

**ATV  
RIDER**

**BIKE  
Baggers**

**DIRT  
RIDER**

**HOT  
BIKE**

**Motorcycle  
Cruiser**

**MOTOR  
CYCLIST**

**SPORT  
RIDER**

**STREET  
chopper**

**super  
streetbike**



**SOURCE  
INTERLINK  
MEDIA** ▲  
AUTOMOTIVE DIGITAL

[www.SIMautomotive.com](http://www.SIMautomotive.com)

# 2010 MEDIA KIT

## MOTORCYCLE GROUP

# MOTORCYCLE GROUP PROFILES



Sportbikes, Harleys, Dirtbikes, Choppers, Touring bikes, and even All-Terrain vehicles, the Motorcycle Group covers virtually everything that runs on two to four wheels. Each website focuses on a specific niche of the motorcycle market, attracting some of SIM's most loyal and affluent viewers. In addition to its websites and magazines, the Motorcycle Group also produces live events and multiple Special Issue Publications.

## SITE PROFILES

### [ATVRIDERONLINE.COM](http://ATVRIDERONLINE.COM)

ATV Rider offers coverage of selecting, buying, equipping, and using ATVs, as well as comprehensive product listings that include descriptions, specifications, prices and photos of virtually every ATV available. Enthusiasts will find the interactive site easy to navigate with numerous links to in-depth articles from the magazine, interactive blogs and forums, and online only content.

### [BAGGERSMAG.COM](http://BAGGERSMAG.COM)

Hot Bike Baggers is the authority for Harley builders. The website provides up-to-date news on bikes, events, and shows. Blogs and forums give readers a chance to discuss their bikes, riding, trips, or how they achieved their latest pet project.

### [DIRTRIDER.COM](http://DIRTRIDER.COM)

Dirt Rider is the site to visit for everything off-road motorcycling. Information is provided through up-to-date news and recent articles from the magazine as well as archives. Blogs and forums allow readers to discuss the latest models, modifications, and even air opinions on where the industry is going. Online video provide race footage to repairing your ride.

### [HOTBIKEWEB.COM](http://HOTBIKEWEB.COM)

There is no doubt that Harley-Davidsons are hot, and the place to find the wildest custom Harley is Hot Bike. Fans can retrieve articles from past issues, or meet fellow riders through our blogs and ask questions on forums. A smooth blend of the newest bikes from the top pro builders to outstanding home built radical machines, Hot Bike is the source for Harley Davidson customization enthusiasts.

# MOTORCYCLE GROUP PROFILES



## [MOTORCYCLECRUISER.COM](http://MOTORCYCLECRUISER.COM)

Motorcycle Cruiser targets the fastest-growing segment of the motorcycle marketplace today - mature, affluent motorcyclists who prefer the laidback styling and ergonomics of modern cruisers. Online features include price comparison tools, reviews, images and up-to-date pricing. Enthusiasts will love the latest news and technical articles, video, active blogs and forums.

## [MOTORCYCLISTONLINE.COM](http://MOTORCYCLISTONLINE.COM)

Motorcyclist combines the excitement and color of today's most popular cruisers, sportbikes and touring bikes with the most extensive, credible and information-packed road tests and feature stories in the business. Visitors will find reviews, design articles, opinions on current trends, and plenty of photos and video. Interactive forums and blogs give readers and editors a chance to discuss the most recent news on such concerns. For buyers, the website provides a Motorcycle Buyer's Guide with the most current information on motorcycle deals, prices, and even recall information.

## [SPORTRIDER.COM](http://SPORTRIDER.COM)

Sport Rider's mission is to bring the exciting world of sportbikes up front and personal, better than any other publication. Sport Rider celebrates high-performance street bikes, racing motorcycles and high-performance riding. Fans can retrieve articles from past issues, and comment on the site's blogs and forums. Video is available to showcase and provide coverage of the latest shows or riding techniques.

## [STREETCHOPPERWEB.COM](http://STREETCHOPPERWEB.COM)

From long choppers to short bobbers and everything in between, the bikes featured in Street Chopper are the things fantasies are made from. Beyond the customs, Street Chopper has comprehensive tech articles to help readers build their own chopper, blogs and forums to discuss the latest news and techniques.

## [SUPERSTREETBIKE.COM](http://SUPERSTREETBIKE.COM)

Super Streetbike addresses those enthusiasts who are not only looking to customize their MV Augusta, Suzuki GSX, Yamaha or other sport or street bikes, but to live it. Coverage includes the most recent articles from the magazine, older reviews and event coverage, and multi-media video. Fans can read up on the latest hot model in the forum or blog. Super Streetbike embraces everything hot, fast, and slick in today's ride.

