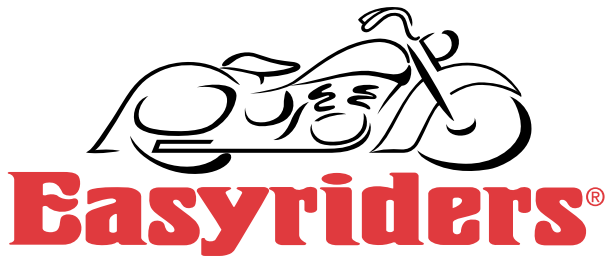




Easyriders®



Advertising Media Kit



2018 Editorial Profile & Calendar

What makes *Easyriders* unique?



Artwork by renowned artist
Dave Mann



Gatefold



Unparalleled
Photography

THE WORLD'S BEST-SELLING MOTORCYCLE MAGAZINE FOR MEN

The biker's bible and trusted source for the two-wheeled lifestyle since 1971, *Easyriders* is dedicated to inspiring riders with the world's best custom motorcycles and most beautiful girls. Each issue brings the biker lifestyle to the masses by featuring America's top bike runs, rallies, and events, and is the best source for customizing, technical information, and hot new products.

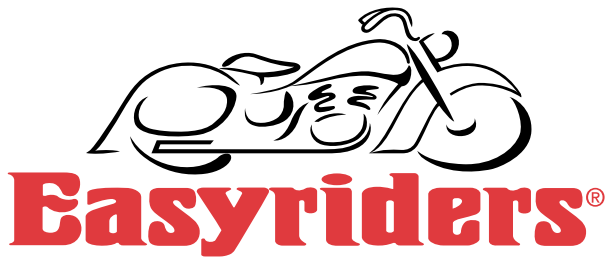
2018 Editorial Calendar

- Jan '18.....Born Free/Fowlerville Rodeo—Includes 2018 Calendar Outsert
- Feb '18.....Run for the Wall/Biketoberfest/Chillicothe Rodeo
- Mar '18.....Bikes, Babes and BBQ/Chopperfest/Congregation Show
- Apr '18.....Sacramento ER Bike Show/Unswimsuit Special
- May '18.....Charlotte ER Bike Show/Moscow Show
- Jun '18.....Nashville ER Bike Show/Arizona Bike Week/Roscoe's
- Jul '18.....Atlantic City ER Bike Show/Daytona Bike Week
- Aug '18.....Columbus Invitational ER Bike Show/ROT Rally
- Sep '18.....Leesburg/Myrtle Beach
- Oct '18.....Laconia Bike Week/Bike Babes Gone Wild Special
- Nov '18.....Sturgis Rally Special/Thunder Beach
- Dec '18.....Holiday Guide/New Model Guide/2019 Calendar

For additional information please contact:

Tammy Porter Director of Advertisingx1265..... TPorter@paisanopub.com

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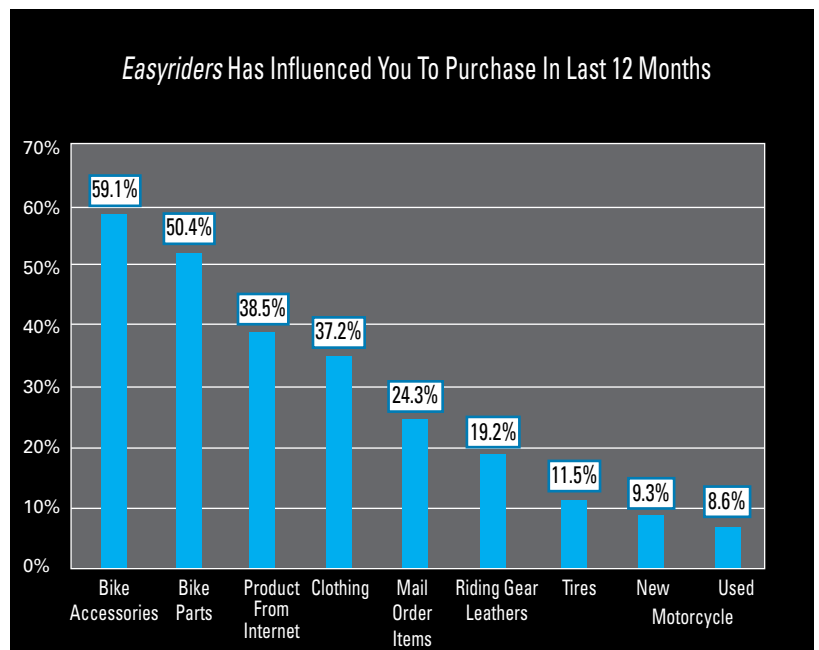


Demographic & Psychographic Profile

Demographics
Male 97.8%
Average Age 50.4
Median HHI \$75,000
Married 68.3%
Own Motorcycle 96.5%
No. of Motorcycles 1.8
Own A Harley-Davidson 89.2%
Customized 77.8%
Years Riding 26.9

Easyriders is virtually synonymous with the biker lifestyle and has been covering it for over 40 years. Men flock to the pages of the magazine to celebrate their passion, custom motorcycles, and beautiful women. From the wild party scene of Sturgis, to unbelievable photography of custom bikes, they willingly spend all their discretionary time and money pursuing this lifestyle.

