



# **DIRT** *sports*

*The Voice of Off-Road Motorsports*

**MEDIA PLANNER**

**2007**





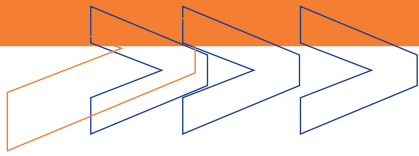
# MEDIA PLANNER 2007



## The Voice of **Off-Road Motorsports**

*DIRTsports is the passionate voice of off-road motorsports. The Off-Road Nation relies on DIRTsports for the most dynamic coverage of the technology, personalities and competition that fuel the off-road community. DIRTsports is the official publication of UROC, Best In the Desert, NMRO, CORR and W.E. Rock and is published in association with SCORE International.*





## **Off-Road Market: A \$55 Billion Nation >>**

- **9 Million Off-Road Trucks Sold in U.S. in 2005**
- **20% of Truck Buyers Go Off-Road**
- **Annual ATV Sales Up Nearly 300% in Last Decade**

*\*Advanstar Communications' Corporate Research, SEMA, autoblog.com*



## MARKET STATS

## DOMINATE THE OFF-ROAD MARKET WITH DIRTSPO RTS MAGAZINE

### Off-Road Enthusiasts Are Devoted

- 94%** will be off-roading during their vacations
- 37%** are at off-road activities either monthly or weekly
- 89%** travel more than 100 miles on average for off-road activities or events

### Off-Road Enthusiasts Spend Money

- 94%** purchased off-road products over the past 12 months
- 35%** spent \$5,000 or more on off-road products over the past 12 months
- 17%** spent \$1,000 or more on off-road products over the past 12 months

### Off-Road Enthusiasts' Most Frequently Cited Off-Road Product They Will Purchase in the Next 12 Months is:

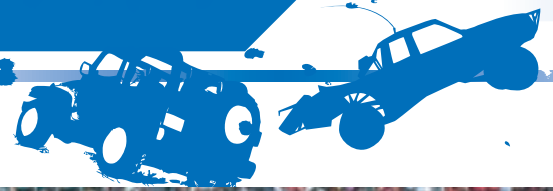
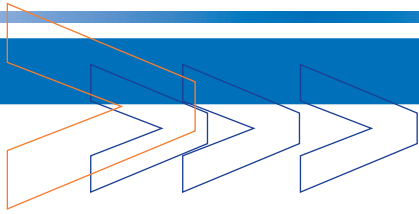
- 65%** Accessories
- 62%** Tires and Wheels
- 58%** Suspension

### They Seek Off-Road Product Information

Find out about new off-road products from:

- 32%** Magazines
- 26%** Internet
- 17%** Off-Road Events
- 10%** Off-Road Retailers
- 8%** Mail Order / Catalogs

\*Advanstar Communications' Corporate Research Department, July 2006



## Find DIRTsports Where You Find Your Buyers >>

*DIRTsports' unique editorial focus on off-road motorsports allows the magazine to have an exclusive partnership with all major off-road events and motorsports organizations. The magazine links the motorsports fan base with the manufacturers, sponsors, drivers and teams. DIRTsports drives business for a market segment that has had little to no exposure outlets.*

### **DIRTsports Circulation:**

- Monthly Event and Race Distribution
- Dealer Reseller Program
- Direct Mail
- Subscribers
- Delivered Rate Base of 70,000

### **Benefits of Controlled Circulation Strategy**

- Time to market reduced by three weeks
- Proven successful launch as a controlled circulation program
- Direct access to motorsport fan/racer base
- No newsstand "sell through" waste  
Ability to reduce costs for special units including poster, special collateral and poly bags
- Distribution to highly-targeted buyer's lists

## READER STATS

**Reader Profile**

95% Male  
 29.9 Years Median Age  
 \$68,000 Median HHI  
 \$98,000 Average HHI  
 74% own an off-road truck

**Committed Subscribers**

91% Read each and every issue  
 83% Read DIRTsports the same day received  
 74% Spend an hour or more reading DIRTsports  
 93% Find DIRTsports useful

**Readers Are Avid Off-Road Participants >>****The most common activities they do with their off-road vehicle(s) are:**

79% Desert  
 55% Motorcycle / ATV  
 50% Trail Ride  
 49% Sand Dunes  
 18% Rock Crawl  
 14% Snow  
 13% Mud

