

POWERSPORTS BUSINESS ADVISOR

FMM Media | 8913 Stone Green Way, 200 | Louisville, KY 40220

Magazine



2020 MEDIA KIT

Powersport's #1 Resource for Business Growth & Profitability

CIRCULATION: 17,635

The Importance of Print Advertising in 2020

Neuroscience has now proven that print ads make a better impression than digital ones. Numerous studies have indicated that on a brain-chemistry level, people process print content with greater engagement and focus, not to mention a deeper emotional response, than they do content viewed on a screen.

While digital content is scanned quickly, paper-based reading is slower and more deliberate, leading to greater rates of comprehension and recall. For advertisers, this means that traditional print media ads are more likely to make a lasting impression and, thus, lead to more sales.

PRINT VS. DIGITAL ADVERTISING

RESPECTABILITY

Perhaps the fact that print has been around so long gives it prestige. Thanks to its rich history, ads that appear in print tend to be taken much more seriously.

TRUST

Most consumers understand the Internet is rife with fake advertising at best, and grossly misleading marketing campaigns at worst. Because of the dubious reputation of online ads, print advertisements remain the most trusted source of marketing information. According to an October 2016 survey by MarketingSherpa, 82% of U.S. internet users trust print ads when making a purchase decision, more than any other medium.

CLEARLY DEFINED TARGET AUDIENCES

Healthy ROIs require the ability to target readers effectively. Print ads allow positioning in the most relevant editorial sections of publications. Conversely, when buying ads from digital networks, you can never be quite sure your message will reach the right audience at the right time.

HIGH ENGAGEMENT RATES

Consumers rarely give digital content their full attention, rather choosing to multitask while viewing digital content. Print content, on the other hand, allows people to really focus and engage. And, when it comes to getting your message across, you can't beat full engagement.

HIGHER CONVERSION RATES

A Penn State study confirmed that nearly 80% of consumers act on direct printed mail advertisements compared to 45% of consumers that act on electronic advertisements, indicating that print ads have much more influence on buying decisions than electronic advertisements.

PRINT BOLSTERS ELECTRONIC ADVERTISING

According to the National Retail Federation, shoppers are most likely to start an online search after viewing a magazine ad. Savvy advertisers know that implementing both digital and print advertising campaigns produces higher customer conversion rates.



Print Ad Tips

Now that you understand just how effective print advertising can be, here are some tips to make your ads as effective as possible:

KEEP IT SIMPLE

Simple layouts work best. Busy or cluttered ads turn readers off. But simple layouts allow your messaging (your concise messaging) to be read easily. Forgo large blocks of copy for smaller ones and consider using bullet points to clearly define benefits. Beyond this, sans-serif fonts have been shown to be the easiest to read.

MIND YOUR FLOW

The human eye naturally wants to start at the top left of a page or ad and move down toward the bottom right. You can help this visual journey by laying out text along the eye's natural 'route' across the page.

HIGHLIGHT THE BENEFITS

Too many marketers make the mistake of pointing out features in their ad instead of benefits. Here's an example: While your website can list product or service features, your ad should only focus on the biggest benefits to your prospective customers.

PRINT AUDIENCE

Reach all industry buyers directly and individually with your targeted marketing message.

17,635

PRINT AUDIENCE

PowerSports Business Advisor (PBA) reaches nearly 100% of the independent PowerSports dealers in the industry, as well as the primary locations of the largest corporately owned facilities. We reach dealers who specialize in Motorcycles, ATV's, Side by Sides, Snowmobiles and Personal Water Craft, as well as repair facilities dealing with those vehicles.

Our readers are the key decision makers – owners, managers, and executives – who approve spending and strategic planning for their business.

We deliver the most relevant content, both electronically and through print. We focus on the most strategic ideas, and the most innovative products and services the industry has to offer. We command authority by bringing our readers the business practices and actionable solutions that matter the most, and allowing our sponsors and advertisers access to this ever changing audience.

