

NEWFOUNDLAND LABRADOR
motorcycle
magazine

ADVERTISING
RATE CARD

Downhome Publishing

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**NEW
LARGER
FORMAT**

- June 2010
- Circulation Newfoundland and Labrador
- Controlled distribution 10,000 copies
(*Tourist information centres, retail partners
and organized rides such as Ride for Sight*)
- Direct mail to motorcycle association
members
- NL motorcycle magazine available to
download at www.nlmotorcycle.com

2010

In the spring, at the same time that motorcycle owners are getting their bikes out of winter storage and anticipating the first ride of the season, *NL Motorcycle Magazine* rolls out its latest edition. This annual guide to two-wheeled touring contains everything avid bikers want and need to know for the season ahead. We have reviews of the latest gear; tips for proper bike maintenance; and listings of motorcycle associations, rallies and other events. And because we're a regional magazine promoting motorcycling in Newfoundland and Labrador, we're also including sample road trip itineraries for a day, a weekend or even a week of exploration and adventure.

Motorcycle enthusiasts travel and enjoy everything the road has to offer. The popularity of this type of road travel is increasing, as is the size of its fan support: motorcycling is no longer a rebel's cause – it is a recreational activity enjoyed by singles, couples and families of all ages. By getting onboard with *NL Motorcycle Magazine* now, advertisers can be at the top of the trend.

ADVERTISING RATES

Book by May 7 2010

No cancellations after closing date.

Size	Price	Specifications
Outside Back Cover*	\$2,200.00	8.0"w x 10.75"h
Inside Front* or Inside Back Cover*	\$1,800.00	8.0"w x 10.75"h
Full Page*	\$1,700.00	8.0"w x 10.75"h
2/3 Page	\$1,000.00	4.437"w x 10"h
1/2 Page	\$900.00	6.75"w x 5"h
1/3 of Page	\$600.00	4.437"w x 4.5"h or 6.75"w x 3.5"h
1/4 of Page	\$425.00	6.75"w x 2.5" h

Advertisers will be billed on insertion.

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