**Readers Have High Vehicle Ownership>>****They own/have in their household one or more:**

98% Trucks 2-wheel or 4-wheel drive or SUV  
 96% Motorcycles or ATVs  
 20% Full-Size Vehicles  
 18% Compact Vehicles

**Readers Have Vehicle Purchase Intentions>>****They plan to purchase one or more in the next 12 months:**

18% Trucks or SUVs  
 14% Motorcycles or ATVs



**DIRTsports** is the only consumer magazine covering the exciting world of off-road motorsports. As the first nationally distributed title, it delivers everything from high-speed desert racing to door-to-door CORR battles to rock crawling competition and other nationwide competitive off-road events. Driver, sponsor and manufacturer profiles, how-to and tech articles along with race coverage are all showcased. DIRTsports interviews the players moving the industry forward, including leaders from the industry, sanctioning bodies, sponsors and promoters.



### **Race Coverage & Highlights**

DIRTsports is the only publication to feature the newsmakers of over 100 major off-road motorsports events. Look to DIRTsports to see the imagery, majesty and power of the off-road motorsports industry.





### Masterpiece In Metal

*A backstage look at the crafting of performance competition vehicles. Presented in all their glory through custom photography, DIRTsports offers a detailed look at the chassis, engine, drive train and other essential elements that drive these high-performance vehicles.*

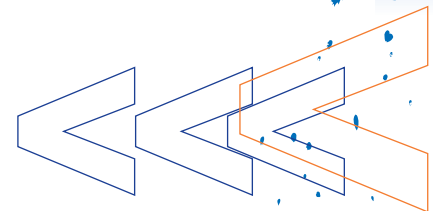
### Profile

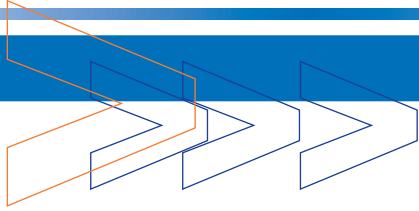
*A showcase for the heritage, history, and future off-road racing's iconic figures including the personal side to what makes these racers tick and why they do what they do, so well. Profiles include a behind the scenes look at the lifestyle of the people who make up the off-road motorsports industry.*



### Blueprint Tech

*See racing as seen by the experts who design and fabricate the crucial parts. A step-by-step technical review of off-road parts that answers questions. Blueprint tech includes project build-ups, how-tos and much more.*





411

The latest off-road news and events from around the Off-Road Nation.



Hour Glass

Readers relive a moment in off-road history with this unique, brief and glorious snapshot from our collective past.



Race Notes

Coverage of competition from around the off-road motorsports nation. Concise race wrap-ups that include overall results, who did well and who to watch.



Gear Box

The latest and greatest products from the Off-Road Nation.



### Off-Road

*It's a crusty place, but somebody's got to live in it! Our Nation's family photo album is a candid look at the colorful characters and fans at nationwide off-road races and events.*



### The Vault

*Read about off-road racing legends and the vehicles that got them there. An up-close look at how a racer and trusty four-wheel sidekick conquered the dirt.*



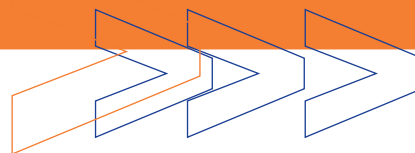
### On The Edge

*A close look at off-road racing's newest "drivers to beat" in all racing categories. Read about the sports' next great talents as they make their mark.*



### Calendar

*With this complete list of nationwide off-road racing events, off-road motorsport enthusiasts will know where to be and when.*