WHY ADVERTISE IN PBA?

VOICE: We have a respected and knowledgeable editorial team readers rely on for information.

FREQUENCY: We reach our readers 6 times a year.

INFLUENCE: We impact purchasing decisions of buyers who decide which products and services are provided.

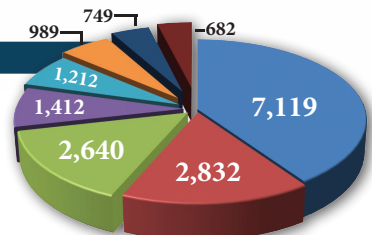
REACH: We maintain the most current print and digital list of PowerSport dealers.

TRUST: We have been a trusted trade magazine publisher connecting suppliers to retailers, since 2006.

PowerSports Business Advisor CIRCULATION

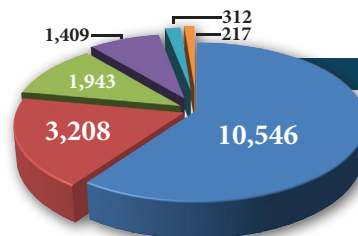
OUR DISTRIBUTION BY BUSINESS TYPE

Motorcycles & Motor Scooters - 7,119
Motorcycles & Motor Scooters Repair - 2,832
Motorcycles & Motor Scooters Repair - 2,640
Motorsports Sales and Supplies - 1,412
Snowmobile Sports - 1,212
Water Sports Sales & Service - 989
Motorsports Accessories - 749
Minibikes & Carts - 682



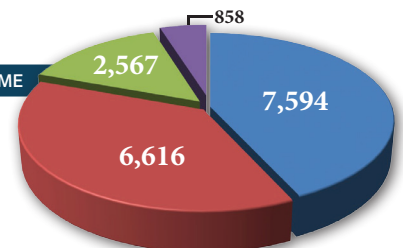
OUR DISTRIBUTION BY TITLE

Owner - 10,546
Unknown - 3,208
Manager - 1,943
Executive Level - 1,409
CEO - 312
Other - 217



OUR DISTRIBUTION BY SALES VOLUME

Less than \$500,000 - 7,594
\$500,000-\$1 Million - 6,616
\$2.5 - 10 Million - 2,567
Over \$10 Million - 858



PBA Special Features

We take pride in the additional features and benefits that are available in PowerSports Business Advisor. Here are a few of the features available to all advertisers and contributors.

FEATURED TRADE SHOW ISSUES

In today's PowerSports Business, success takes knowledge. The industry trade shows are a great way to gain that knowledge while interacting with colleagues, to share ideas, and discuss challenges. If you plan to exhibit at the major industry shows, PBA is a great way to enhance your marketing, to not only the attendees at the show, but those who do not attend the show. Our Must See's are a must have for any business that attends the show.



SEMA SHOW OCTOBER/NOVEMBER

*BONUS DISTRIBUTION AT THE SHOW

LAS VEGAS CONVENTION CENTER
NOV 5-8 | LAS VEGAS, NV

MUST SEE COMPANIES | MUST SEE PRODUCTS

POWERSPORTS PRODUCT GUIDE

Printed and mailed 2x per year alongside our January-February and July-August issues, our industry Product Guides highlight your top products and services to your buyers in a modern and uniform format. Designed by our graphics team, these placements are FREE with a corresponding placement size in PBA but can also be purchased separately.





CREDIT CARD FEES - WHAT AM I PAYING FOR?

BY JIM LUFF

Many business owners operate under the false belief that all credit card transactions are processed the same. They are not. Credit card processors charge different fees for different types of transactions. This article is intended to provide a clear understanding of the fees that you are paying for your credit card transactions. It is not intended to be a substitute for professional advice. If you are unsure of the fees that you are paying, it is best to consult with a professional.

