

A man is wakeboarding on a lake. He is wearing a black and blue life vest and patterned shorts. He is holding a tow rope that is attached to a boat. The water is splashing around him, and his reflection is clearly visible in the calm water below. The background shows a dark shoreline with trees.

# TRANSWORLD WAKEBOARDING

**2011  
MEDIA KIT**

*“To lead, connect and inspire, to provide innovative marketing solutions and to serve as a catalyst for the sports’ growth.”*

## Print

Matt Hickman      Director of Brand Strategy  
matt.hickman@bonniercorp.com

Raquel Chilson      Advertising Sales  
raquel.chilson@bonniercorp.com

Luke Woodling      Content Director  
luke.woodling@bonniercorp.com

Shawn Perry      Senior Editor  
shawn.perry@bonniercorp.com

Mike Witt      Art Director  
mike.witt@bonniercorp.com

Bill Doster      Staff Photographer  
bill.doster@bonniercorp.com

Alicia Moe      Production and Ad Services Manager  
alicia.moe@bonniercorp.com

## Digital

Matt Hickman      Director of Brand Strategy  
matt.hickman@bonniercorp.com

Laura Walker      Online Director  
laura.walker@bonniercorp.com

Raquel Chilson      Advertising Sales  
raquel.chilson@bonniercorp.com

Jackie D’Antonio      Digital Product Development Manager  
jackie.dantonio@bonniercorp.com

Michelle Makmann      Senior Multimedia Producer  
michelle.makmann@bonniercorp.com

Kristin Lepore      Online Producer  
kristin.lepore@bonniercorp.com



## HISTORY

In 1993, TransWorld *WAKEBOARDING* magazine was launched to cover an emerging board-riding community in water sports. A new activity was gaining popularity, and its participants had a different mentality than skiers. They needed a magazine that represented this new activity and lifestyle that formed around it. TransWorld *WAKEBOARDING* catered to the riders who enjoyed loading up the boat with their friends and heading out for all-day sessions on the water.

Fast-forward more than 15 years: Riders have pioneered numerous ways to ride, adding excitement and diversity that welcomes a much wider group of participants. Boat riding on a wakeboard remains strong while other riders find their niche in cable riding, wakeskating, wakesurfing, winching and rail park riding behind PWC's.

This diversity has allowed manufacturers to thrive with multiple product lines targeting a wide spectrum of demographics.

# GLOBAL CONTENT LEADER IN ALL ASPECTS OF WAKE SPORTS

WHO WE ARE

## Wake Sports Breakdown



### Wakeboarding

Towed behind a boat, wakeboarders edge into the wake and perform a wide range of grabs, spins and inverts. Wakeboarding behind a boat represents the roots and core of the sport.



### Wakeskating

With wakeskaters making up most of the winning population, a strong skateboarding mentality comes along with riding behind a winch. Using a wake-specific winch with a rope of 200 to 700 feet in length, these riders tow each other through otherwise inaccessible bodies of water, such as rivers, creeks, ponds, fountains, etc.

Essentially skating on water, wakeskaters perform a variety of skateboarding tricks, such as ollies, kickflips, varial flips, etc.



### Cable

With cable parks popping up all over the U.S, cable wakeboarding is a rapidly growing segment of the sport. This form of wakeboarding involves being towed by a rope hanging from an overhead cable. Several riders are pulled around the circular park at a time, with rails, kickers, and funboxes to hit littering their path, and flatwater sections to perform a variety of inverts and grabs.



### Wakesurfing

Riding at just 10 mph or less behind the boat, wakesurfers surf the wake without a rope behind the boat. The more weight in the back of the boat, the bigger the wave there is to ride; alternatively, yachts kick up a major peak.

# AUDIENCE

Connecting from coast to coast, TransWorld *WAKEBOARDING* magazine targets every wakeboarder with insightful articles and inspirational photography from every region of the country. Carried by more than 1,000 retailers in the United States and available in more than 40 countries, TransWorld *WAKEBOARDING* reaches a larger number of wake-riding participants than any other media outlet in the industry.

