

Trade Print Media

You can be confident it is -

Delivered, received, and retained

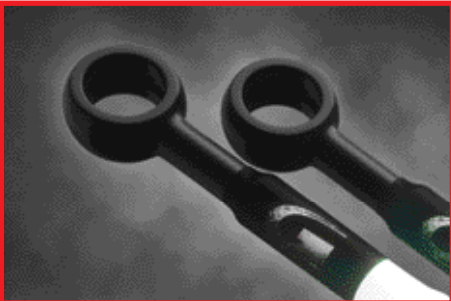
... and the content is researched, verified
and genuinely here to service this industry.

Media Guide

2019

business to business **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.

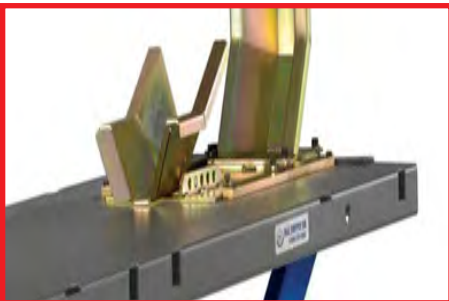
Circulation: 2500 Nationally - web supported.

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

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Advertising Rates 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 2019

January - February issue 2019

Booking deadline	Friday 1/2/19
Editorial deadline	Friday 1/2/19
Material deadline	Friday 8/2/19

Release February 2019

July - August issue 2019

Listing deadline	Friday 7/6/19
Booking deadline	Friday 14/6/19
Editorial deadline	Friday 14/6/19
Material deadline	Friday 21/6/19

Release July 2019

March - April issue 2019

Booking deadline	Friday 22/3/19
Editorial deadline	Friday 22/3/19
Material deadline	Friday 29/3/19

Release March 2019

September - October issue 2019

Booking deadline	Friday 23/8/19
Editorial deadline	Friday 23/8/19
Material deadline	Friday 30/8/19

Release September 2019

May - June issue 2019

Booking deadline	Friday 5/5/19
Editorial deadline	Friday 5/5/19
Material deadline	Friday 12/5/19

Release May 2019

November - December issue 2019

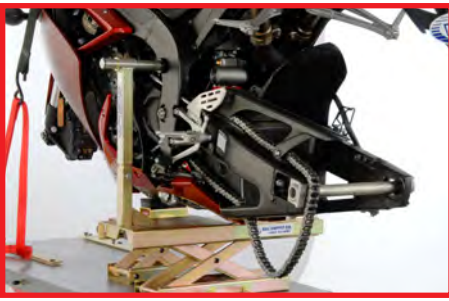
Booking deadline	Friday 18/10/19
Editorial deadline	Friday 18/10/19
Material deadline	Friday 25/10/19

Release November 2019

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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@champads.com.au

Material Delivery Details:

Post:

PO Box 144

Numurkah Victoria 3636

Email: champo@champads.com.au

Publisher's clause

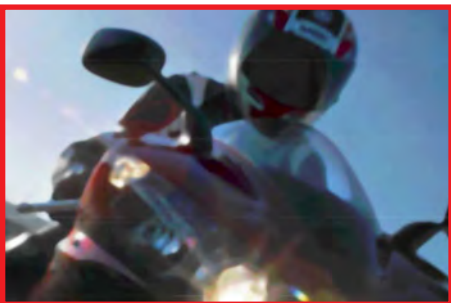
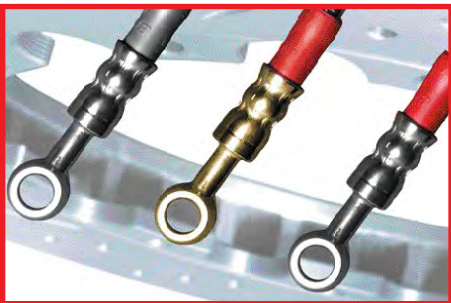
The publisher reserves the right to insert the word "advertisement" when in the publisher's opinion an advertisement resembles editorial material.

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 -