular wholesale vehicles and their values
- Average gross margin percentage on new units
- Average parts counter study
- Average repair order study
- Wholesale price averages by vehicle segment
- Dealer expense trends
- Used v. new sales by segment
- Unit Sales including U.S. market share by segment, first-half sales, motorcycle market, PWC market, ATV market, UTV market, scooter market, snowmobile market

RATES	
Full Page	\$3,495
1/2 Page	\$2,395
1/3 Page	\$1,955
1/4 Page	\$1,655
1/6 Page	\$1,275
DATES	
Ad Close	8/7/14
Materials Due	8/14/14

AD SIZES	WIDTH	HEIGHT
Spread Trim	15 3/4"	10 3/4"
Spread With Bleed	16"	11"
Full Page Trim	7 7/8"	10 3/4"
Full Page Bleed	8 1/8"	11"
1/2 Page (horizontal)	7"	4 7/8"
1/2 Page (vertical)	4 3/4"	7 3/8"
1/3 Page (horizontal)	7"	3 1/8"
1/3 Page (vertical)	2 1/4"	9 3/8"
1/4 Page (horizontal)	4 1/2"	3 1/8"
1/4 Page (vertical)	3 3/8"	4 7/8"
1/6 Page (horizontal)	4 1/2"	2 1/4"
1/6 Page (vertical)	2 1/4"	6 1/4"











CUSTOM MEDIA

Depending on your marketing objectives, custom media can be a perfect fit. *Powersports Business* offers a wide variety of options to meet your needs. Contact us and we'll set up a brainstorming session with our editorial team to discuss your marketing goals.

THOUGHT LEADERSHIP



E-WHITE PAPER

Establish your company as a thought leader and advocate education in the topic area of your choice. Our editorial team will work directly with you to create a meaningful succinct e-White Paper that your company will be proud to have sponsored for years to come.

KEY BENEFITS:

- Align your brand with unbiased valuable content
- Drive interest in your company
- Reach the powerful audience of PSB through online, e-news and in print exposure
- Distribute the e-White Paper to your audience as you wish



CASE STUDY

People want to know what's working for others. Tell how your company helps your clients be more successful.

We'll take the lead for you and tell your story; contact us today to get started!

KEY BENEFITS:

- Explain a business opportunity or a more complex solution for the powersports industry
- Work directly with top level Powersports Business editors



CLOSE-UP

Get your company or initiative in front of powersports professionals through a close-up look by *Powersports Business*. This is your chance to get valuable company messaging in the hands of key decision makers.

Close-ups offer immediate impact on what professionals in the powersports industry know about your company.

KEY BENEFITS:

- Tell your story
- Professional business writers will effectively communicate your company offerings & benefits
- High-level creative design & production will make sure your finished piece will be an excellent representation of your sales message.





The "Hub" of the powersports industry, www.powersportsbusiness.com, publishes late-breaking news and information critical to industry professionals. Viewers will find the latest company news and information, links to webinars, exclusive web content, new products, tutorials and video clips; all in an easy to navigate location.

Ad Unit	Size	File Size	Net Cost/Month
Leaderboard	728 x 90 pixels	60k	\$1,200
Wide Leaderboard	780 x 90 pixels	70k	\$1,350
Super Leaderboard	970 x 90 pixels	70k	\$1,600
Medium Rectangle	300 x 250 pixels	60k	\$1,200
Skyscraper	160 x 600 pixels	40k	\$1,000
Banner	468 x 60 pixels	40k	\$800
Full Button	160 x 160 pixels	40k	\$700
Wallpaper	call for specs.		\$1,500

Maximum 3 rotations, 12 seconds per rotation. JPG, GIF or Flash accepted.



ONLINE PRODUCT SHOWCASE

Prominently feature your products and services on powersportsbusiness.com's home page. Your product showcase will include a photo, text and URL link.



PRODUCT SHOWCASE PRICING

One month	\$250 net
Two months	\$450 net
Three months	\$600 net

MATERIALS NEEDED:

- Electronic image of product (specs 158 x 110 pixels)
- 20 character product name with 30 character product description

MEDIUM RECTANGLE

URL link





E-NEWS



READ 3 OUT OF 4
ENEWSLETTERS
FROM POWERSPORTS
BUSINESS THAT
THEY RECEIVE!