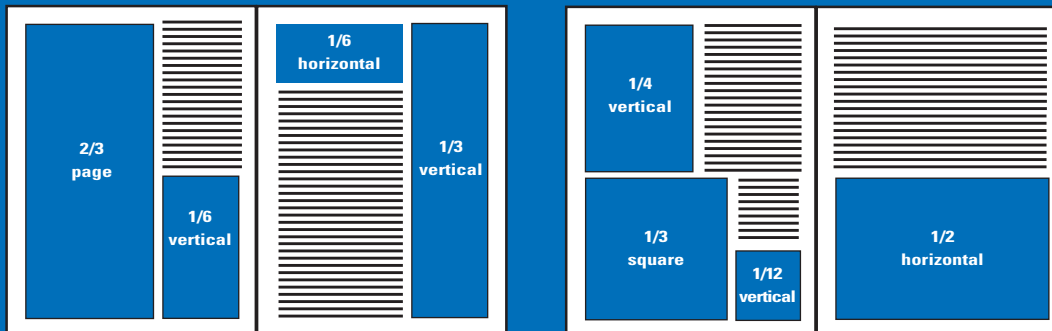
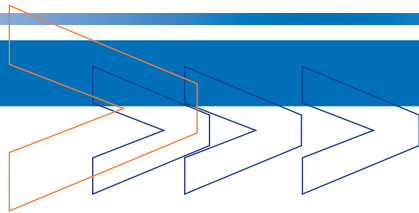
<b>2007 Editorial Calendar**</b>	<b>Ad Close</b>	<b>Materials Due</b>
<b>January Issue</b> Wheels	<b>November 15</b>	<b>November 22</b>
<b>February Issue</b> 2007 Desert Racing Preview / Driver of the Year	<b>December 15</b>	<b>December 22</b>
<b>March Issue</b> Champions Issue / Tire Issue	<b>January 15</b>	<b>January 22</b>
<b>April Issue</b> Safety Gear	<b>February 15</b>	<b>February 23</b>
<b>May Issue</b> CORR Preview / Special Supplement	<b>March 15</b>	<b>March 22</b>
<b>June Issue</b> Rock Crawl / Race Preview / Special Supplement	<b>April 16</b>	<b>April 23</b>
<b>July Issue</b> Engine Performance	<b>May 15</b>	<b>May 22</b>
<b>August Issue</b> Suspension	<b>June 15</b>	<b>June 22</b>
<b>September Issue</b> Shocks	<b>July 16</b>	<b>July 23</b>
<b>October Issue</b> Chassis / Turnkey Manufacturing	<b>August 15</b>	<b>August 22</b>
<b>November Issue</b> Baja1000 40th Anniversary / Special Supplement	<b>September 14</b>	<b>September 21</b>
<b>December Issue</b> 2008 Calendar Issue / Annual DVD Review	<b>October 15</b>	<b>October 22</b>

## RATE CARD

Effective September 30, 2006 to September 30, 2007

<b>2007 Advertising Display Rates***</b>	<b>1x</b>	<b>3x</b>	<b>6x</b>	<b>9x</b>	<b>12x</b>
<b>4/C Full page</b>	\$4,483	\$4,303	\$4,124	\$3,945	\$3,810
<b>2/3</b>	\$3,099	\$2,980	\$2,893	\$2,841	\$2,744
<b>1/2</b>	\$2,836	\$2,649	\$2,539	\$2,428	\$2,346
<b>1/3</b>	\$2,270	\$2,155	\$2,030	\$1,943	\$1,877
<b>1/4</b>	\$1,287	\$1,235	\$1,185	\$1,134	\$1,094
<b>2/C Full page</b>	\$4,250	\$4,081	\$3,910	\$3,741	\$3,613
<b>2/3</b>	\$3,060	\$2,938	\$2,816	\$2,693	\$2,601
<b>1/2</b>	\$2,551	\$2,448	\$2,345	\$2,244	\$2,167
<b>1/3</b>	\$2,040	\$1,960	\$1,877	\$1,796	\$1,734
<b>1/4</b>	\$1,222	\$1,173	\$1,124	\$1,075	\$1,038
<b>Covers</b>					
<b>C2</b>	\$4,931	\$4,733	\$4,537	\$4,338	\$4,191
<b>C3</b>	\$4,707	\$4,518	\$4,330	\$4,143	\$4,001
<b>C4</b>	\$5,379	\$5,164	\$4,984	\$4,733	\$4,571
<b>Black &amp; White Full page</b>	\$3,321	\$3,188	\$3,056	\$2,922	\$2,822
<b>2/3</b>	\$2,391	\$2,294	\$2,200	\$2,103	\$2,032
<b>1/2</b>	\$1,993	\$1,912	\$1,833	\$1,754	\$1,694
<b>1/3</b>	\$1,597	\$1,531	\$1,466	\$1,403	\$1,355
<b>1/4</b>	\$ 996	\$ 957	\$ 915	\$ 876	\$ 846
<b>Marketplace Ads (4C)</b>					
<b>1/6</b>	N/A	\$782	\$767	\$750	\$736
<b>1/12</b>	N/A	\$412	\$404	\$399	\$392

