

# MOTORCYCLE.COM NETWORK



THE #1 MOTORCYCLE ENTHUSIAST NETWORK (comScore Media Metrix February 2010)

## OUR AUDIENCE IS YOUR TARGET MARKET

### Demographics

- > 21 - 34 male audience
- > \$60k+ average HH Income

### Motorcycle Ownership & Spending

- > 93% own one or more motorcycles
- > 39% plan to buy a new bike in 2010
- > 63% spend \$1,500+ on mods/ yr.

### Online activity

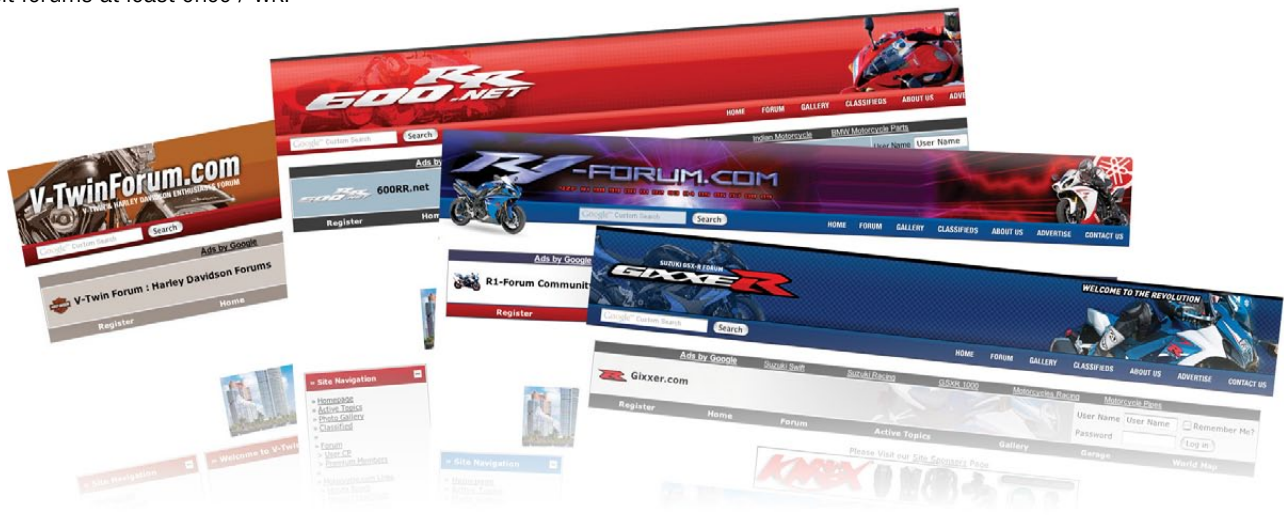
- > 35% visit Motorcycle.com regularly
- > 63% visit forums at least once / wk.

The Motorcycle.com Network is the **largest online enthusiast community** and we're growing by 5% - 10% each month

- ▶ 59 community web sites
- ▶ 1.5 million registered members
- ▶ 5.0 million visits per month
- ▶ 1,500 new registrations daily

Advertising online with **Motorcycle.com Network** pays:

- ▶ 74% of all North Americans are now online
- ▶ Increase sales, promote your brand
- ▶ More cost effective than magazines
- ▶ Measure results and ROI instantly
- ▶ Affordable rates from \$100 / month



These are just a few of our valued Motorcycle.com Network advertising clients:

AIRHAWK

Allstate Insurance

Bazzaz Performance

Bike Bandit

Cheap Cycle Parts

Corbin Saddles

CTEK Chargers

Cycle Gear

Dennis Kirk

Devil Exhaust

Dowco Inc.

DynoJet

ICON Motosports

Jardine

Leslie Kay's Insurance

Micheline

Motorcycle Superstore

Original Bike Spirits

Penn Foster Inc.

Progressive Insurance

RC Components

Russ Brown

Riders Discount

S&S Cycle

Sportbike Track Gear

Superbike Toy Store

Yoshimura

YTI

+ Plus MOST major motorcycle manufacturers

MOTORCYCLE.COM NETWORK

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## A WORLD OF OPPORTUNITY FOR ADVERTISERS

## Increase sales with a Premium Vendor Sponsorship

The screenshot shows the 1000RR.net website interface. At the top, there's a navigation bar with links for HOME, FORUM, GALLERY, CLASSIFIEDS, ABOUT US, ADVERTISE, and CONTACT US. Below the navigation, there's a search bar and a 'Please Visit our Site Sponsors Page' section featuring a 468x60 banner for Ontario Canada. The main content area includes a 'Sponsors' sidebar with a 160x90 spot for Bulldog.com and a 'General Discussion' forum thread. A 'Premium Vendor Listing' is highlighted, showing a sponsored post for ABC Motorcycles with a 160x90 image and a link to a dedicated forum.

### Rotating Banner 468x60

runs throughout site

### Rotating Side Button 160x90

runs throughout site

### Premium Vendor Listing

links to your dedicated forum

### Premium Vendor Forum

promote and sell products in your own forum

## Tier 1 Sites

1m pageviews + / mo.

\$250/month per site

- 1000rr.net
- 1130cc.com
- 600rr.net
- Ducati.ms
- Gixxer.com
- GSXR.com
- KawiForums.com
- R1-Forum.com
- R6-Forum.com
- Sportbikes.net
- svRider.com
- Triumph675.net
- TriumphRAT.net
- V-twinForum.com
- ZX-10R.net

## Tier 2 Sites

100k to 1m pageviews / mo.

\$150/month per site

- CycleForums.com
- DucatiMonster.org
- Esportbike.com
- HD-Forums.com
- KawasakiVersys.com
- R6MessageNet.com
- SportbikeWorld.com
- TwoWheelForum.com
- VulcanForums.com
- Zxforums.com

## Tier 3 Sites

<100k pageviews / mo.

\$100/month per site

- 1000rr.com
- ApriliaTalk.com
- BuellChat.com
- CanAmSpyderForums.com
- FuryForums.com
- FZ6Forums.com
- GoldWingOwners.com
- KawasakiForum.com
- KLRforum.com
- KTMforums.com
- R1MessageNet.com
- R6.com
- RC51forums.com
- s1000rrforum.com
- StarbikeForums.com
- VictoryForums.com

## Forum Sponsorship Upgrade

- ▶ **Exclusive sponsorship** of a specific forum (eg. Performance Mods)
- ▶ 128x80 corporate **logo and link** on forum main page
- ▶ add: **\$100/mo.** to Supporting Vendor rate

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