Reach more than 8,000 email subscribers by advertising in one of the most cost-effective mediums available, our weekly e-newsletter. Delivered Tuesday, Wednesday and Thursday, *Powersports Business* E-news is chosen as the #1 industry e-newsletter!

E-NEWS RATES			
Ad Unit	Size	File Size	Net Cost/Month
Leaderboard 72	8 x 90 pixels	60k	\$1,400
Embedded Text Ad Maximum 3 lines, appro	oximately 60 words		\$1,400
TOP 10 E-NEWS F	RATES		
Ad Unit	Size	File Size	Net Cost/Month
Leaderboard 72	8 x 90 pixels	60k	\$400
Embedded Text Ad Maximum 3 lines, appro	oximately 60 words		\$400
DIGITAL EDITION	NOTIFICATIO	N RATES	
Ad Unit	Size	File Size	Net Cost/Month
Top Leaderboard	728 x 90 pixels	60k	\$650
Bottom Leaderboard	728 x 90 pixels	60k	\$550
Embedded Text Ad Maximum 3 lines, appro	oximately 60 words		\$325

Ad artwork: Maximum 3 rotations, up to 12 seconds per rotation. JPG or GIF accepted.



E-BLAST

Want your message to reach *Powersports Business*' valuable email database? As a print advertiser with *Powersports Business*, you have the opportunity to reach our exclusive audience of third-party opt-in email subscribers directly with your sales message.

TO FIND OUT MORE ABOUT THIS
OPPORTUNITY, PLEASE CONTACT YOUR
SALES REPRESENTATIVE FOR PRICING





DIGITAL

DIGITAL **EDITIONS**

UNLEASH THE POWER OF DIGITAL.

Powersports Business' Digital Edition

notification and Issue offers a unique way to reach the powersports industry right at their desks! Don't let this low-cost, highly-effective opportunity pass you by!

ADVERTISING OPTIONS

SIDEBAR ADS

Great exposure - your ad will be present throughout the entire reader experience never closes and includes hyperlink. Two sidebar ad positions available. Size: 300 x 250 Price: \$650 placement per edition — or — One larger position | Size: 700 x 250 Price for larger size: \$1250 per monthly placement

COVER WRAP

Place a half or full page cover wrap over the front cover — your message will be the first seen as our readers land on the magazine, complete with link capabilities. | Half Page Price: \$950 Full Page Wrap with back cover \$1250 per monthly placement

COVER CURL

Bring special attention to your ad by adding a cover curl to the cover of the magazine, which links directly to your ad. Breeze past your competitors and have your message on the front cover. Price: \$350

ROADBLOCK ADS

Gain immediate exposure with a hot linked roadblock ad that opens before the magazine loads. Your ad will be the first thing thousands of readers will see. One position available per issue Size: 400 x 325 Price: \$450 monthly placement

VIDEO/AUDIO

Adding video lets you illustrate exactly what you offer! Greet readers with a demonstration of your product Recommended length: Up to 5 minutes with placement anywhere in the issue

SLIDE SHOW

Add visual appeal to your ad by placing a custom photo slide show of your products or event directly onto your advertisement. 10-12 images, placement in your ad. Size: 500 x 700 Price: \$750

CALL BACK CARD

The custom call back card invites the reader to reach out to you in real time. The form can be customized to your needs and placed within your ad. Leads sent to you in real time with full reports available. Placement over your ad. **Price:** \$300 with unlimited responses

or service that shows its true benefit. Size: 400 x 400 Price: \$750

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LEADERBOARD AD

POWERSPORTS RUSINESS

The digital edition of the Aug. 12, 2013 issue of Powersports Business

Click below to read the full content of

the Aug. 12 edition of PSB, including ■ We take a deep dive into the Snow

the most searched over the past year

mobile segment, taking a cool respite from summer by unwelling the Top 20 CEM parts asless for the year-ended 2013. We'll also tell you which snowmobile helmets, jackets and plows have been

ute mios seal-tieu over uie pass year. If The mannequin escapades at a dealership land valuable (free) air time on a local radio morning show. If The results of the Q2 2013 Powersports Business/RBC Capital Markets Deale Survey are in, and we'll provide a look at dealer responses.