\*\*\* All prices listed in gross terms



### Digital Ad Requirements

1. Digital data is required for all ad submissions. Preferred format is PDF/X-1a. Acceptable format is a PDF which must contain high resolution images, CMYK image and color mode only (exception: unless additional PMS color is purchased), all fonts embedded, all transparency attributes flattened, maximum total ink density 320%, 1/8" bleed for bleed ads, all trim marks offset minimum of 1/8", icc profile is "U.S. Web Coated (Swop) v2", or none should be applied. Publisher shall have no obligation or liability to Advertiser of any kind (including, without limitation, the obligation to offer Advertiser makegoods or any other form of compensation) if an ad is supplied to Publisher by Advertiser in any format other than our preferred or acceptable formats. Non-preferred or non-acceptable formats will be charged a \$150 processing fee. Publisher cannot provide Advertiser any assurances regarding the accuracy of reproduction of any ads supplied in any format other than our preferred or acceptable formats. All files should be built to exact ad space dimensions purchased. For detailed instructions on preparing and submitting ad files to the correct size and specifications, log on to [www.AdsAtAdvanstar.com](http://www.AdsAtAdvanstar.com) or contact the production manager.

2. Accepted Method of Delivery: The preferred method of delivering ad files to Advanstar is via a web based ad uploader, [www.AdsAtAdvanstar.com](http://www.AdsAtAdvanstar.com). Files can also be submitted on CD-R or DVD-R disc format.

3. Ad Proofs: To insure that Advertiser's ad is reproduced correctly, a SWOP-certified color proof that has been made from the same file that Advertiser supplies to Publisher must be provided. Publisher cannot provide Advertiser any assurances regarding the accuracy of reproduction of any ad submitted without a SWOP proof. Publisher shall have no obligation or liability to Advertiser of any kind (including, without limitation, the obligation to offer Advertiser makegoods or any other form of compensation) for any ad supplied to Publisher by Advertiser without a SWOP proof.

4. Publisher will not supply a faxed or soft proof for Advertiser-supplied files. Advertiser is solely responsible for preflighting and proofing all advertisements prior to submission to Publisher. If Publisher detects an error before going to press, Publisher will make a reasonable effort to contact Advertiser to give Advertiser an opportunity to correct and resubmit Advertiser's file before publication.

### MECHANICAL REQUIREMENTS

AD SPACE	WIDTH	DEPTH
<b>2 Page Spread</b>	14 1/2"	9 1/2"
<b>2 Page Spread (Bleed)</b>	15 3/4"	10 3/4"
<b>Full Page</b>	6 3/4"	9 1/2"
<b>Full Page (Bleed)</b>	8"	10 3/4"
<b>2/3 Page</b>	4 1/2"	9 1/2"
<b>1/2 Page Horizontal</b>	6 3/4"	4 5/8"
<b>1/3 Page Square</b>	4 1/2"	4 5/8"
<b>1/3 Page Vertical</b>	2 1/8"	9 1/2"
<b>1/4 Page Vertical</b>	3 3/8"	4 5/8"

Printing: Web Offset • Binding: Perfect Bound • Trim Size: 7 3/4" x 10 1/2" • Keep live matter 3/8" from all trim edges and gutter.

AD SPACE	WIDTH	DEPTH
<b>1/6 Page Vertical</b>	2 1/8"	4 5/8"
<b>1/6 Page Horizontal</b>	4 1/2"	2 3/8"
<b>1/12 Page Vertical</b>	2 1/8"	2 3/8"

## ADVERTISING TERMS &amp; CONDITIONS



# DIRTsports

THE VOICE OF OFF-ROAD MOTORSPORTS

**Send insertion order and ad materials to:**  
**Production Manager**  
**DIRTsports Magazine**  
**131 W. 1st Street**  
**Duluth, MN 55802**  
**Phone: 218-723-9200 / Fax: 218-723-9223**

## STANDARD TERMS AND CONDITIONS

The following terms and conditions (the "Standard Terms") shall be incorporated by reference into all Insertion Orders submitted to Advanstar Communications Inc. ("Publisher") by Advertiser or its advertising agency.