# ABOUT OUR AUDIENCE



## ATV RIDER AUDIENCE

18-49 Users	78%
Male Users	55%
Mean Age	35
Mean HHI	\$69,000
Page Views*	600,000
Unique Visitors*	149,000

Source: ComScore Metrix, 3-Month Avg, August 2010  
\* Nielsen Online SiteCensus YTD Monthly Avg, August 2010

## BAGGERS AUDIENCE

Page Views*	279,000
Unique Visitors*	45,000

\* Nielsen Online SiteCensus YTD Monthly Avg, August 2010

## DIRT RIDER AUDIENCE

18-49 Users	82%
Male Users	71%
Mean Age	32
Mean HHI	\$74,000
Page Views*	1.1 Million
Unique Visitors*	245,000

Source: ComScore Metrix, 3-Month Avg, August 2010  
• Nielsen Online SiteCensus YTD Monthly Avg, August 2010

# ABOUT OUR AUDIENCE



## HOT BIKE AUDIENCE

18-49 Users	66%
Male Users	75%
Mean Age	41
Mean HHI	\$79,000
Page Views*	429,000
Unique Visitors*	99,000

Source: ComScore Metrix, 3-Month Avg, August 2010

\* Nielsen Online SiteCensus YTD Monthly Avg, August 2010

## MOTORCYCLE CRUISER AUDIENCE

18-49 Users	76%
Male Users	71%
Mean Age	40
Mean HHI	\$78,000
Page Views*	1.0 Million
Unique Visitors*	296,000

Source: ComScore Metrix, 3-Month Avg, August 2010

\* Nielsen Online SiteCensus YTD Monthly Avg, August 2010

## MOTORCYCLIST AUDIENCE

18-49 Users	69%
Male Users	71%
Mean Age	40
Mean HHI	\$72,000
Page Views*	1.9 Million
Unique Visitors*	478,000

Source: ComScore Metrix, 3-Month Avg, August 2010

\* Nielsen Online SiteCensus YTD Monthly Avg, August 2010

# ABOUT OUR AUDIENCE



## SPORT RIDER AUDIENCE

18-49 Users	80%
Male Users	76%
Mean Age	36
Mean HHI	\$83,000
Page Views*	748,000
Unique Visitors*	171,000

Source: ComScore Metrix, 3-Month Avg, August 2010  
• Nielsen Online SiteCensus YTD Monthly Avg, August 2010

## STREET CHOPPER AUDIENCE

18-49 Users	69%
Male Users	69%
Mean Age	41
Mean HHI	\$90,000
Page Views*	178,000
Unique Visitors*	42,000

ComScore Metrix, 3-Month Avg, August 2010  
\* Nielsen Online SiteCensus YTD Monthly Avg, August 2010

## SUPER STREETBIKE AUDIENCE

18-49 Users	82%
Male Users	62%
Mean Age	32
Mean HHI	\$66,000
Page Views*	704,000
Unique Visitors*	126,000

Source: ComScore Metrix, 3-Month Avg, August 2010  
\* Nielsen Online SiteCensus YTD Monthly Avg, August 2010

# AD UNITS



## IAB ADVERTISING UNITS AND SPECIFICATIONS

Ad unit sizes:

728x90	
250x90	
160x175	
160x600	
300x250	

Max file size:

160x600, 300x250, 728x90	50kb
160x175 and 250x90	15kb

File types:

JPG, GIF, Flash, HTML

Max Loops:

3 loops (15 seconds/loop)

Flash version accepted:

8 or below

## EXPANDABLE SIZE MAX (CLICK TO EXPAND)

Initial Size	Expanded size	Direction of expansion
160x600	320x600	Homepage Left / Other pages Right
300x250	450x250	Right
728x90	728x180	Downward
160x175	280x175	Right

Close method:

We allow pinning, there must be a prominent close button

Initial file size:

50kb

Maximum file size expanded state:

100kb

Close button:

Required

Initial animation:

15 seconds

Max loops:

3 loops (15 seconds/loop)

Video:

Non-user initiated

Audio:

User initiated

Max video/audio length:

30 seconds

Audio/video buttons required:

Play, Stop, Pause, Mute, Restart

## NOTES FOR FLASH CREATIVES:

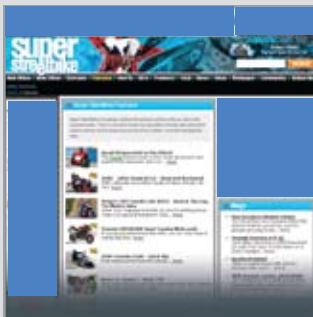
For click tracking and redirect purposes, we will need the following "get URL code" embedded within the FLA file and have exported SWF to us. Back-up GIFs should be supplied with the SWF files and be under 40kb in size.

```
Click tag for flash (case sensitive):
on (release) {
  get URL (_level10.clickTag,"_blank");
}
```

We accept all DART-supported forms of rich media including the following: Eyeblander, Unicast, PointRoll, Eyewonder, Klipmart, Flash, Shockwave, HTML, Javascript.

Please contact [traffic@src.com](mailto:traffic@src.com) with any questions or concerns.

# OTHER ADVERTISING OPPORTUNITIES



## READERS RIDES:

A personal car space for all lowriders, where members can post ride profiles, view car photo galleries or rate others' rides.

## PRODUCT SHOWCASE:

Showcase a new product directly on the homepage of select websites. Exclusive placement for an entire month.

## VIDEO SPONSORSHIPS:

Place :15 or :30-second video commercials before/after all videos played on select websites. Repurpose your TV commercials!

## REGIONAL/LOCAL ADVERTISING:

Target your ads regionally or locally.

## COOPERATIVE ADVERTISING:

Use available co-op advertising funds to promote a product/brand with "clicks" routed to authorized resellers.

## SITE SPONSORSHIP:

A Powerful branding option. Exclusive placement on every page of a website for one month.

## CONTENT TARGETING:

Target ads to certain sections and articles.

## MINI CATALOG:

Rich Media ad expands to show an assortment of products. This ad can be updated frequently and clicks-through to your product page.

## MICROSITES:

Semi-Custom microsites provide turnkey promotional campaigns. Leverage one of our microsite solutions to expand your campaign and engage directly with your core target audience. Custom solutions are also available.