Your text ad here. Your text ad here. Your text ad here. Your text ad here

 wrrat s in store for dealers at the Harley-Davidson 110th in Milwaukee a
xx Sturgis Motorcycle Rally? We tell all.
 Columnist Sam Dantzler considers the topic of adding new blood to you
dealership. ■ What's in store for dealers at the Harley-Davidson 110th in Milwaukee and the

has arrived

And more!

Send your message to 8,000+ Powersports Business email subscribers. Top Leaderboard for issue \$650 per edition; Bottom Leaderboard \$550 per edition.

TEXT AD

Promote the message of your choice with a text ad within the Digital Issue notification which will reach more than 8.000 email subscribers. \$325 per edition.

DIGITAL EDITIONS 2014 PUBLISHING SCHEDULE

#2 Jan. 27 edition publishes Jan. 22

#3 Feb. 17 edition publishes Feb. 12

#4 March 17 edition publishes March 12

#5 April 8 edition publishes April 2

#6 May 5 edition publishes April 30

#7 May 26 edition publishes May 21

#8 June 16 edition publishes June 11

#9 July 13 edition publishes July 11

#10 Aug. 11 edition publishes Aug. 6

#11 Sept. 8 edition publishes Sept. 3

#13 Oct. 6 edition publishes Oct. 1

#14 Nov. 3 edition publishes Oct. 29

#15 Dec. 1 edition publishes Nov. 26

#1 Dec. 29 edition publishes Dec. 22

Ad materials are due 15 days prior to posting date.



WEBINAR

Build your company's brand recognition and respect by sponsoring a webinar by *Powersports Business*.



REACH decision makers, ENGAGE your audience with expert content and INFLUENCE powersports industry professionals by partnering with *Powersports Business* magazine and be identified as a thought leader in your field with 2014 *Powersports Business* WEBINAR PARTNERSHIP OPPORTUNITIES

Powersports Business has effectively hosted **FREE** webinars for the industry since 2010! Our webinars deliver 150+ attendees on average and deliver results for our sponsors. Here's a sampling of some of the topics we can cover:

- F & I Compliance
- Pre-Owned Sales
- Event Sales
- P&A Profitability
- Social Media
- Staffing for Max Profits
- Hiring Best Practices

Don't see your topic? Let us know...



PRICING

Sponsor three or more webinars within 12-month period\$6,000 per webinar Single webinar sponsorship\$8,500





SOCIAL MEDIA

Let's face it, you can't deny the power of Facebook and other social media as a way to grow your business. But where do you begin? It can be a daunting task to effectively navigate your way through Facebook and the array of other social media options available today.



OUR SOCIAL MEDIA AND EDITORIAL EXPERTS ARE WELL-VERSED IN SOCIAL MEDIA, AND THEY UNDERSTAND POWERSPORTS ENTHUSIASTS.

OUR SOCIAL MEDIA ENGAGEMENT AND MANAGEMENT STRATEGIES WILL HELP YOU:

- Accelerate social fan base growth.
- Cultivate customer relationships.
- Analyze your competition.
- Drive potential customers to your business.

AS PART OF YOUR BUSINESS' STRATEGY, EPG MEDIA WILL:

- Develop a social media plan on Facebook based on your company's current sales, brand development and communications strategies.
- Create substantive content related to powersports enthusiasts to build relationships and respect from fans- "how to" articles, information on trails, riding tips and travel/touring ideas and integrate that information daily.
- Manage all Facebook posts; review settings, tabs, "likes" and photos; promote products and events; create exclusive announcements and develop schedules for fun, interactive contests.
- Review and analyze all the data to see what your fans are responding to and adjust posting, timing, etc. to ramp up results.
- Stay on top of the ever-changing technology and rules of engagement.

