



RIDIN' ON

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Advertising should be an **INVESTMENT**, not an expense. The purpose is to publicize your name, expand your scope and promote your business within a niche marketplace.

Ridin' On is a FREE Monthly Magazine that focuses on all aspects of the motorcycle riding community; covering local stories and related events throughout the states of **Ohio, Kentucky, Eastern Indiana, Western Pennsylvania and Northern West Virginia.**

Advertising in **Ridin' On Motorcycle Magazine** is an affordable, effective and economical way to maximize exposure to your target audience; *local motorcycle enthusiasts.*

- ✓ **CIRCULATION: 20,000 monthly readers, additional copies printed for special events**
 - *Higher Regional Readership than Any Other Motorcycle Magazine; and More Exposure*
- ✓ **DISTRIBUTION: More than 850 dealerships, shops and motorcycle-related businesses**
 - *Virtually NO Spoilage; Most Magazines are Picked Up by Readers within 10 days*
- ✓ **LOCAL COVERAGE: News, Events & Entertainment; By Local Bikers, For Local Bikers**
 - *A Forum for Local Riders; and an Accurate & Comprehensive Calendar of Events*
- ✓ **AD RATES: Less Expensive & More Effective than TV, Radio or Direct Mail**
 - *With Discounts For Multiple Placements; and NO Extra Charges for Layout or Setup*

Our editorial staff began publishing a local motorcycle magazine five years ago to encompass news and events for the area riding community. Along with our knowledgeable staff of contributing writers and photographers, we have built the publication into a preferred source of information and entertainment for riders in our region. *Our full color glossy paper stock and professional layout and editing make this a table top publication that the entire family can enjoy reading, and has been compared to national quality magazines.*

Ohio is the 3rd largest state in motorcycle ownership in the U.S., and according to the *Motorcycle Industry Council (MIC)*, that's almost *400,000 registered motorcycles!* Also, according to the MIC, the average age of a motorcycle rider is 42, with 60% ownership between the ages of 35 and 64. They are married, 29% have a college degree and substantial disposable income. This comprises one of the most desirable demographics for advertisers. Your exposure to this target market is dramatically increased when you include **Ridin' On** motorcycle magazine in your advertising strategy.

We consistently encourage our readers to support our advertisers and we *thank our advertisers* on a regular basis for investing in a publication that provides a forum for local riders, and a source for accurate and dependable news, information and entertainment.

Check out our latest issue and decide for yourself if **Ridin' On** is not **THE place to be seen!** Don't hesitate to contact us if you have any questions, or if we can help you design a print advertising campaign to promote your business within the riding community.

WE ARE THE #1 MOTORCYCLE MAGAZINE IN OUR REGION, BAR NONE!