



2011

TRAVELER
RIDE
TEXAS®

EDITORIAL PROFILE

RIDE TEXAS® IS A PREMIUM, QUARTERLY motorcycling travel guide (bookazine) covering Texas and nearby states. The emphasis is on quality, relevant content that never goes out of date. The award-winning publication uses narrative storytelling to take the reader along for the journey on the back roads and to the undiscovered destinations that make for exciting weekend trips. Accompanying reference materials in the TRIP PLANNER provide information, including full-page custom route maps, essential to following in the writers' footsteps to enjoy the same adventure.

When you combine the print edition of RT with the ridetexas.com online tools and community, you have the total road travel resources package for everyone who enjoys the journey as much as the destination.



TRAVEL FEATURES

ROADTRIPS & DAYTRIPS

Multi-day and single-day trips with a TRIP PLANNER that includes custom route map*.

REGIONAL ROADTRIPS Each issue includes a trip outside of Texas.

GO2 DESTINATION Spotlights great destinations.

COLUMNS

BEING THERE Katie Award-winning column by Gene McCalmont.

ONWARD! Lone Star Award-winning column by editor Valerie Asensio.

(Almost) TRUE STORIES by Larry Chabira



BACKGROUND

Established 1998
Published Quarterly
Readership: 105,000

Cover price \$9.95
Subscription price \$35 for 4 issues

#1 subscribed-to motorcycle publication in Texas.

CIRCULATION

97% OF SUBSCRIBERS LIVE IN THE FOUR-STATE REGION OF TEXAS, ARKANSAS, Louisiana and Oklahoma. The rest of the subscribers are spread across 41 states and internationally.

NEWSSTAND PAID-CIRCULATION Magazine available on over 2,000 newsstands in Texas and the surrounding states. The complete list of newsstands is available online at ridetexas.com

In the top 50% of all magazines sold at Barnes & Noble Booksellers and Borders bookstores nationwide.

CIRCULATION: 21,000
READERS PER COPY: 5
SUBSCRIBERS: 10,000

*Sponsorship opportunities are available for RT's pull-out custom route maps. See the next page for details.

READERSHIP

RT REACHES OVER 100,000 READERS, WHO ARE EDUCATED, AFFLUENT, TRAVEL often, attend multiple events every year, and are involved in enthusiast clubs and associations. They spend their free time on their motorcycles—they eat out, they stay overnight, they enjoy the good life and entertainment.

MOTORCYCLE & TRAVEL

- 25% plan to buy a motorcycle within the next 12 months.
- Average 9,100 miles per year on their motorcycles.
- 82% take overnight or longer motorcycle trips.
- Of those trips, 47% 1-2 nights, 38% 3-7 nights, 18% 8+ nights
- 59% travel whenever they choose, 30% have 3 weeks+ vacation per year, 7% two weeks, and 3% have one week.
- 60% have patronized at

least one restaurant featured in RT.

- 40% attend 1-2 events each year.
- 39% attend 3 or more.
- On average, readers own two bikes. Of those, 31% are Harley-Davidsons, 29% Hondas, 12% Yamahas, 8% Kawasakis, 6% Suzukis and BMWs, 2% Triumphs and 6% Other brands

WHO

- 53% College degree, 29% High school, 18% Advanced college degree
- 93% male, 7% female
- 60% Have a household income of \$75k or more, 20% \$46k-
- \$74k, 12% \$25k-45k, and 1% under \$25k

READING HABITS

- 75% keep their copies, 22% pass them on. 31% have been subscribers for three or more years.

SCHEDULE & RATES

TEXAS

DATES	BEST IN TEXAS Jan/Feb/Mar	SPRING Apr/May/June	SUMMER Jul/Aug/Sep	AUTUMN Oct/Nov/Dec
	ISSUE THEME: 10th ANNUAL BEST IN TEXAS. Best of everything related to motorcycle travel and more.	ISSUE THEME: MUSIC 4 ROADTRIP articles with full page custom maps. 3 in Texas, 1 in another state.	ISSUE THEME: WATER 4 ROADTRIP articles with full page custom maps. 3 in Texas, 1 in another state.	ISSUE THEME: TBD 4 ROADTRIP articles with full page custom maps. 3 in Texas, 1 in another state.
Space Reservation	11/05/2010	02/07/2011	05/09/2011	08/08/2011
Materials Due	11/12/2010	02/14/2011	05/16/2011	08/15/2011
On Newsstands	01/04/2011	04/05/2011	07/05/2011	10/04/2011

RATES

All prices are per issue.