A - Invoices are rendered at date of publication.

B - Publisher holds the Advertiser and its advertising agency jointly responsible for paying all duly authorized advertising inserted in or attached to DIRTsports and Off-Road Business magazines. All overdue payments will be invoiced directly to the Advertiser, who will be held fully responsible for payment.

C - Terms: Invoices are rendered on the publication date of each issue and are due upon receipt. Agency commission will be disallowed on all overdue invoices. In the event Advertiser's account is placed for collection, Advertiser and agency agree to pay Publisher for all reasonable collection costs and/or attorneys' fees incurred. Advertiser and agency also agree to pay finance charges on the unpaid account balance at the rate of 11 1/2% per month or the maximum permitted by law.

D - Publisher will not be bound by any terms, conditions or provisions appearing on insertion orders or copy instructions which conflict with provisions of these Standard Terms, including, without limitation, sequential liability statements from advertising agencies. In the event of any inconsistency between an insertion order and/or copy instructions and these Standard Terms, the Standard Terms shall control.

E - All advertisements are accepted and published by the Publisher on the representation that the agency and/or Advertiser are properly authorized to publish the entire contents and subject matter thereof.

F - Advertiser hereby grants Publisher the right and license to use, reproduce, transmit, and distribute all creative materials supplied by or on behalf of Advertiser, including without limitation, all text, graphics, illustrations and photographs (the "Creative"). Advertiser represents and warrants that: (i) it has all the necessary rights in the Creative; (ii) the Creative does not violate any applicable law or regulation; and (iii) the Creative does not violate or infringe upon any third party right in any manner or contain any material or information that is defamatory, libelous, slanderous, that violates any person's right of publicity, privacy or personality, or may otherwise result in any tort, injury, damage or harm to any person. Advertiser acknowledges that Publisher is relying on the foregoing representations and

warranties. Advertiser agrees to indemnify, defend and hold Publisher and its affiliates, and their respective officers, directors and employees, harmless from and against any and all expenses and losses of any kind (including reasonable attorneys' fees and costs) incurred based upon a breach of any of the foregoing representations and warranties or in connection with any claim arising from or related to any advertisement supplied by Advertiser or its agents and run by Publisher.

G - Publisher reserves the right to reject any advertising, which Publisher feels, is not in keeping with the publication's standards or for any other reason, even if the advertising has been published previously by Publisher.

H - Publisher shall not be liable for any omitted, misplaced, or mispositioned advertisements.

I - All orders are accepted by Publisher subject to change in rate upon notice from Publisher.

J - Orders may be cancelled within ten (10) business days of the effective date of a change of rates without incurring a shortrate adjustment, provided the Advertiser's contract rate has been earned as of the date of cancellation.

K - An order may be cancelled without liability up to thirty (30) days prior to the issue's ad close date. Publisher reserves the right to demand payment for orders cancelled less than thirty (30) days prior to ad close, regardless of the date of ad placement.

L - A 1/6 page ad is the minimum rate holder.

M - Advertiser will be shortrated if, within a 12-month period from the date of the first insertion, Advertiser does not use the amount of space upon which its billings has been based. Advertiser will be rebated if, within a 12-month period from the date of the first insertion, Advertiser has used sufficient additional space to warrant a lower rate than that at which it has been billed.

N - Costs incurred by Publisher for production work on advertisements will be charged to the Advertiser regardless of whether or not the ad runs. Advertiser will be charged for any artwork, separations, halftone, shipping, or typography provided by Publisher.

O - In the event a change of copy is not received by Publisher by the publication's ad closing date, the copy run in the previous issue of the publication will be inserted.

P - Publisher will hold Advertiser's materials for a maximum of one year from last issue date. It is the responsibility of the Advertiser to arrange for the

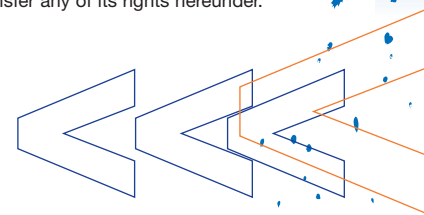
disposition of artwork, proofs or digital materials prior to that time, otherwise materials will be destroyed. All requests must be submitted in writing.