Some processors charge a fixed price per transaction, while others charge a percentage of the sale. Some charge a flat fee, while others charge a combination of a flat fee and a percentage. The fees that you are paying can vary significantly depending on the type of card processor and the type of transaction. Some processors charge a flat fee of \$2.00 per transaction, while others charge a percentage of the sale. Some processors charge a combination of a flat fee and a percentage. The fees that you are paying can vary significantly depending on the type of card processor and the type of transaction.

EDITORIALS WRITTEN BY EXPERTS

You're the expert! Support your advertising efforts by educating, inspiring and providing solutions to our readers. This opportunity to position yourself as an industry expert can assist you in gaining awareness, building trust and obtaining loyalty from your potential customers. Help us, help them grow their businesses!

By writing an editorial, you will exponentially elevate the effectivity of your total marketing efforts. All Writers are given a bio at the bottom of the editorial and a head shot bio in the contributors section!

AUDIO RECORDINGS OF EVERY EDITORIAL

We continue to provide alternative ways for readers to interact with content. That's why we make professionally recorded audio readings of every article and feature and link them to the digital version of our magazine. Additionally, we provide them individually listed on our website and available for download.

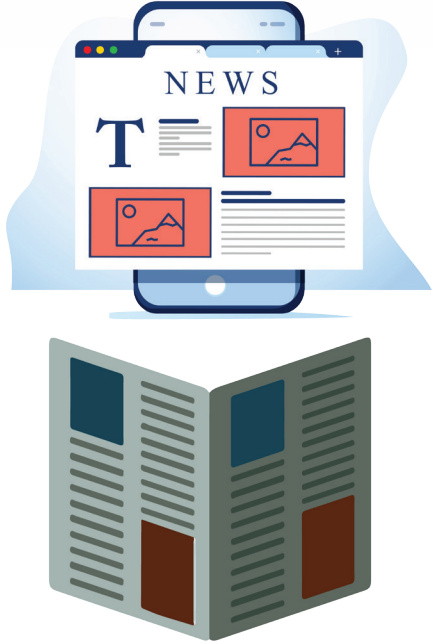




PowerSports Business Advisor - Vol 1, Issue 1

▶ Anthony Peters - Inventory Solutions PBA

Download



PUBLISHED PRESS RELEASES

Your News Dispersed to Your Audience

No need to be an advertiser!

We publish all official statements delivered to us such as company provided announcements, industry alerts and product launches directly to our website within 24 hours.

Additionally, each issue of PBA prints 8-12 press releases with consideration given to availability.

These as company and industry press releases are an excellent way to inform our readers about what you're doing differently.

IMMERSIVE VENDOR DIRECTORY



FREE TO ALL ADVERTISERS!

We position our media as the industry leader precisely because we build immersive and comprehensive platforms for industry buyers to interact with their suppliers.

While our magazine is the primary arm of our media machine, we embrace and dominate the digital landscape by offering an interactive, one stop location for all things Powersports.

Every vendor in our magazine is given a FREE listing in our ever expanding digital vendor directory.

Site visitors can view and search the directory, which is sorted by category. By clicking on a category, visitors are taken to a landing page dedicated to that category where they can learn more about the companies in it.

CREATIVE READER ENGAGEMENT



FREE TO ALL ADVERTISERS!

Always working to engage our readers and keep them coming back, we offer fun and interesting promotions and contests that benefit them, such as hiding our PSBA logo in a secret location in every issue and giving away three \$100 prizes to the readers who find it.

