

A red Honda Super Sport motorcycle is the central focus, parked on grass at what appears to be a motorcycle show. In the background, several people are visible, some looking at other motorcycles. The motorcycle has a large headlight, orange turn signals, and a chrome exhaust pipe. The text 'HONDA SUPER SPORT' is visible on the fuel tank.

THE ViNTAGE JAPANESE MOTORCYCLE MAGAZiNE

2018 *Advertising Media Kit*

WHAT'S INSIDE:

- Welcome Letter
- Top 10 List
- Ad Sizes
- Print Advertising Specs
- Web Advertising Specs

Welcome



ADVERTISING INQUIRIES:

Matt Celender
Director of Advertising, VJMC

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to the Vintage Japanese Motorcycle Club Magazine

Founded in 1977, the Vintage Japanese Motorcycle Club (VJMC) is the premier nationwide club dedicated to the preservation, restoration, and enjoyment of vintage Japanese motorcycles (20 years old or older) and the promotion of the sport of motorcycling.

Approximately 4,000 members enjoy the many benefits offered by the VJMC, including our bimonthly magazine dedicated to vintage motorcycling. One of the most highly regarded vintage motorcycle publications in the world, *Vintage Japanese Motorcycle Magazine* includes stories related to vintage bikes and the people who ride them; technical and restoration tips; coverage of bike shows; rallies; national, regional, and local events; and classified ads.

We also offer members-only content on our website including recent classifieds, tech tips and articles, free digital back-issues of the magazine, an extensive members' bike photo archive, video clips, and slide shows.

Advertising in our magazine is a good investment for motorcycle related businesses because:

- *Vintage Japanese Motorcycle Magazine* is a very high quality magazine that is comparable in quality to nationally distributed magazines—it is read cover to cover by most subscribers, and shared with others. Your ad will be seen.
- Our magazine is distributed to approximately 4,000 active motorcyclists.
- VJMC members are collectors and restorers of vintage bikes; they need parts and services.
- The average VJMC member owns 8 vintage motorcycles.
- You are advertising to owners of 32,000 motorcycles.
- In addition to the vintage Japanese bikes, our members own 1 or more modern road or off-road bikes.
- Our subscribers are maintaining modern equipment in addition to restoring vintage bikes.
- The subscribers to the magazine tend to be more mature and more affluent with a high household income.
- Our members demand the highest quality in products and services they buy.
- *Vintage Japanese Motorcycle Magazine* only accepts ads that are beneficial to our members and the sport of motorcycling.
- You will be perceived as a provider of valuable services and products for serious motorcyclists simply because you are included in our magazine.
- Readers of *Vintage Japanese Motorcycle Magazine* look there for resources for restoration and maintenance parts, supplies, clothing, and other motorcycle-related products and services.
- VJMC members *DO* spend money on quality products and services.

In short, we offer a unique opportunity to reach a very selective group of dedicated motorcyclists who have a need and have demonstrated the ability to buy and promote quality products and services. ●

Top 10 Reasons Why Advertising with the VJMC is the Best Value for Your Business

1

OLDER MEMBERS

58.5% of our members are in the 45-65 age group

This is the audience most advertisers have found to have more disposable income and the willingness to spend than other age groups.

2

HIGH INCOME

Our members tend to have a high household income

with 43.6% reporting an income of more than \$100,000.

3

WELL EDUCATED

The members tend to be well educated

with 75.1% reporting a post secondary education.

4

HANDS-ON TYPE

The majority of our members are the “hands on” type

and 95.1% do their own repairs while 83.7% do their own restorations.

5

PASSIONATE OWNERS

Most members are so passionate about our hobby

that 38.7% own between 3-10 vintage motorcycles and 20.2% own more than 10.

6

MODERN BIKE OWNERS

Modern bikes are also a large part of our members’ garages

57.1 % of our members own 1-3 modern motorcycles and 11.5% own more than 3.

7

EXPANDING COLLECTIONS

Expanding their motorcycle garage is also on our members’ minds

17.8% plan to purchase another modern bike in the next year and 34.5% are planning for another vintage motorcycle.

8

QUALITY MAGAZINE

Our magazine is one of the highlights of VJMC membership

Our members are so proud of it that 100% of members responding share their magazine with at least one other person.

9

KNOWLEDGEABLE MEMBERS

The knowledge of our members is well-known within the motorcycle community

Other motorcyclists seek our members’ opinions on parts and repairs. 69% of our members have recommended an advertiser in our magazine to another person.