Q - Publisher will not be held responsible for consequential costs or other damages due to loss or damage of digital ad materials, art, proofs or transparencies.

R - Reader response inquiries are provided as a service. Publisher disclaims all liability and responsibility for inaccuracies.

S - Under no circumstances shall Publisher be liable for any indirect, incidental, special or consequential damages (including, without limitation, loss of profit or impairment of goodwill) of any Advertiser. Under no circumstances shall Publisher's direct or indirect liability to any advertising agency or Advertiser exceed the invoiced cost of the advertisement. Notwithstanding the foregoing, Publisher shall have no liability for (i) any failure or delay resulting from conditions beyond Publisher's control; or (ii) errors in content or omissions in any creative or advertising materials provided by Advertiser.

T - These Standard Terms, together with insertion orders submitted by Advertiser, (i) shall be governed by and construed in accordance with the laws of the State of New York and the United States, without giving effect to principles of conflicts law; (ii) may be amended only by written agreement executed by an authorized representative of each party; and (iii) constitute the complete and entire expression of the agreement between the parties, and shall supersede any and all other agreements regarding the subject matter hereof, whether written or oral, between the parties. Failure by either party to enforce any provision of these Standard Terms shall not be deemed a waiver of future enforcement of that or any other provision. Advertiser may not resell, assign, or transfer any of its rights hereunder.



# TOTAL Market Delivery >>

**Consumer and Trade Channels**

**\$55 Billion Nation**

**Total Reach of 7.4 Million**

**Off-Road Consumers, Dealers,**

**Fabricators, Wholesalers,**

**Distributors and Manufacturers**

\*Advanstar Communications' Corporate Research, SEMA, autoblog.com

## OFF-ROAD IMPACT TRADE SHOW & CONFERENCE

Off-Road Impact is the first and only business-to-business trade show and conference exclusively serving the off-road dealer, distributor, manufacturer and fabrication network. The off-road industry gathers annually at Off-Road Impact to build a national distribution network, grow sales and meet the market.

January 17-19, 2007  
Sands Expo and Convention Center

**OFF-ROAD  
IMPACT**





**SISTER PROPERTIES****OFF-ROAD BUSINESS**

*Off-Road Business is the exclusive business connection for the dealers, distributors, wholesalers, and manufacturers in the off-road industry. The off-road industry looks to the products, personalities and expertise in Off-Road Business to grow the industry and stay innovative, passionate and profitable. Serving 16,100, off-road dealers, distributors, wholesalers and manufacturers, Off-Road Business offers advertisers one place to reach every sector of the robust off-road market.*

**OFF-ROAD**  
BUSINESS

**OFF-ROAD.COM**

*Off-Road.com is the only broad-based enthusiast web site dedicated to the entire off-road consumer community. It is the only web site with more than 100,000 pages of searchable content indexed by leading search engines. Off-Road.com is the only place to find complete coverage of off-road motorsports, ATVs, rock crawling, dirt bikes, sand sports, snowmobiling, remote control cars and every other major off-road enthusiast category. Off-Road.com features in-depth technical and product information on leading vehicle brands, comprehensive coverage of races and events and much more. Off-Road.com offers advertisers exposure to 700,000 monthly unique visitors and 5 million monthly impressions per month of highly engaged and motivated consumers.*

