

# Are your Sales Down? Let us help you!



## BIKER & HOTROD INFORMATION GUIDE

We will now have 3 magazines in Nevada

Our Goal is to make sure the Motorcycle Riders and Car Guys are well informed.

The First & Original Biker Information Guide "Since 1997"

Started in Arizona and going on 12 Years, 300 customers and with over half of our customers in the magazines now for 5-8-12 years we must be doing something right! Small Enough To Keep With You and Respectable Enough to Leave on Your Coffee Table

### ACCORDING TO NEVADA DMV THERE ARE OVER:

- 244,46 REGISTERED MOTORCYCLES
- 750,000 CLASSIC CARS REGISTERED IN THE STATE OF NEVADA

### Let Biker or HotRod Information Guide reach them for you:

- Our websites receives over 27,000 visits a day.
- Our monthly E-Newsletter is sent to 4,000 subscribers.
- We print 10,000 Quarterly of each Magazine and we provide a proof of print
- Harley-Custom
- Sport, Metric and Off Road Vehicles
- HotRod covering (Classic-Street & Rat Rods & Muscle Cars)

### Here is what a few Advertisers had to say: (To see more Testimonials check out our website)

*We have tried all the other normal free newspapers, magazines, etc. Whenever we could actually compare the results of our advertising in the various media, it always turned out that the Biker Information Guide brought the most customers into our shop. It seems that everyone likes your format & the guides are always the first to be taken from our display rack. Evolution Custom Cycles 480-966-8876*

*Bikers Information Guide has exceeded all of our expectations with 50% of our new customers saying "I saw you in the Guide." Kimmy and her staff have worked very closely with us in developing the ads, providing direct and valuable feedback and assisting us in all aspects of developing our advertising program. Bikers Guide is a must for new and established businesses that are looking to reach the biker community. We are in both Sport, Metric Off-Road and the Harley Custom Biker Information Guide. Thank you for being a big part of Bikers Bay success. Tim & Jim 480-421-1404*

- Magazines are FREE and we provide state wide distribution at Motorcycle and HotRod Friendly Establishments and Car & Motorcycle Events.
- We also have Magazines covering the states of: Arizona, (Inland Northwest: Idaho, East WA, West MT) New Mexico, Northern Washington, Illinois and now Nevada.

### Advertising Pricing Includes:

- A Full Page Color Ad (Design for no charge)
- Your Business Listed on Our Website HotRod or BikerInformationGuide.com
- Listed in Our Monthly BIG-E Newsletter
- Every 3 days a different Customer will be Featured on the Front Page of our Websites HotRod or Bikerinformationguide.com
- Our Motorcycle & Car Shops will have an opportunity to be on a cover of a Magazine including a Feature Bike or car page
- Listings of All Your Runs & Events.

### For Our “Customers Only” you get the opportunity to be either a:

- Feature Story, Feature Product, Tech, Safety, Attorney, Insurance & Riding Tips.
- We will now be posting all of our information pages on our website from the Magazines under their categories (easier to find). Pages from our Writers, Feature Stories, Tips etc. our readers will now be able to find information and articles about or by your business from past issues with just a few clicks of their mouse “Extra Advertising for You”

**Covering:** Dealers, Car Shops, Custom & Specialty Shops, Biker & HotRod Friendly Bars & Restaurants, Apparel, Tattoo shops, Rider Training, World Famous “Biker Billy Cooks with Fire”, Special features like Car Clubs, MC clubs & organizations, Gotcha Rider Pictures, Feature Product, Tech Tips, Attorney Tips, Safety Tips, Day Rides and Over 300 Car Clubs, Feature Stories on our Advertisers, Garage talk for our car guys and Free listings of runs, events.  
“Everything a Rider or Car Guy Needs to Know”

### Quarterly Publishing dates are listed below for all 3 magazines All ads are due on the first of the month prior to publishing

**1-Harley Custom-** Published in January-April-July-October

**2-Sport, Metric and Off Road Vehicles-** Published in February-May-August-November

**3-HotRod-** Published in March-June-September-December

Required format PDF, JPEG, TIFF AD Size 7<sup>3/4</sup> X 4<sup>7/8</sup>

**\*We give discounts if you go into multiple magazines and more than one issue.**

<i>Rate Card is based on per issue</i>	<i>Rate for 1 Issue</i>	<i>Discount Rate for 4 Issue</i>
Discount Rate to go in 2 or More Magazines *Website listing only -\$50 a month or \$500 a year	Each Magazine	\$500 per Issue
<b>Regular Full Page Color Ad</b>	<b>\$650 per Issue</b>	<b>\$550 per Issue</b>
Color Center Double Pages	\$2,000 per Issue	\$1,800 per Issue
Full Color Inside Front or Back Covers	\$850 per Issue	\$750 per Issue
Full Color First or Last Pages	\$750 per Issue	\$650 per Issue
Full Color Back Cover	\$1,500 per Issue	\$1,300 per Issue

**National Office: Phoenix Arizona- 602-843-8907**

- Kimmy Chapman President/ National Publisher Kimmy@AzBig.com Cell: 602-708-3024
- Larry Hickman Sales Manager for Nevada Larry@AzBig.com Cell: 480-228-6326