Reach Active Buyers

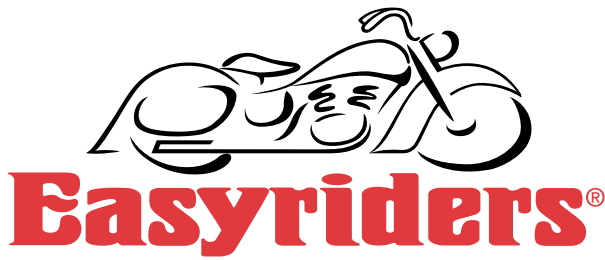


Source: Publisher Survey

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Distribution, Paid Circulation & Readership

Newsstands

Distributed by Curtis Circulation, *Easyriders* is available on newsstands nationwide through thousands of outlets each month. From book stores to airports to motorcycle shops and convenience stores, you are assured of reaching riders wherever they shop.

Digital Editions

Easyriders is now in Digital Format, reaching over 102,000 readers each month.

Subscriptions

Mailed directly to the homes of tens of thousands of readers each month, subscriber copies allow you to repeatedly reach the most avid riders.

Nobody has the reach and distribution of *Easyriders*. Not only is the magazine the United State's largest selling motorcycle magazine for men, it is also licensed throughout the world.

In addition to regular newsstand and subscription copies, the magazine is distributed at bike shows, motorcycle rodeos, leading industry trade events, and has one of the industry's best pass-along readerships.

Unparalleled Coverage

Over 100,000 copies are printed and distributed each issue. With an amazing pass-along rate of 15:1 according to MRI data, each edition has an average monthly readership of more than a million people.

Print and Digital Circ. 143,384

Source: 2016 Publisher's Statement

Facebook stats: total Paisano fans = 734K

Website: Average total visitors = 43,337 – Average unique visitors = 29,212

E-blast: approx. 106,00

Digital Editions Extend Your Reach

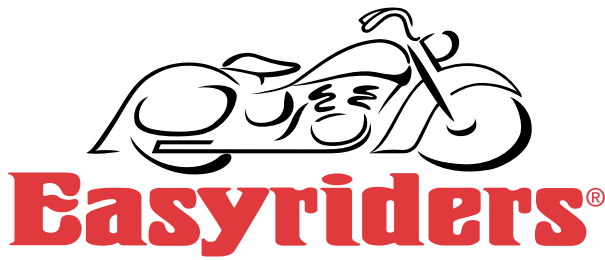


Using the latest technology, *Easyriders* is available online to subscribers, allowing them to link directly to advertisers at any time from their iPads, smart phones, desktop computers or laptops.

For additional information please contact:

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2018 Advertising Deadlines & On-Sale Dates

PLAN AHEAD TO COORDINATE YOUR ADVERTISING MESSAGE

Winter is a great time to plant the seeds for future purchases

Spring is the active season for buying, especially big ticket items.

Summer is perfect for maintenance items and active riding gear.

Fall is a great time to promote new products as well as Christmas gifts.

Easyriders is available to readers the month prior to the issue date. You can plan ahead for the time and season you want to reach customers. Please note productions schedules are subject to change.

Production Deadlines

Issue	Ad Closing	Art Due	On Sale
Jan '18	ER 09/22/17	09/29/17	11/21/17
Feb '18	ER 10/27/17	11/03/17	12/26/17
Mar '18	ER 12/01/17	12/08/17	01/30/18
Apr '18	ER 12/29/17	01/05/18	02/27/18
May '18	ER 02/02/18	02/09/18	04/03/18
Jun '18	ER 03/02/18	03/09/18	05/01/18
Jul '18	ER 04/06/18	04/13/18	06/05/18
Aug '18	ER 05/04/18	05/11/18	07/03/18
Sep '18	ER 06/08/18	06/15/18	08/07/18
Oct '18	ER 07/13/18	07/20/18	09/11/18
Nov '18	ER 08/10/18	08/17/18	10/09/18
Dec '18	ER 09/07/18	09/14/18	11/06/18

For additional information please contact:

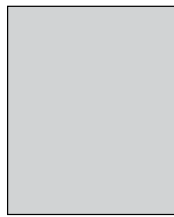
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Advertising Digital Mechanical Requirements

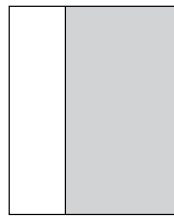
Magazine Trim Size: 8 3/8" x 10 3/4"