10

EVENT CALENDAR

Participation in regional and national events

Events held at the Barber Vintage Festival, Mid-Ohio, Eustis FL, and other locations offer our advertisers many additional marketing options, including sponsorship of events, trophies, and giveaways of marketing materials.

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- NOT ENOUGH VINTAGE RIDES in your area?
- NOT ENOUGH VINTAGE BIKE SHOWS in your area?
- NOT ENOUGH VINTAGE TECHNICAL EVENTS in your area?
- MISSING OUT ON International Motorcycle Show participation and other major events in your area?
- MISSING OUT ON weekly or monthly "Vintage Bike Nights" in your area?
- NOT SURE OF the VJMC members in your area or how many are missing the same things?

YOUR CLUB NEEDS YOU!

STEP UP AND BECOME A
VJMC FIELD REPRESENTATIVE TODAY!



Our experienced team will provide you with membership listings and **MENTORING** to get you started. We'll **HELP** you with that first invitation all the way through planning and holding your member events. **CONTACT** any of our Directors and let them know that you want more from your VJMC.

One of our board members will answer your questions and start the process.

<https://vjmc.org/contact-us/>

Available advertising sizes:

- **1/8 page ad:** 3.75" wide x 2.5" tall
- **1/4 page ad:** 3.75" wide x 5" tall
- **1/2 page ad:** 7.5" wide x 5" tall
- **Full page ad:** 8 1/2" wide x 11" tall
(please include an additional 1/8" all around bleed)

Specification:

- Ads must be submitted at 300 dpi or greater
- 4-color ads should be rendered as a CMYK pdf file

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AD CLOSING DEADLINE SCHEDULE

- **February / March issue:** *December 15*
- **April / May issue:** *February 15*
- **June / July issue:** *April 15*
- **August / September issue:** *June 15*
- **October / November issue:** *August 15*
- **December / January issue:** *October 15*

PRINT ADVERTISING SPECIFICATIONS

Full color advertising rates: (ad rates effective January 1, 2018)

| | <i>SINGLE ISSUE</i> | <i>YEARLY (6 issues)</i> |
|--|---------------------|--------------------------|
| • Full page back cover: | | \$2,200 |
| • Full page inside cover: (front or rear) | | \$2,000 |
| • Full page interior: | \$280 | \$1,500 |
| • 1/2 page: | \$180 | \$950 |
| • 1/4 page: | \$110 | \$590 |
| • 1/8 page: | \$70 | \$390 |

Payment:

- Please note that prices are for each insertion into the magazine, except yearly rates.
- Artwork and payment in USD \$ are due 45 days prior to the month of first insertion. *(see schedule above)*
- Payments may be made by check, **payable to VJMC**, or by special arrangement with our Advertising Director.
- Annual contracts receive discounts as shown above for payment in full at contract signing.

Ad artwork & guidelines:

- Artwork assistance is available free of charge. Please provide text, high resolution photos, and logos.
- Only products and services that directly benefit motorcyclists will be accepted for advertising.
- No special placement requests other than inside front cover, inside back cover, and outside back cover.



Please see next page for website & combination print/web advertising rates!



WEB ROTATOR ADVERTISING SPECIFICATIONS

| | 2 MONTHS | YEARLY |
|--------------------------------|----------|--------|
| • Web Rotator Ad (only) | \$100 | \$550 |

Details:

- Web advertisers will see their logo on the web rotator section of the www.VJMC.org homepage with a "hot link" to their website when a user clicks on their logo.



PRINT AD + WEB ROTATOR ADVERTISING ADD-ON

| | 2 MONTHS | YEARLY |
|---|---------------|----------------|
| • Full page print ad + web rotator ad: | FREE | FREE |
| • 1/2 page print ad + web rotator ad: | \$50 (add-on) | \$250 (add-on) |
| • 1/4 page print ad + web rotator ad: | \$65 (add-on) | \$375 (add-on) |
| • 1/8 page print ad + web rotator ad: | \$75 (add-on) | \$450 (add-on) |

Details

- Print advertisers will receive a discounted price for a web rotator ad, when purchased as a bundle.
- Prices listed above are for the **add on price** of the **web rotator ad only**.
- For complete print + web rotator ad bundle pricing, combine the prices from the **PRINT ADVERTISING SPECIFICATIONS** chart on page 5 to the add-on prices listed above.