**OFF-ROAD.COM**  
LINKING THE OFF-ROAD NATION

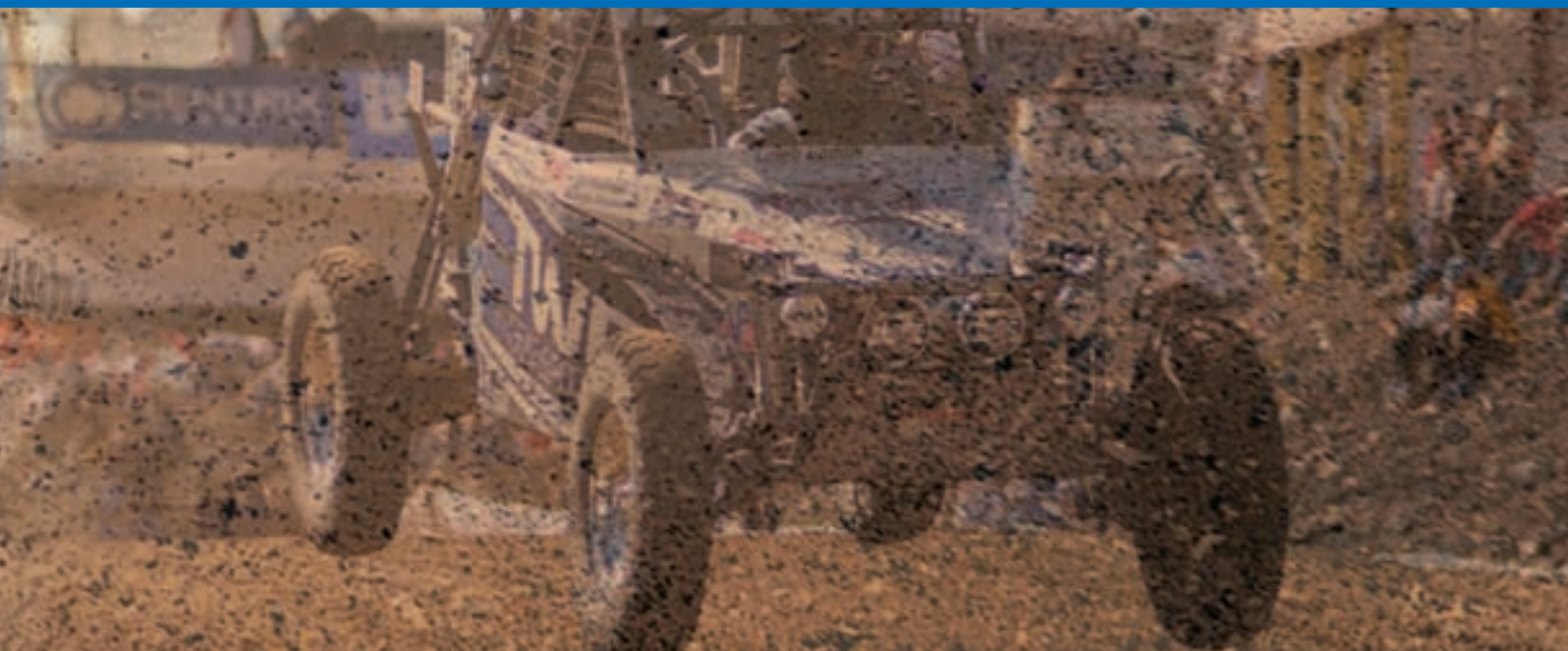
**OFF-ROAD EXPO**

*The nation's largest off-road products consumer show series is based off of the wildly successful Pomona-based flagship event. The series has expanding to regional events in Salt Lake City and Houston.*

*Off Road Expo is everything you love about off-road crammed into one weekend. The latest products in all off-road segments, exciting features, rock racing, freestyle motocross and ride and drives are only a few of the things consumers will find at Off-Road Expo.*

Salt Lake City, UT - April 2007  
Pomona, CA - October 2007  
Houston, TX - November 2007

**OFF-ROAD**  
EXPO





**Group Director & Publisher**  
Jim Ryan



**Editorial Director**  
Marty Fiolka



**Editor-In-Chief**  
Craig Perronne



**Art Director**  
Eddie Melendreras



**Assistant Art Director**  
David Kowalsky

**Photographer**  
Boyd Jaynes

**Contributors**  
Peter Brock, Chris Shelton  
Trackside Photo, Hi-Rev Photo

Editorial Correspondence  
Please direct questions, comments,  
concerns and new product releases to  
[edit@dirtsportsmag.com](mailto:edit@dirtsportsmag.com)

## ADVERTISING SALES STAFF



**National Sales Director**  
Kurt Miller

T: 714-513-8829  
F: 714-513-8836



**Sales Coordinator**  
Beth Delis

T: 714-513-8698  
F: 714-513-8836



**Account Manager, Southern U.S.**  
Amy Bartz

T: 714-513-8408  
F: 714-513-8836



**Account Manager, Midwestern U.S.**  
Paul Carey

T: 714-513-8649  
F: 714-513-8836



**Account Manager, Western U.S.**  
Chris Corbett

T: 714-513-8835  
F: 714-513-8836



**Account Manager, Eastern U.S.**  
Jacquie Parral

T: 714-513-8691  
F: 714-513-8836



**Sales Representative**  
John McCulley

T: 440-891-3129  
F: 440-891-2740

## International Sales

**ASA Media (UK, Denmark, Norway, Sweden, Finland)**  
Alastair Swift

T: 011 44 (0) 1727-765542  
F: 011 44 (0) 1727-752408  
Email [alastair@asa-media.com](mailto:alastair@asa-media.com)