NON-BLEED

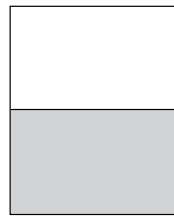
Full Page

7 1/8" W x 9 9/16" H



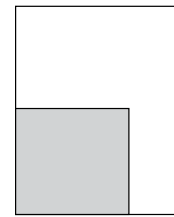
2/3 Vertical

4 11/16" W x 9 9/16" H



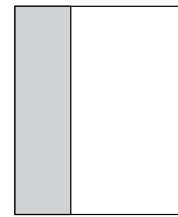
1/2 Horizontal

7 1/8" W x 4 11/16" H



1/3 Square

4 11/16" W x 4 11/16" H



1/3 Vertical

2 1/4" W x 9 9/16" H

**TRIM-
BLEED-**

8 3/8" x 10 3/4"

8 5/8" x 11"

5 1/4" x 10 3/4"

5 3/8" x 11"

8 3/8" x 5 3/8"

8 1/2" x 5 1/2"

5 1/4" x 5 3/8"

5 3/8" x 5 5/8"

2 7/8" x 10 3/4"

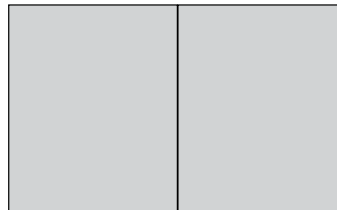
3" x 11"

**TRIM-
BLEED-**

2-Page Spread

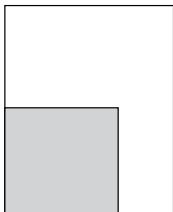
16 3/4" x 10 3/4"

17" x 11"



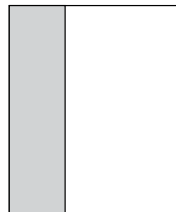
NOTE: For all bleed ads, please keep non-bleed images and text 1/4" from the trim.

NON-BLEED Ad Sizes for General Store ▼



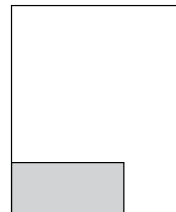
1/3 Square

4 11/16" W x 4 11/16" H



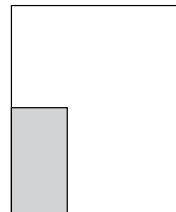
1/3 Vertical

2 1/4" W x 9 9/16" H



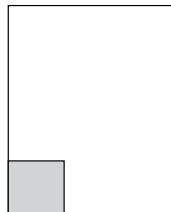
1/6 Horizontal

4 11/16" W x 2 1/4" H



1/6 Vertical

2 1/4" W x 4 11/16" H



1/12 Square

2 1/4" W x 2 1/4" H

Advertising file format/basic requirements ▼

Paisano Publications, LLC utilizes a 100% digital workflow, therefore, ad materials are accepted in **digital format only**.

Please submit your ad in a "flat file" format. To ensure the ad will reproduce as you intended, follow these guidelines:

- Create ad in professional layout or drawing program such as: Quark, Illustrator, Photoshop or InDesign
- CMYK format (no RGB images)
- 300dpi minimum (ad and all images within the ad must be 300dpi)
- Do not use TrueType fonts
- Flat file format preferred: PDF/X1 • Also accepted: Press quality (high resolution) PDF, TIFF, and JPG
- All ads must be submitted with a FINAL HARD COPY PROOF.

DMAGS SPECIFICATIONS:

DMAGS ads will utilize the same file as supplied for print. Internet links listed in the ad will be activated in the **DMAGS** edition.

To include additional linking for an ad, simply supply a separate PDF file for "**DMAGS**" and add all special links to the PDF by either adding comments to the PDF or by embedding links directly in the PDF ad file.

Supply both your print and **DMAGS** ad files if you want enhanced features in the **DMAGS** edition. Label your ad files accordingly "Print" and "**DMAGS**".

For video features follow these specifications:

For links to videos posted online (YouTube, Vimeo, web-hosted), please supply the complete URL weblinks when you supply your ad files.

Please follow with an email to: TPorter@paisanopub.com and regina@marshmedialtd.com Include in the email the name of the video file, advertiser name and contact information.

Please note that multiple videos per ad are accepted.

Send ads to Tammy Porter

Email: TPorter@paisanopub.com

FTP site: ftp://ftp.easyriders.net (or ftp://64.60.102.61)

Login: advertiser

Password: paisano

Please notify Tammy Porter once the ad has been downloaded: (TIP - problem w/ the FTP? Under your Internet Options/Properties, make sure "passive" transfer setting is turned OFF) Web: Hightail.com

If you have any questions regarding the submission of your ad material or deadlines, please contact Tammy Porter @ 818-889-8740, Ext. 1265 or email Tammy at: TPorter@paisanopub.com