



2010

**TRAVELER**  
**RIDE**  
**TEXAS®**

# EDITORIAL PROFILE

**R**IDE TEXAS® IS A PREMIUM QUARTERLY motorcycle travel guide (bookazine) covering Texas and the surrounding states. The emphasis is on quality, relevant content that never goes out of date. This 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 spread supply 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 RTM with the [ridetexas.com](http://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: 100,000

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](http://ridetexas.com)

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

CIRCULATION: 20,000  
READERS PER COPY: 5  
SUBSCRIBERS: 11,500

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

## READERSHIP

RTM REACHES 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% took an overnight or longer motorcycle trip in 2005.
- 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 eaten at a

- restaurant because they saw it in RTM.
- 40% attended 1-2 events last year, 39% attended 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

NATIONAL

DATES	BEST IN TEXAS Jan/Feb/Mar	SPRING Apr/May/Jun	SUMMER Jul/Aug/Sep	AUTUMN Oct/Nov/Dec
	ISSUE THEME: 9th ANNUAL READERS' CHOICE AWARDS. Best of everything related to motorcycle travel and more.	ISSUE THEME: Knee deep in wildflowers.  4 ROADTRIP articles with full page custom maps. 3 in Texas, 1 in another state.	ISSUE THEME: River and lake destinations in Texas and Arkansas.  4 ROADTRIP articles with full page custom maps. 3 in Texas, 1 in another state.	ISSUE THEME: Harvest time featuring ranches and the Big West  4 ROADTRIP articles with full page custom maps. 3 in Texas, 1 in another state.
Space Reservation	12/10/2009	02/09/2010	05/11/2010	08/11/2010
Materials Due	12/17/2009	02/16/2010	05/18/2010	08/18/2010
On Newsstands	02/02/2010	03/30/2010	06/29/2010	09/29/2010

## RATES

All prices are per issue. There is a 15% premium for the Annual BEST IN TEXAS Readers' Choice Awards special issue on single issue contracts for all non-current advertisers. This premium is due to increased circulation and numerous special newsstand promotions. Inquire for details.

RUN OF THE BOOK	1X	2X	4X
2-Page Spread	5510	5300	4760
Full Page	2970	2770	2570
1/2 Page	1680	1580	1480

PREMIUM RESERVED PLACEMENT (full page ads only)	1X	2X	4X
Inside Covers (front or back)	4810	4200	3990
Pages Before Contents	4810	4200	3990
Outside Back Cover	5740	5010	4750
Full Page with Bind-in Insert (Insert supplied by customer)	5740	5010	4750

### NOTES ABOUT RATES

- Use of this rate card is restricted to out-of-state and national entities.



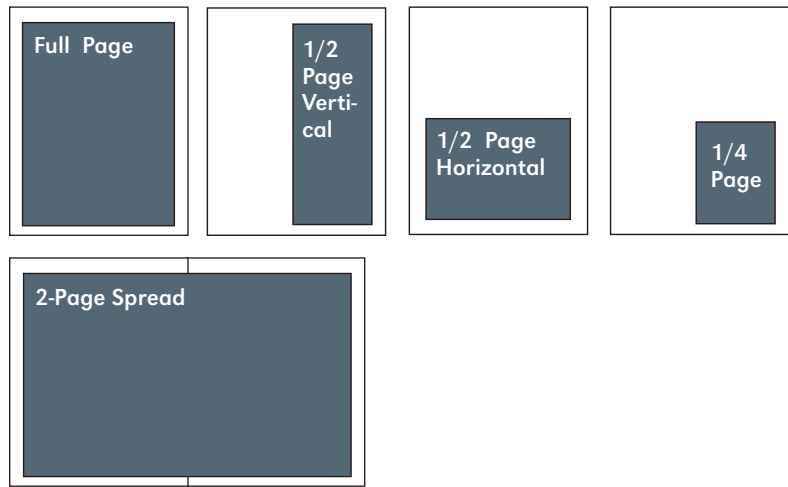
### SPONSORSHIP OPPORTUNITIES

	1X	2X	4X
Pull-out Map Sponsor	9240	8780	8320
Full page + 1/8 Page logo			

# SIZES & TECHNICAL SPECIFICATIONS

SIZES	W" x H"
2-Pg Spread with <b>Bleeds</b>	13.375 x 9.625
Full Page with <b>Bleeds</b>	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

- File types of PDF (create for "Press") or TIFF only, with a resolution of at least 350 DPI.
- Please send ONLY print-ready ad files.
- For full page and 2-page spreads, it is crucial that your ad conforms to the following sizing specs, otherwise the ad will not print right. Trim size is exactly 6.5625" x 9.375". Live Copy Area is exactly 1/4" inside the trim size. The area between the Live Copy Area and the trim size CAN NOT contain ANY copy or important parts of images as they will be cut-off. Bleeds must extend at least 1/8" beyond the trim size to 6.8125" x 9.625". 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 [ads@ridetexas.com](mailto:ads@ridetexas.com) or call (512)858-2313 x0

## WHERE TO SEND MATERIALS

- VIA TRACKABLE OVERNIGHT DELIVERY. Please inquire to (512) 858-2313 x0 or [ads@ridetexas.com](mailto:ads@ridetexas.com) for mailing address.
- ELECTRONIC TRANSFER.
- E-mail (5 MB attachment size limit) [ads@ridetexas.com](mailto:ads@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 [ads@ridetexas.com](mailto:ads@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.