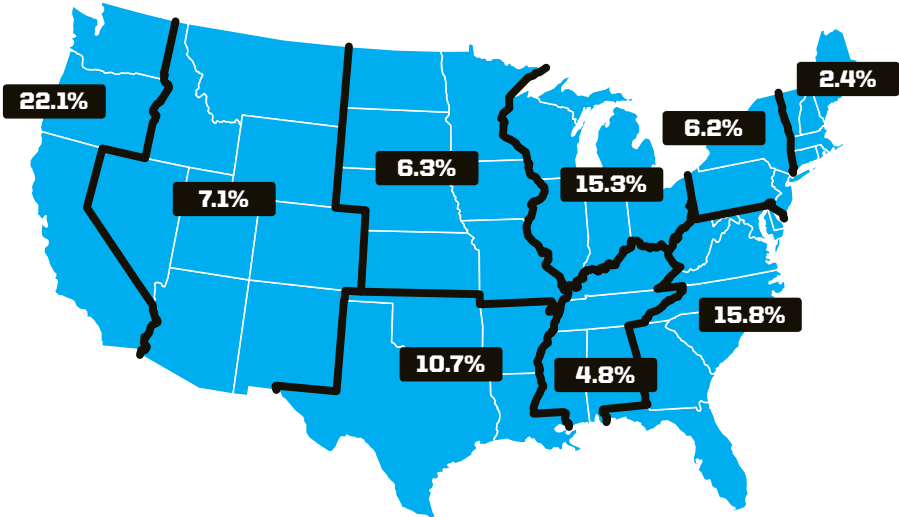
## Here are the facts:

Total Print Distribution ..... 35,000  
International Print Distribution ..... 9.2%

Source: 2009 Circulation Fulfillment and Newsstand Distributor Reports

## U.S. Distribution:

Wakeboardingmag.com  
Nov 2009-Oct 2010  
Average Monthly Unique Visitors: 59,770  
Average Monthly Page Views: 346,599



\*Regions with greater access to water inherently have higher wake sports participation.



## READER PROFILE

Readers of TransWorld *WAKEBOARDING* are truly dedicated to the sport. They are affluent, educated and active, with several years of wakeboarding under their belt. They like to squeeze as much excitement as possible out of their season, and most will make a purchase linked to their lifestyle in the next year. Our readers come to us for tips, techniques and information on all the latest equipment because they know we can be counted on to deliver the expert information they need to excel.

Median age.....	30
Median household income .....	\$97,000
Net worth .....	\$282,000
Male.....	83%
Female .....	17%
Average number of years wakeboarding .....	5.2
Average number of days subscriber and/or other household members rode in the past year .....	38.5
Average number of months in the wakeboarding season.....	5.7
Own a boat.....	70.3%
Plan to buy a boat .....	43.2%
Number of wake boards personally owned.....	2.2
Own or rent waterfront property .....	32.1%
Average number of minutes spent reading an issue of <i>WAKEBOARDING</i> .....	93.8

Source: 2006 TransWorld *WAKEBOARDING* Online Reader Survey, conducted by Walker Communications

# DIGITAL MEDIA

TransWorld WAKEBOARDING is the worldwide leader in connecting brands with wakeboarding enthusiasts. Anchored by the all-new wakeboardingmag.com and a dedicated team of editors, videographers and designers, TransWorld WAKEBOARDING Digital Media is equipped to efficiently and effectively present brand messages across multiple platforms through innovative methods with measurable results.

## Custom e-newsletter

### E-newsletters

Our e-newsletters reach an audience of more than 35,000 engaged readers who have asked to receive information from TransWorld WAKEBOARDING and its marketing partners. We offer several different e-newsletter opportunities, from sponsorship advertising in our editorial newsletter to custom e-newsletters devoted entirely to your brand.

### Custom e-newsletter

Price: \$3,500 per mailing

### Product inclusion in editorial eNewsletter

Price: \$1,050

### Editorial e-newsletter sponsor

728 X 90 Leaderboard or

300 x 250 rectangle

Price: \$1,050

## Editorial e-newsletter



### Digital Ads

Through digital advertising at wakeboardingmag.com, your brand is closely aligned with compelling editorial content, putting your brand message in front of tens of thousands of die-hard wakeboarders. But digital ads aren't just about branding. Thanks to their flexibility of customization, digital ads can also serve as a call to action, driving our wakeboarding enthusiast users to your website or a brand channel we create for you.