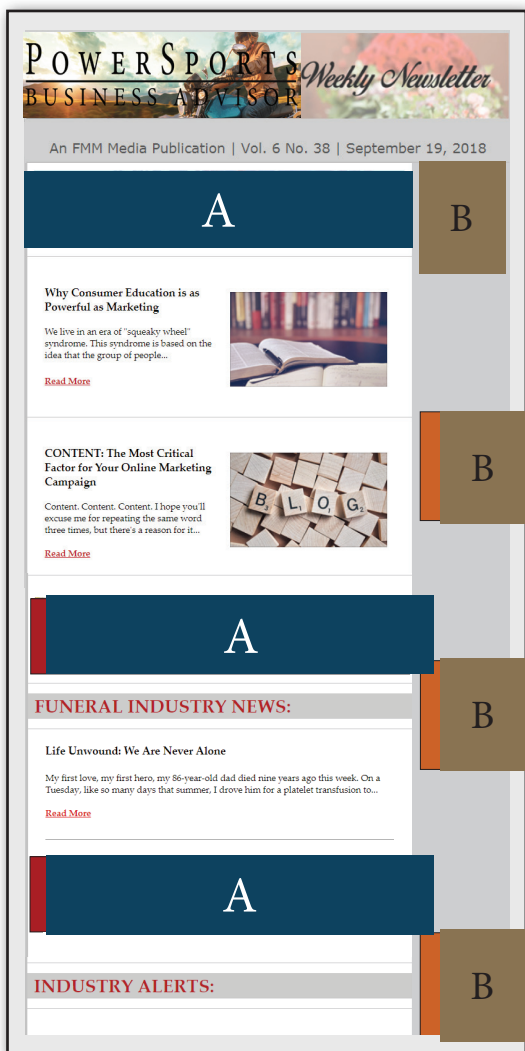
Vendor sponsored giveaways. Each issue vendors have the opportunity to participate in a sponsored contest and product giveaway. Excellent way to generate immediate leads for your business!

We have been running promotions like this for 16 years and it is one of the reasons that our readers have continued to engage with our Industry Magazines over competitors.

Lets face it, we're new to this industry, so we haven't yet built up our website credibility. **That's why we are giving away advertising banners on our site for this year!** Over the next 12 months, our focus will be to build PBA's website into a definitive source for industry news, events, and information. Our website is updated daily with industry press releases, a complete industry events calendar, and our immersive vendor directory for the PowerSports industry. In addition, every issue of PBA magazine, as you should expect, is archived for those who want to read an issue they may have missed.

Insertion Purchased	-	Banners Received
(Each banner will be displayed for 1 month)		
Full Page	6X	6 Banners
	3X	3 Banners
	1X	1 Banner
Half Page	6X	3 Banners
	3X	2 Banners
	1X	1 Banner
Quarter Page	6X	3 Banners
	3X	2 Banners
	1X	1 Banner

A - STANDARD LEFT HORIZONTAL - 600 X 200 Pixels
B - STANDARD RIGHT RECTANGLE - 300 X 400 Pixels



PBA's Weekly E-Newsletter is the perfect educational supplement between issues! We feature articles, new or noteworthy designs, and industry news in another clean and easy to read format.

Insertion Purchased	-	Banners Received
(Each banner displayed for a single weekly email)		
Full Page	6X	13 Banners
	3X	6 Banners
	1X	2 Banners
Half Page	6X	3 Banners
	3X	2 Banners
	1X	1 Banner
Quarter Page	6X	3 Banners
	3X	2 Banners
	1X	1 Banner

