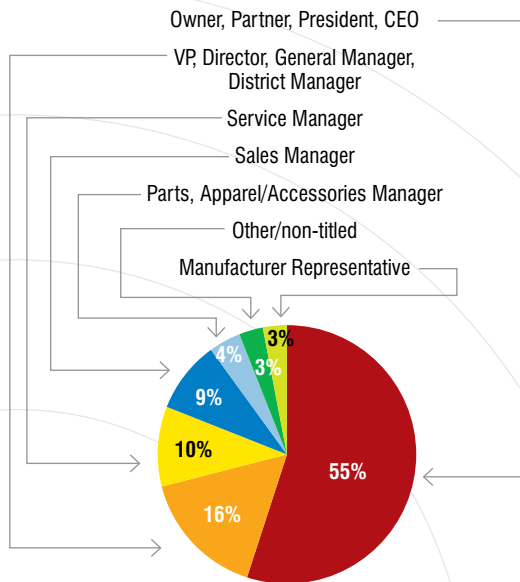


POWERSPORTS BUSINESS IS THE LEADING PUBLICATION AND NEWS SOURCE IN THE INDUSTRY.

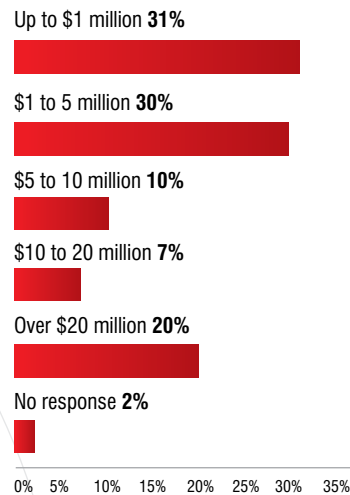
Our readers include powersports dealers, industry professionals, repair and service shops and retail locations—virtually every powersports-related business. Top professionals gain beneficial information on trends, best practices and key business statistics that help them develop more profitable and sustainable 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%

MOTORCYCLE



71%

ATV



47%

UTV



35%

SCOOTER



35%

SNOWMOBILE



35%

PWC



**POWERSPORTS
BUSINESS**

www.powersportsbusiness.com

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!



PRINT

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

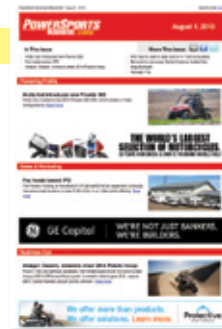
ANNUAL MARKET DATA BOOK compiles critical powersports information from the most respected data sources in the industry.

CUSTOM MEDIA

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



DIGITAL



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.



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.



EVENT



POWERSPORTS BUSINESS INSTITUTE @ AIMEXPO

Develop relationships with industry leaders and proactive powersports 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.



WEBINARS

Build your company's brand recognition and respect.



IN PRINT

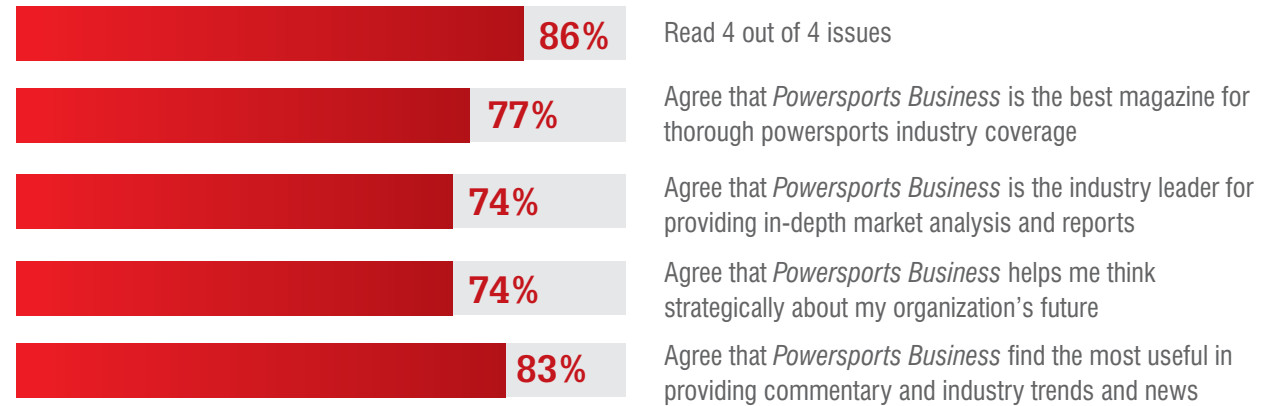


Powersports Business magazine is published 15 times a year, offering marketers ample opportunities to reach and influence your audience. Each issue of *Powersports Business* is packed with valuable trend information, statistics and news that powersports dealers and industry professionals need including:

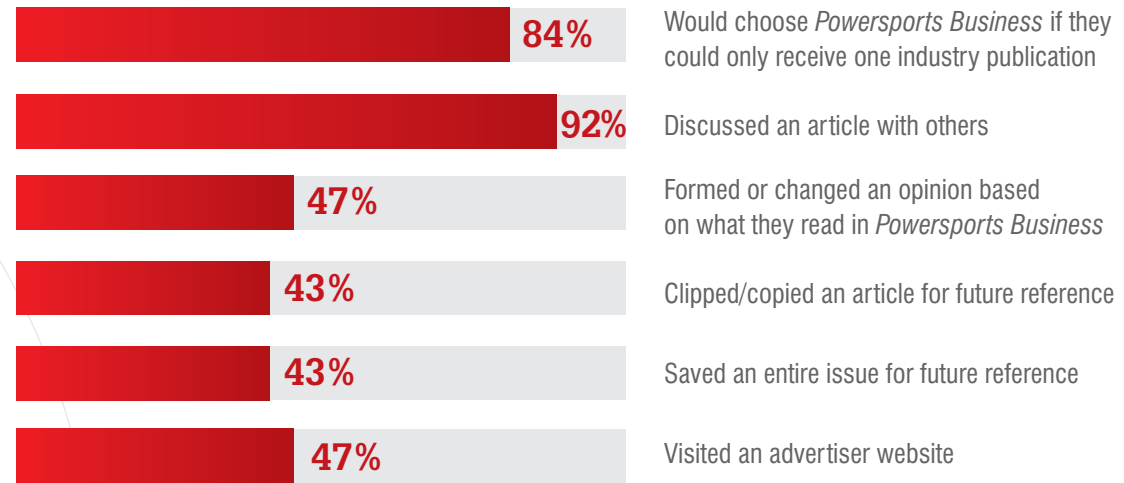
- **Company news** and information
- **Performance reporting** on dealers by region. Dealers can review how they are doing vs. their region/competitors and manufacturers can utilize this information to access a region.
- **Aftermarket trends** are important to stay on top of, powersports professionals 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 ...



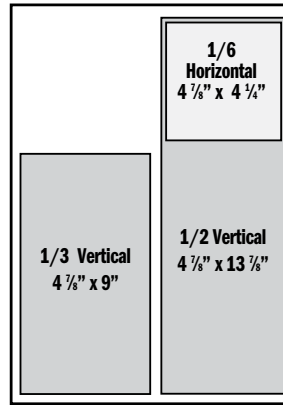
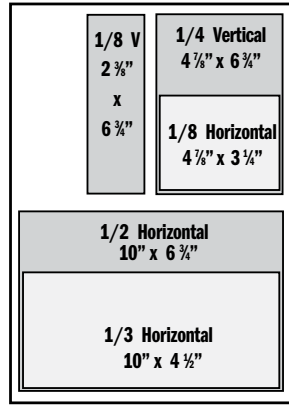
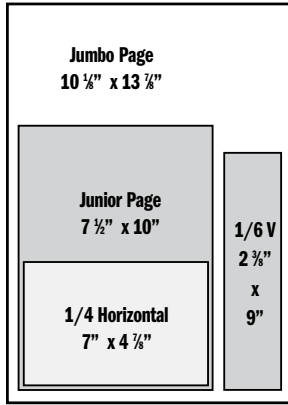
0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