#### 728 x 90 Leaderboard – Top

**Details:** Run of site (ROS); rotates with up to four other sponsors; your brand receives a guaranteed minimum of 20 percent share of voice.  
**Price:** \$1,400 per month

#### 300 x 250 Medium Rectangle – Top Right

**Details:** Run of site (ROS); rotates with up to four other sponsors; your brand receives a guaranteed minimum of 20 percent share of voice.  
**Price:** \$1,600 per month

#### 300 x 250 Medium Rectangle – Middle Right

**Details:** Run of site (ROS); rotates with up to four other sponsors; your brand receives a guaranteed minimum of 20 percent share of voice.  
**Price:** \$1,400 per month

#### 300 x 250 Medium Rectangle – Lower Right

**Details:** Run of site (ROS); rotates with up to four other sponsors; your brand receives a guaranteed minimum of 20 percent share of voice.  
**Price:** \$1,200 per month

#### 728 x 90 Leaderboard – Bottom

**Details:** Run of site (ROS); rotates with up to four other sponsors; your brand receives a guaranteed minimum of 20 percent share of voice.  
**Price:** \$600 per month

### Homepage Skin with Brand Blocking



### Homepage Brand Blocking

With homepage brand blocking, your brand owns every pixel of digital advertising space above the fold on wakeboardingmag.com, including:

- 728 x 90 Leaderboard – Top
- 300 x 250 Rectangle – Top Right

Brand blocking is the only way to guarantee your digital ad unit will appear on the homepage and gives your brand ultimate share of voice on wakeboardingmag.com's most highly trafficked page. Brand blocking also allows for some gripping interaction between digital ad units, helping your brand message capture the attention of wakeboardingmag.com's users.

**Price:** \$3,500 per week

### Homepage Skin

Because it wraps wakeboardingmag.com's best editorial real estate, this branded skin delivers an incredible impact. As a result, skins are an excellent way to raise awareness about your brand, athletes and promotions. Combined with brand blocking, the homepage skin amounts to a virtual takeover of the wakeboardingmag.com homepage.

**Price:** \$3,500 per week



## Videos

Cut out the middleman. Let TransWorld *WAKEBOARDING*'s experienced creative team create videos that tie the content our readers are most hungry for to your brand message.

### Boat, Lifestyle, Team/Rider or Factory Tour Video

Price: \$6,000\* per video\*

\*This is an estimate. Actual pricing is determined on a case-by-case basis and depends on travel expenses and specific requirements of the video project.

### Product video (shot locally with product in-house):

Price: \$1,200 (per video)

## Pre-Roll Video Advertising

Your brand video runs before each of wakeboardingmag.com's hundreds of videos.

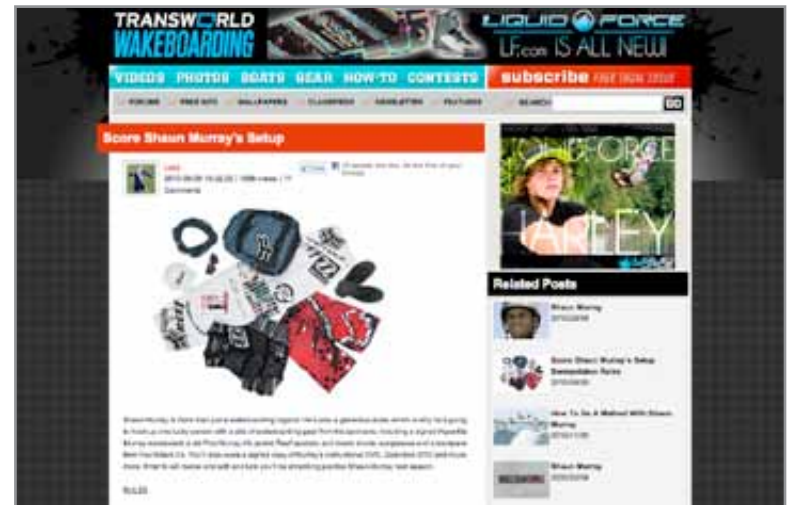
Price: Pricing determined on a case-by-case basis.

## Custom Research

Want to know what our readers want? Buy an online survey. Includes creation and hosting of survey, tabulation of results, and opt-in database generation.

Price: \$5,000

## Contest



## Contests

Online contests are among the most popular features on wakeboardingmag.com. Not only are contests a great way to promote your products and athletes, but they also include opt-in e-mail database generation, providing you with a list of wakeboarding enthusiasts for future direct marketing opportunities.

