



2010

TRAVELER
RIDE
TEXAS®

EDITORIAL PROFILE

RIDE 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 The emphasis is on quality, relevant content that never goes out of date.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 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

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

ROADTRIP PLANNER PALESTINE

PALESTINE
1.4 mi
Baby 2's Bar-B-Que and Deli
Delicious picnic under a covered porch. 75 W on 111 St. 1405, about 1 mi S of Loop 236. (937) 228-8652 or (937) 391-3449

Deposed Chief Gene Swafford and his family
2000 S Loop 236 (937) 228-2486 www.swafford.com

Deposed Tulle Celebration
Last 2 weekends in March & 1st weekend in April. For details visit (937) 439-2484

Grand Opera Winery
Strolling wine tastings. 2349 St. Art. (937) 398-2027

Texas State Railroad Palestine Depot
Historical architecture and model. #E 70 on US 64

Columbus Scientific Building Facility
1010 W. 2224 (937) 228-2271

The Museum of East Texas Culture
400 Mitchell Ave. (937) 723-3716 www.museum-palentine.org

GALLATIN
1.4 mi
The Old Store
7122 W. 25th (East or Post Office) (937) 463-3333

TENNESSEE COLONY
11.0 mi
Gun Engraving Wildlife Management Area
15149 W. 1121st (937) 628-2251

INFORMATION
Susan Collins-Lanmond
Director of Tourism and Conventions
621 Spring St., Palestine
(937) 723-3014 or (800) 659-3484
www.visitpalentine.com

PALESTINE VISITOR INFORMATION

58 RIDE TEXAS® October/November 2009

*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

TEXAS

DATES	BEST IN TEXAS Jan/Feb/Mar	SPRING Apr/May/June	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	3800	3660	3280
Full Page	2050	1910	1770
1/2 Page	1160	1090	1020
1/4 Page (Marketplace section)	500	440	390
Group listing	275	245	230

PREMIUM RESERVED PLACEMENT (full page ads only)	1X	2X	4X
Inside Covers (front or back)	3320	2900	2750
Pages Before Contents	3320	2900	2750
Outside Back Cover	3960	3460	3280
Full Page with Bind-in Insert (Insert supplied by customer)	3960	3460	3280

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.



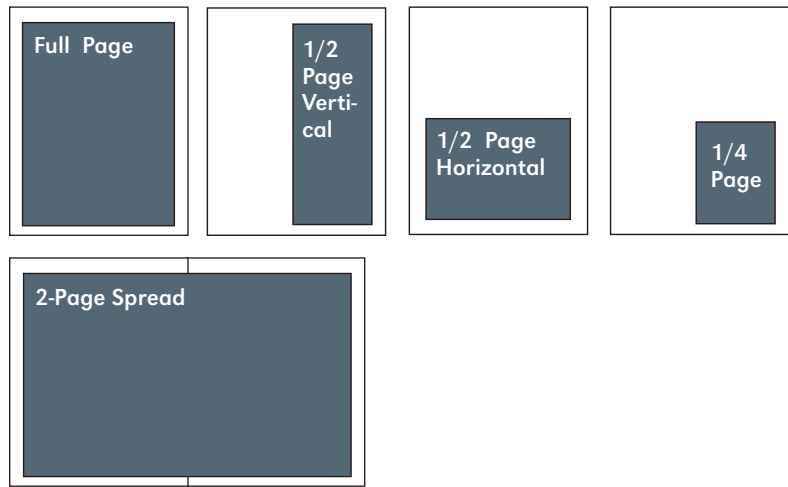
SPONSORSHIP OPPORTUNITIES

	1X	2X	4X
Pull-out Map Sponsor	9240	8780	8320
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

- 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 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 for mailing address.
- ELECTRONIC TRANSFER.
- E-mail (5 MB attachment size limit) 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 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.