A LA CARTE OPTIONS:

INCREASE YOUR VISIBILITY IN THE MARKETPLACE



Google Analytics

Analyze your traffic, measure effectiveness, boost SEO



Google Local

Show up on local or mobile search results



Foursquare

Attract young buyers, drive foot traffic on a medium with 33 million users



Yelp

Acquire new customers; Yelpers are active consumers



LinkedIN

Elevate your business' exposure, generate leads

BOOST YOUR SOCIAL MEDIA PRESENCE



Google Plus

Attract new customers on a social network that links all Google properties



Pinterest

Link-sharing social network; drives traffic back to your website



Instagram

Fastest growing social network; share images to drive interest

BUILD YOUR BRAND AND PRODUCT PERSONALITY



YouTube Share videos; gain traffic



Tumbir Most popula

Most popular blogging service with 20 million users



Blogge

Google blogging service; easy connection to Google Plus

LET'S START BUILDING A SOCIAL MEDIA STRATEGY, PLEASE CONTACT YOUR SALES REPRESENTATIVE FOR PRICING.





POWERSPORTS BUSINESS INSTITUTE @ AIMEXPO

Develop relationships with industry leaders and proactive powesports dealers by sponsoring the industry's leading dealer educational event held at AIMExpo in Orlando each fall, *Powersports Business* Institute @ AIMExpo.





QUICK FACTS:

- Education developed for dealers
- Held during AIMExpo
- Industry experts and panels
- 4 distinct tracks
- Fall 2014
- Managed by editorial staff of Powersports Business magazine

PARTNERSHIP OPPORTUNITIES

EDUCATIONAL TRACK SPONSORSHIP PACKAGE

Ideal for companies that want to demonstrate their dedication to the improvement and education of dealers.

PREMIER SPONSORSHIP PACKAGE

Ideal for companies looking to gain maximum exposure before, during and after the event through an integrated marketing campaign, onsite benefits and post-event coverage.

PACKET INSERT

Put your company literature into the hands of Powersports Business Institute attendees.

SPECIAL OPPORTUNITIES

Offer unique opportunities to gain exposure for your company.





EVENT & EDUCATION PROGRAM MANAGMENT

A hosted annual event, show or meeting is often the best way to demonstrate your organization's value to your customers, partners and dealers. Whether the goal of your event is to lead your sales effort, to provide education to your network, or to increase goodwill for your brand among clients or employees, the event staff at Powersports Business can help you. Our convention and event professionals can manage any or all details for you including:

- Educational programming
- Exhibit/sponsorship sales
- Site searches
- Logistics planning & overall operations
- Exhibitor kits & floorplans
- Budgeting
- Hotel block management
- Contract negotiation
- Vendor/venue management
- Speaker management
- Marketing, press and promotion
- Sponsorship fulfillment
- Onsite services like registration and overall management of event

If your goal is to create an enjoyable and educational event experience for your attendees, sponsors and exhibitors while ensuring a successful outcome for you, then rely on *Powersports Business*. Annually, *Powersports* Business' professional event staff produces more than half dozen events from as a few as 350 in attendance to up to 40,000. Let us help you produce your next successful event.

FLAWLESS EXECUTION, TIME AND MONEY SAVED













RESEARCH

Maximize Your Insight, Connect with Customers

EPG Media offers full-service research capabilities including custom proprietary research for manufacturers and service providers. Whether you want to launch a new product, assess your current market position, create



a successful ad campaign or find out direction on other strategic marketing initiatives, EPG Media can help by designing a customized research

approach that meets your organization's individual needs.

Our research expertise spans multiple industries including the beverage, landscape, powersports, boating and fuel/oil industries where we have conducted both primary and secondary research functions. In addition, our research is founded on access to our proprietary databases of business-to-business and consumer names, providing you access to fresh, engaged audiences willing to participate in market research studies, focus groups, etc.

EPG Media manages all phases of the research project including survey development, sampling, deployment, data collection, tabulation, statistical analysis and reporting. Our qualitative and quantitative research capabilities include mail, telephone, Internet and e-based surveys.

TO LEARN MORE ABOUT OUR RESEARCH SERVICES, PLEASE CONTACT YOUR SALE REPRESENTATIVE.





CONTACT

Build your brand, influence buying decisions and increase sales among the most powerful powersports professionals in the market.



INSPIRING SUCCESS THROUGH MARKET INTELLIGENCE

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