Price: \$1,650 per month (three-month minimum)

HOW WE DO IT

## DIGITAL MEDIA CONT'

### Wallpapers

These co-branded desktop wallpapers put your brand in front of [wakeboardingmag.com](http://wakeboardingmag.com) users every time they turn on their computers.

Price: \$150 per month (six-month minimum)

TRANSWORLD  
WAKEBOARDING



## ISSUE THEMES

### MARCH

Best of 2011 Gear • Pro Spotlight • Red Bull Illume • Wetsuit Guide

### APRIL

Babes Who Shred • Pro Spotlight • Board Short Guide • Swim Feature (pending)

### MAY

Travel Issue • Cable Parks • America's Best Lakes • International Hot Spots

### JUNE

Mental Vs. Physical • Pro Spotlight Danny Harf

### JULY

Instructional Issue – How to Become a Better Rider

### AUGUST

The Am Issue – The Best on the Wake, Cable and Rails

### SEPTEMBER

Readers Poll • Wetsuit Guide

### FALL/TRADE SHOW

Surf Expo Issue • First Looks 2012 Gear

## 2011 EDIT CALENDAR

ISSUE	COMMIT DATE	MATERIALS DUE	ON SALE
MARCH	01/03/11	01/04/10	02/15/11
APRIL	01/24/11	01/26/10	03/15/11
MAY	02/28/11	03/02/10	04/19/11
JUNE	04/01/11	04/15/10	05/24/11
JULY	05/06/11	05/10/10	06/28/11
AUGUST	06/10/11	06/14/10	08/21/11
SEPTEMBER	07/15/11	07/14/10	09/06/11
FALL/TRADESHOW	08/01/11	08/05/10	10/04/11







076 **Bill** (wakeboarder) goes back to **Manassas, Virginia** (Photo: Ryan Taylor)



SESSIONS

# JIMMY & ADAM

**Two prime time hitters reflect on the journey.**

"It's pretty crazy to think that we're going on trips like this together all that has happened. I mean, five years ago we were sitting on the phone dreaming of stuff like this."  
- Jimmy LaRocca

Over the past few years, the two wakeboarders have become household names in the sport. They've won a variety of awards and titles, including the 2014 and 2015 Wakeboarder of the Year. They've also been featured in numerous magazines and on television. Their success has led to a variety of opportunities, including a spot on the cover of the new issue of *TransWorld*.

Jimmy LaRocca is a professional wakeboarder from Florida. He has been riding since he was 10 years old and has won a variety of awards, including the 2014 and 2015 Wakeboarder of the Year. He has also been featured in numerous magazines and on television. Adam LaRocca is a professional wakeboarder from Florida. He has been riding since he was 10 years old and has won a variety of awards, including the 2014 and 2015 Wakeboarder of the Year. He has also been featured in numerous magazines and on television.

Adam: Recently, this has been the most going, most productive trip I've had in a while. It's been a great experience.

Jimmy: This was pretty good. It really helps when you see the other riders in action. It's a great experience.

Adam: I have some ideas for the future. I want to see if we can do some more things.

Jimmy: I think it's a great idea. I want to see if we can do some more things.



077 **Bill** (wakeboarder) goes back to **Manassas, Virginia** (Photo: Ryan Taylor)

# TIME FRAME

## GREAT MOMENTS IN WAKE HISTORY

WAKE HISTORY

**Great Moments and Bill LaRocca**  
**Best and worst places at Wake**

**Our future is shaped by great moments in history.**  
**These influential events drive and define growth and progression.** Wakeboarding's richly textured story of its evolution. The journey's complex beginning came from its roots in the water. The sport's evolution was a result of the dedication and passion of its practitioners. From the early days of water skiing to the modern sport of wakeboarding, the journey has been a long and winding one. The sport's evolution was a result of the dedication and passion of its practitioners. From the early days of water skiing to the modern sport of wakeboarding, the journey has been a long and winding one.



1994

SCOTT BRIDLE AND BILL CLEGG: THE BEST AND WORST PLACES AT WAKE

**Best Moments and Bill LaRocca**  
**Best and worst places at Wake**

**Our future is shaped by great moments in history.**  
**These influential events drive and define growth and progression.** Wakeboarding's richly textured story of its evolution. The journey's complex beginning came from its roots in the water. The sport's evolution was a result of the dedication and passion of its practitioners. From the early days of water skiing to the modern sport of wakeboarding, the journey has been a long and winding one. The sport's evolution was a result of the dedication and passion of its practitioners. From the early days of water skiing to the modern sport of wakeboarding, the journey has been a long and winding one.