A - LEFT HORIZONTAL - 400 x 130 Pixels
B - RIGHT RECTANGLE - 200 X 260 Pixels

2020

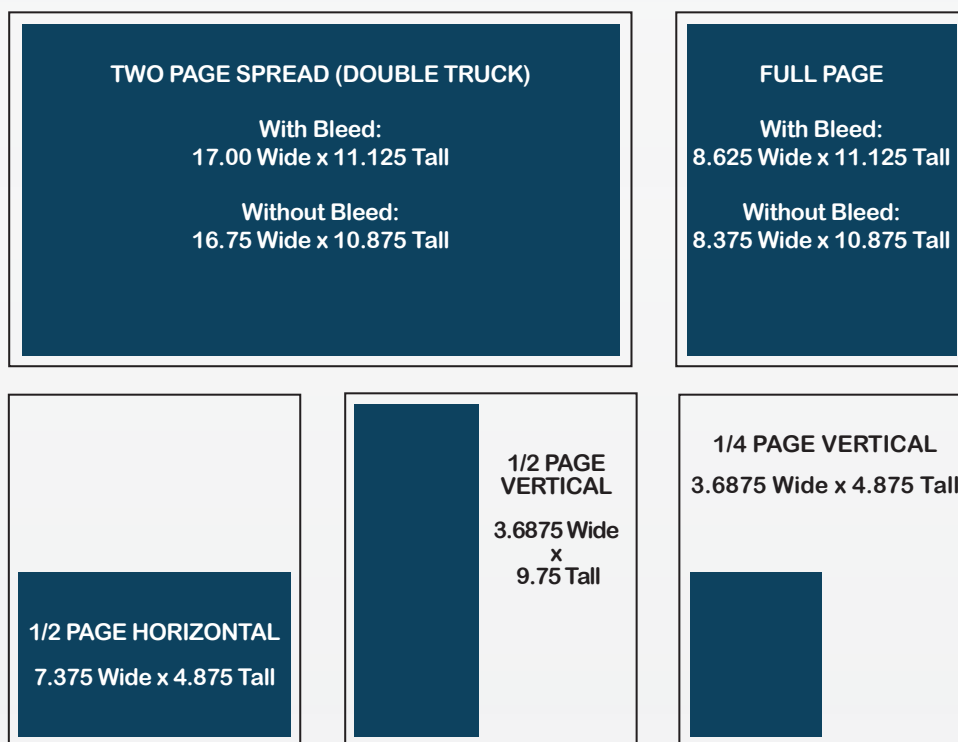
ADVERTISING RATES & SPECIFICATIONS

STANDARD POSITIONS	1X	3X	6X
2 Page Spread	\$6,800	\$6,600	\$6,400
Full Page	\$4,200	\$4,000	\$3,800
1/2 Page	\$3,000	\$2,800	\$2,600
1/4 Page	\$2,000	\$1,900	\$1,800

PREMIUM POSITIONS	1X	3X	6X
Cover 1 (Front Cover)	\$12,990	N/A	N/A
Inside Front Cover	\$5,600	\$5,400	\$5,200
Inside Back Cover	\$5,200	\$5,000	\$4,800
Outside Back Cover	\$6,000	\$5,800	\$5,600
Inside Front Cover (R)	\$5,400	\$5,200	\$5,000

TERMS: Terms and policies are spelled out in the *PowerSports Business Advisor* magazine standard insertion order, which must be signed prior to placement of advertising. **Design Services:** Our design team can prepare your ad for a nominal charge. Fees are dependent on the size and complexity of the project and allow for three revisions. **Additional Opportunities:** Expand your reach using polybags, inserts, bind-ins and tip-ins. Reprints also available upon request.

ADVERTISING SIZES



GENERAL ADVERTISING SPECIFICATIONS: Advertisers are strongly encouraged to submit advertising materials in a digital format according to the following guidelines. **PDF & PDF/X1-a Files:** This is the preferred method for submitting ad files, provided they are press-optimized, high-res, CMYK, and have the fonts embedded. Please note that most PDF files lack the ability to be edited or altered. **Other Accepted File Formats:** JPG, TIFF, Adobe Photoshop®, Adobe InDesign®. **Photos:** Must be hi-res (300 dpi or greater), actual size. **Page Size:** Trim: 8.375" x 10.875". Image area: 7.875 x 10.375. Bleeds must extend at least 1/8 of an inch outside of the trim size for the ad. Copy for bleeds should not exceed the image area. **Borders:** We strongly advise that advertisers add their own borders when necessary. Ads submitted without borders that are less than a full page in dimension may have borders added at the production manager's discretion if the ad is created with a white background or low color opacity. This is to ensure separation between editorial and advertising content. **Proofing:** Color proofs should be submitted with digital files, and they should be printed at 100%. In absence of paper proofs, *PowerSports Business Advisor* magazine is not responsible for color reproduction and cannot be responsible for returning proofs.

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