**IMP InterMedia Partners GmbH (Germany, Austria, Switzerland, The Netherlands)**  
Friedrich K. Anacker

T: 011 49 202 27169 0  
F: 011 49 202 27169 20  
Email: [fanacker@intermediapartners.de](mailto:fanacker@intermediapartners.de)

**Trade Creative Center, Ltd. (TCC) (China, Taiwan)**  
Rick Tung

T: 011 49 202 27169 0  
F: 011 49 202 27169 20  
Email: [fanacker@intermediapartners.de](mailto:fanacker@intermediapartners.de)

**Marketing, Publishing and Operations**

**Group Director and Publisher**  
Jim Ryan

T: 714-513-8485  
F: 714-513-8836

**Sr. Production Manager**  
Karen Lenzen

T: 218-740-6371  
F: 218-740-7223

**Consumer Marketing Manager**  
Lee Heublein

T: 714-513-8856  
F: 714-513-8836

**Circulation Manager**  
Tracy White

T: 218-740-6540  
F: 218-740-9433

**For List Rentals:**

T: 888-736-8547  
F: 440-891-2740

**International Licensing**  
Barry Gilbert

T: 440-891-2707  
F: 440-891-2650

**To Order Reprints**  
T: 888-736-8547  
F: 440-891-2650

**Send Ad Materials to:**

**Production Manager**  
DIRTsports Magazine  
131 West 1st Street  
Duluth, MN 55802

**Off-Road Group**

**Vice President & Director of Business Development**  
Mike Webster

**Group Controller**  
Colette O'Donnell

**Circulation Director**  
Mark Rosen

**Production Director**  
Debi Harmer

**Executive Administrative Assistant**  
Dawn Bowe



## Driving Your Business Across All Markets

### OFF-ROAD



DIRTsports

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

Off-Road Business

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

Off-Road Expo®

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

Off-Road Impact Trade Show & Conference

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

Off-Road.com

[www.off-road.com](http://www.off-road.com)

### POWERSPORTS



Dealernews

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

Dealernews Top 100

[www.dealernews.com/top100](http://www.dealernews.com/top100)

Dealernews International Powersports Dealer Expo®

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

Dealernews 20 Groups

Big Twin Customs

Big Twin Customs Invitational

Big Twin Dealer

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

Big Twin West

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

Cycle World International Motorcycle Shows®

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

Presented by Toyota Trucks

### AUTOMOTIVE AFTERMARKET



Aftermarket Business

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

Automotive Body Repair News

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

Hot Auto Products

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

Motor Age

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

Motor Age Training Self-Study Guides for ASE Certification

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

E-Pillar

The Edge

The Scoop

**Fueled by Advanstar™**



Advanstar Communications ([www.advanstar.com](http://www.advanstar.com)) is a leading provider of integrated media solutions to the automotive aftermarket, off-road and powersports industries, offering a dominant portfolio of 7 magazines including new titles Big Twin Dealer, Off-Road Business and DIRTsports; 15 targeted supplements and buyers guides; 16 consumer events including leading brands Off-Road Expo, the largest off-road consumer show series in the country and the International Motorcycle Shows, the largest consumer motorcycle event series in the world; 3 trade shows including Dealer Expo, voted a 2005 Tradeshow Week Fastest 50 tradeshow winner; 14 websites, and 42 training manuals for vehicle industry professionals, trade buyers, and enthusiasts.

Through a multi-media approach, Advanstar reaches nearly 9 million original equipment and aftermarket manufacturers, distributors, service & repair professionals, retailers, and consumers. Advanstar drives insightful news analysis, research and trends, entertainment, new product information and buying opportunities to customers at their office, home, and race track - keeping them passionate, competitive, and connected.

Advanstar Communications, 201 Sandpointe Avenue, Suite 600, Santa Ana, CA 92707-8700 • Tel: 800-854-3112 • [www.advanstar.com](http://www.advanstar.com)