RUN OF THE BOOK	1X	2X	4X
2-Page Spread	4070	3920	3510
Full Page	2200	2045	1895
1/2 Page	1240	1165	1090
1/4 Page (Marketplace section)	535	470	420

PREMIUM RESERVED PLACEMENT (full page ads only)	1X	2X	4X
Inside Covers (front or back)	3550	3100	2945
Pages Before Contents	3550	3100	2945
Outside Back Cover	4240	3705	3510
Full Page with Bind-in Insert (Insert supplied by customer)	4240	3705	3510

NOTES ABOUT RATES

■ Use of this rate card is restricted to entities located and headquartered in Texas. The rates for out-of-state and national entities are covered under the NATIONAL rate card.



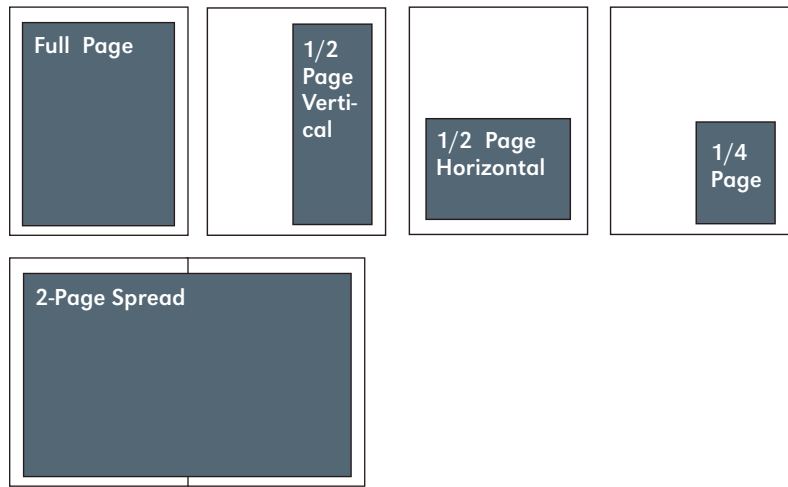
SPONSORSHIP OPPORTUNITIES

	1X	2X	4X
Pull-out Map Sponsor	9890	9395	8905
Full page + 1/8 Page logo			

SIZES & TECHNICAL SPECIFICATIONS

SIZES	W" x H"
2-Pg Spread with Bleeds	13.375 x 9.625
Full Page with Bleeds	6.8125 x 9.625
Full Page (no bleeds)	6.0625 x 8.875
1/2 Page Vertical	2.625 x 8.25
1/2 Page Horizontal	5.4375 x 4
1/4 Page Marketplace	2.625 x 4

Trim size is 6.5625" x 9.375". Live copy area shaded below.



TECHNICAL SPECIFICATIONS

- PDF (create for "Press") or TIFF files only, with a resolution of at least 350 DPI.
- Please send ONLY print-ready ad files.
- Trim size is exactly 6.5625" x 9.375".
- Live Copy Area starts at exactly 1/4" inside the trim size; do NOT place any important graphic or text closer to the trim than 1/4 inch. Bleeds must extend at least 1/8" beyond the trim size. Please make sure your ad conforms to these sizing specs for best results.
- Line screen is 175 (350 DPI). Lower resolution files will print in a degraded/pixelated manner. Low resolution components included in a high resolution file will print low res.
- Please carefully check your copy for spelling, grammatical, and phone number errors.

TECHNICAL QUESTIONS

For technical questions regarding your ad and materials submission, please e-mail adsales@ridetexas.com or call (512)858-2313 ext 0#

WHERE TO SEND MATERIALS

- VIA TRACKABLE OVERNIGHT DELIVERY. Please inquire to (512) 858-2313 x0 or adsales@ridetexas.com for mailing address.
- ELECTRONIC TRANSFER.
- E-mail (5 MB attachment size limit) adsales@ridetexas.com. If your e-mail bounces, please use another upload method.
- Web Upload via Browser or FTP Inquire to (512) 858-2313 x0 or adsales@ridetexas.com for access information.
- PROOF Color critical ads must be accompanied by a SWOP-certified proof or will be printed to standard densities. We do not supply confirming proofs. If we must make a change to your ad we may, at our discretion, e-mail a confirming screenshot, JPEG, or PDF.

GENERAL INFORMATION

RETURN POLICY Ad materials will not be returned unless requested.

AGREEMENT All advertisements are accepted and published upon the representation that the agency and/or advertiser is authorized to publish the entire contents and subject matter thereof.

In acceptance of these materials the agency and/or advertiser will indemnify and hold harmless from and against any loss or expense resulting from the claims and suits based upon the subject matter within advertisements, including, claims or suits for libel, violation of right of privacy, plagiarism and copyright infringement.



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