Source: Powersports Business Reader Survey August 2012

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	X	X	X	X	X	X	X	X	X	X		X	X	X	X
Hot News	X	X	X	X	X	X	X	X	X	X		X	X	X	X
Q & A w/Top Executives	X	X	X	X	X	X	X	X	X	X		X	X	X	X
Financial Round-up	X	X	X	X	X	X	X	X	X	X		X	X	X	X
F & I Solutions	X	X	X	X	X	X	X	X	X	X		X	X	X	X
From the Editor	X	X	X	X	X	X	X	X	X	X		X	X	X	X
ATV	X	X	X	X	X	X	X	X	X	X		X	X	X	X
Motorcycle	X	X	X	X	X	X	X	X	X	X		X	X	X	X
Snowmobile	X	X	X	X	X	X	X	X	X	X		X	X	X	X
PWC	X	X	X	X	X	X	X	X	X	X		X	X	X	X
Solutions	X	X	X	X	X	X	X	X	X	X		X	X	X	X
Aftermarket	X	X	X	X	X	X	X	X	X	X		X	X	X	X
Hot Products	X	X	X	X	X	X	X	X	X	X		X	X	X	X
FOCUS SECTION:															
	SERVICE DEPT. A look at top dealership service dept. growth strategies, effective promotions and revenue drivers. Bonus Distribution: V-Twin Expo.	UTV-UTILITY Discover winning P&A promotions, find out how to target the unique UTV-work buyer and view the latest utility UTV trends. PSB Nifty 50 Awards edition.	POWER 50 A look at some of the best practices and profit centers from the PSB Power 50 dealer group; 2014 Power 50 application launch.	V-TWIN Learn which accessories are hot for V-twin bikes, the segment's growth area, exclusive parts data and growing companies.	ATV Top ways to target the hunting and outdoors buyer, top-moving P&A and effective sales events.	TIRE & WHEEL We'll provide the latest in technology and innovations by manufacturers, dealer promotional success, as well as exclusive data. Executive of the Year edition.	DIGITAL We unveil the latest trends, from mobile marketing to Facebook campaigns to growing an email database.	UTV-SPORT This fast-growing segment gets an overview, from OEM product to P&A growth to its next growth area, along with exclusive data.	FINANCE & INSURANCE/ COMPLIANCE From red flags to effective selling techniques, we'll spotlight success stories of this highly profitable dealership segment.	SNOW We'll reveal some of the top selling trends heading into the winter season, including showroom tips, fast-moving PG&A and demo events.	 ANNUAL MARKET DATA BOOK compiles critical powersports information from the most respected data sources in the industry. <i>Powersports Business</i> Annual Market Data Book is the definitive planning guide for industry pros who are developing their business plans for the next year.	METRIC MOTORCYCLES From unit sales data points to OEM launches to what's hot in P&A, we'll dig deep into this important motorcycle segment. AIMExpo preview. Bonus Distribution: AIMExpo.	HELMET & 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.	E-COMMERCE/ 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.	AUCTION/ 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



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.

	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

AD SIZES	WIDTH	HEIGHT
Jumbo Page and Jumbo Spread	(See "Bleed 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 (INCLUDING TRIM)	WIDTH	HEIGHT
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:

Powersports Business
3300 Fernbrook Lane N.
Suite 200
Plymouth, MN 55447
Ph: 763/383-4400
Fax: 763/383-4499



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www.powersportsbusiness.com





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

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"

Some dealers rely more heavily on units than others

Even so, overall, revenue growth plays factors

BY SIZE OF DEALERSHIP

Revenue growth by size of dealership was based on whether the dealership reported revenue growth or not. Dealerships that reported revenue growth were grouped into three categories: those that reported revenue growth of 10% or more, those that reported revenue growth of 5% to 9%, and those that reported revenue growth of 0% to 4%. Dealerships that did not report revenue growth were grouped into two categories: those that reported a decline in revenue of 1% to 4%, and those that reported a decline in revenue of 5% or more.

AN ONLINE SURVEY OF 254 DEALERS FROM 44 STATES AND CANADA

Approximately 40 percent of dealers reported that their revenue grew by 10 percent or more in the second half of 2011. The majority of dealers reported that their revenue grew by 5 percent to 9 percent. Only 10 percent of dealers reported that their revenue grew by 0 percent to 4 percent. The majority of dealers reported that their revenue declined by 1 percent to 4 percent. Only 10 percent of dealers reported that their revenue declined by 5 percent or more.

WATERCRAFT UNIT SALES 2011

STATE	SALES	CHANGE
Alabama	1,234	+12%
Alaska	567	+8%
Arizona	890	+15%
Arkansas	345	+10%
California	1,567	+18%
Colorado	678	+14%
Connecticut	234	+9%
Delaware	123	+7%
District of Columbia	456	+11%
Florida	2,345	+22%
Georgia	1,234	+16%
Hawaii	789	+13%
Idaho	567	+10%
Illinois	1,234	+14%
Indiana	890	+11%
Iowa	456	+9%
Kansas	345	+8%
Kentucky	678	+12%
Louisiana	234	+7%
Maine	123	+6%
Maryland	456	+10%
Massachusetts	234	+9%
Michigan	1,234	+13%
Minnesota	890	+11%
Mississippi	345	+8%
Missouri	678	+10%
Montana	567	+12%
Nebraska	456	+9%
Nevada	345	+11%
New Hampshire	234	+8%
New Jersey	1,234	+14%
New Mexico	567	+10%
New York	1,567	+16%
North Carolina	1,234	+13%
North Dakota	456	+11%
Ohio	1,234	+12%
Oklahoma	345	+9%
Oregon	678	+14%
Pennsylvania	1,234	+11%
Rhode Island	123	+7%
South Carolina	456	+10%
South Dakota	345	+12%
Tennessee	678	+11%
Texas	2,345	+18%
Utah	567	+13%
Vermont	234	+8%
Virginia	1,234	+12%
Washington	1,567	+15%
West Virginia	345	+9%
Wisconsin	890	+11%
Wyoming	456	+10%

