

AUSTRALIA'S MOTORCYCLE PARTS & ACCESSORIES INDUSTRY MAGAZINE

BIKE *business to business* **Business**

The Motorcycle Parts & Accessories Trade Magazine

Media Guide

2016 - 2017

BIKEBusiness

The Motorcycle Parts & Accessories Trade Magazine



BIKEBusiness is a National Business to Business **TRADE ONLY** magazine.

The focus that has traditionally been on Motorcycle and ATV Parts, Accessories, and Workshop Equipment providing a national communication base to Dealerships and Repairers for industry suppliers.

Editorial Focus

The magazine reports on trade related industry news, and supports New Product, Service and Technical editorial and is delivered in segmented platforms which are:

- **Industry News**
- **Business Services**
- **Motorcycle, Scooter & ATV new releases**
- **Motorcycle Accessories**
- **Motorcycle Servicing and Service Parts**

Advertising:

The magazine delivers an organised advertising platform for suppliers to promote their product range to the industry Dealerships and Repairers.

Audience Profile

Motorcycle, ATV, and Scooter industry Dealerships and Repairers Australia wide.

Frequency: Bi-Monthly - 6 issues.

Circulation: 2500 Nationally - web supported.

BIKEBusiness is distributed to the dealerships **FREE** to ensure complete market exposure for suppliers.

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Advertising Rates

4 colour advertising

	Casual rate	x 3 rate	x 6 rate
\$ (incl gst)	\$ (incl gst)	\$ (incl gst)	\$ (incl gst)
1/4 page 4 colour	550	440	400
1/3 page 4 colour	750	660	600
1/2 page 4 colour	990	880	770
Full page 4 colour	1720	1600	1480
Double page 4 colour	3000	2860	2750

Preferred Positions: 10% preferred position loading

*Trial rates available

Cover Positions:

Outside Front Cover \$2700 (incl gst)

Outside Back Cover, page rate plus 25%

Inside Front Cover, page rate plus 20%

Inside Back Cover, page rate plus 15%

Inserts

Loose \$250 per 1000 inserts

Bound-in \$350 per 1000 inserts

Issue Dates 2016 -2017

May - June issue 2016

Booking deadline Friday 22/4/16

Editorial deadline Friday 22/4/16

Material deadline Friday 29/4/16

Release May 2016

July - August issue 2016

Booking deadline Friday 10/6/16

Editorial deadline Friday 10/6/16

Material deadline Friday 17/6/16

Release July 2016

September - October issue 2016

Booking deadline Friday 26/8/16

Editorial deadline Friday 26/8/16

Material deadline Friday 2/9/16

Release September 2016

November - December issue 2016

Booking deadline Friday 14/10/16

Editorial deadline Friday 14/10/16

Material deadline Friday 21/10/16

Release November 2016

January - February issue 2017

Booking deadline Friday 3/2/17

Editorial deadline Friday 3/2/17

Material deadline Friday 10/2/17

Release February 2017

March - April issue 2017

Booking deadline Friday 17/3/17

Editorial deadline Friday 17/3/17

Material deadline Friday 24/3/17

Release March 2017

May - June issue 2017

Booking deadline Friday 21/4/17

Editorial deadline Friday 21/4/17

Material deadline Friday 28/4/17

Release May 2017

July - August issue 2017

Listing deadline Friday 2/6/17

Booking deadline Friday 16/6/17

Editorial deadline Friday 16/6/17

Material deadline Friday 23/6/17

Release July 2017

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Material Requirements & Specifications

Material Specifications

Magazine size	210mm x 276 (w x h)
Double page spread	420mm x 276mm allow 5mm bleed
	400mm x 256mm type area
Full page	210mm x 276mm allow 5mm bleed
	190mm x 256mm type area
Half vertical	90mm x 230mm
Half horizontal	190mm x 120mm
Third vertical	60mm x 230mm
Third horizontal	190mm x 74 mm
Quarter vertical	45mm x 230mm
Quarter horizontal	190mm x 60mm
Quarter corner	92mm x 120mm

Material to be supplied on disk or email

Preferred method - Hi-Res pdf files.

Trim marks **must be outside of the bleed area** - details and settings available.

Illustrator 10 eps files (all fonts must be outlined)

Photoshop eps or jpeg files (300dpi CMYK)

Colour proof to be supplied - no responsibility is taken with final representation if no proof is supplied. Work done to supplied material will incur an extra cost.

Production charges by arrangement.

Please contact magazine production with any questions on 03 5862 3091 or email: champo@westnet.com.au

Material Delivery Details:

Post:

PO Box 144

Numurkah Victoria 3636

Email: champo@westnet.com.au

Publisher's clause

The publisher reserves the right to insert the word "advertisement" when in the publisher's opinion an advertisement resembles editorial material.

Advertisers and agencies assume liability for all content including text, representation and illustration of advertisements and assume responsibility for any claim arising from their advertisements.

Advertisers have responsibility for supplying advertising material in the correct format for four colour printing whether this is by disk, or artwork.

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Editorial Policy

Editorial submissions are gratefully received. Priority will be given to newsworthy items. All items must be received by the editorial deadline to be considered for inclusion in the magazine.

The editor reserves the right to review and edit all material submitted in order to maintain editorial standards, to conform to the legal requirements of publishing, and in order to allocate appropriate space.

All editorial submissions and press releases are welcome and will be taken into consideration by the editor.

Please ensure that the submission is final, complete and correct, as we do not return editorial copy for review.

When sending information please follow these guidelines:

- **Send words in word documents or as text only files**
- **Send photos separately as hi-res jpg or tiff files -**
- **Please DO NOT send photos in Word or Excel documents.**