2012 MOTORCYCLE UNIT SALES

2012 PWC UNIT SALES

2012 SCOOTER UNIT SALES

2012 UTV UNIT SALES

2012 SN-SNOWMOBILE UNIT SALES

U.S. MOTORCYCLE UNIT SALES BY MONTH

U.S. MOTORCYCLE UNIT SALES BY YEAR



IN PRINT

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

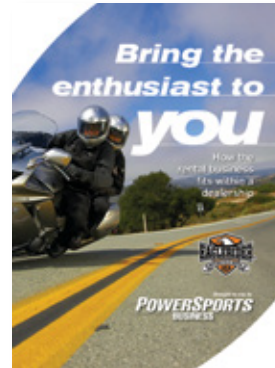


E-WHITE PAPER

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.



DIGITAL

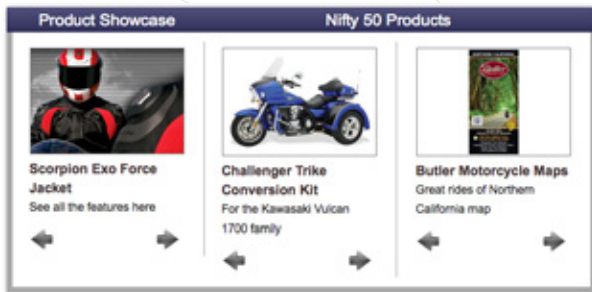
ONLINE

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.

ONLINE RATES

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
- URL link



DIGITAL

E-NEWS



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	728 x 90 pixels	60k	\$1,400
Embedded Text Ad	Maximum 3 lines, approximately 60 words		\$1,400

TOP 10 E-NEWS RATES

Ad Unit	Size	File Size	Net Cost/Month
Leaderboard	728 x 90 pixels	60k	\$400
Embedded Text Ad	Maximum 3 lines, approximately 60 words		\$400

DIGITAL EDITION NOTIFICATION 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, approximately 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



www.powersportsbusiness.com

88%

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



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

or service that shows its true benefit. Recommended length: Up to 5 minutes with placement anywhere in the issue
Size: 400 x 400 **Price:** \$750

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

Leaderboard Ad 1 spot

POWERSPORTS BUSINESS

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

Click below to read the full content of the Aug. 12 edition of PSB, including:

- We take a deep dive into the Snowmobile segment, taking a cool respite from summer by unveiling the Top 20 OEM parts sales for the year-ended 2013. We'll also tell you which snowmobile helmets, jackets and plows have been the most searched over the past year. [Click here](#)
- The mannequin escapades at a dealership land valuable (free) air time on a local radio morning show.
- The results of the Q2 2013 *Powersports Business*/RBC Capital Markets Dealer Survey are in, and we'll provide a look at dealer responses.
- What's in store for dealers at the Harley-Davidson 110th in Milwaukee and the xx Sturgis Motorcycle Rally? We tell all.
- Columnist Sam Dantzier considers the topic of adding new blood to your dealership.

■ And more!

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

Leaderboard Ad 1 spot

LEADERBOARD AD

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.

Ad materials are due 15 days prior to posting date.

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



DIGITAL

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...



AS A WEBINAR SPONSOR, YOU WILL:

- **Speak directly to your potential customers**
- **Generate qualified leads**
- **Share your company's expertise, vision and solutions**
- **Participate with content in front of your key prospects and clients**
- **Raise your profile**
- **Capitalize on the *Powersports Business* brand**

PRICING

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



SOCIAL MEDIA

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



Yelp
Acquire new customers; Yelpers are active consumers



Google Local
Show up on local or mobile search results



LinkedIn
Elevate your business' exposure, generate leads



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

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



Tumblr
Most popular blogging service with 20 million users



Blogger
Google blogging service; easy connection to Google Plus

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

www.powersportsbusiness.com



EVENT

POWERSPORTS BUSINESS INSTITUTE @ AIMEXPO

Develop relationships with industry leaders and proactive powersports 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

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

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.

POWERSPORTS
BUSINESS

INSPIRING SUCCESS THROUGH MARKET INTELLIGENCE

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