# FEATURES

TransWorld WAKEBOARDING's uninterrupted feature well is packed with the sport's most dynamic photography, as well as insightful journalism about the biggest themes in wake. The goal of each piece is to creatively inspire readers to get on the water and have fun themselves.



## TransWorld Wake Awards

Now in their eighth year, the TransWorld Wake Awards were created to recognize “The Best in Wake” through an elaborate awards ceremony at September’s Surf Expo in Orlando. Fourteen awards are presented and highlighted with music, video and cheers from the crowd of nearly 1,000 riders and industry gurus. Highlights include TransWorld *WAKEBOARDING*’s exclusive “Move of the Year” awards for both wakeboarding and wakeskating and the most coveted award for “Best Wakeboarder.”





# SPECIAL FEATURES

## Readers Poll

When we introduced our Readers Poll more than a decade ago, it set a standard. The reader-generated results not only demonstrate a rider's popularity, but his or her marketability and influence in the sport as well. Those who make the Readers Poll are the first riders manufacturers look to for sponsorships and team spots. It's the ultimate barometer of the sport because the wakeboarding community decides it. Riders and manufacturers alike eagerly await the results each year to see who makes the cut.

\*Readers Poll is a print and digital initiative – presenting sponsorship available



# PRINT AD SPECS 2011

## Book Specifications

Trim Size: 9" x 10 7/8"

Bleed Size: 9 1/4" x 11 1/8"

No live matter within 1/4" of final trim size. On spreads allow 1/8" safety on each side of the gutter. All marks should be offset at least .125" from trim. All ads supplied must be CMYK. For ads requiring a spot color, please contact your production manager for specifications.

Binding: Perfect Bound, Jog: to Foot.

**Supplied materials that do not comply with the following specifications will be corrected and the advertiser billed for the required production.**

AD SIZES: All ads must be created to exact size specifications listed on the rate card or will incur charges for resizing. On bleed ads use trim size as your document size.

No live matter within 1/4" of gutter or trim on full page or spread ads.

REQUIRED FORMAT: PDF/X-1a format is the required file format for submission. When preparing PDF/X-1a files, careful attention must be paid to ensure they are properly created and will reproduce correctly. Please see Adobe.com/products/acrobat/pdfs/pdfx.pdf for guidelines and instructions. Files should conform to SWOP guidelines, and total ink density should not exceed 300%. View specifications online at swop.org.

PROOFS: For full page and spread ads, advertisers MUST submit a contract-level digital proof at full size that conforms to SWOP standards (including a color bar) for all digital files. Client-supplied contract proof is required to guarantee color. Acceptable contract proofs include: Epson Contract Proof, IRIS, Kodak Approval, Digital Match Print, Progressive Press Proof, Fuji Pictro, Fuji Final Proof. Proofs are required regardless of file delivery mode. If contract proof is not supplied, we will generate

an Epson proof, and additional charges may apply. The publisher and printer will not accept responsibility when contract proofs are not submitted.

MEDIA TRANSFER: CD-ROM, DVD

\*ELECTRONIC TRANSMISSIONS

Ad files can be delivered via our Ad Portal at [adportal.bonniercorp.com](http://adportal.bonniercorp.com).

For ads supplied electronically, advertiser must supply an additional content proofing file. If one is not supplied, a confirmation PDF proof will be sent to advertiser for approval and an Epson proof will be made for full page ads and spreads, and additional charges may apply. We do not accept ads via e-mail.

**Electronic files are stored for one year only, unless otherwise requested in writing.**

INSERTS: Consult your advertising representative.

Production, design and prepress services are available; rates upon request.

## Materials Requirements for In-House Design Services:

Photos: Color scans should be 300 dpi in CMYK. B/W scans should be 300 dpi grayscale.

Logos: Vector .eps or .ai files are preferred. Type should be converted to outlines unless the fonts are provided. Jpgs should be 300 dpi.

**If you are supplying native files for us to work with, they must be accompanied by the fonts used in those files. Black type on light background should be defined as 100% black ONLY. Files should conform to SWOP guidelines, and total ink density should not exceed 300%.**

SHIP TO:

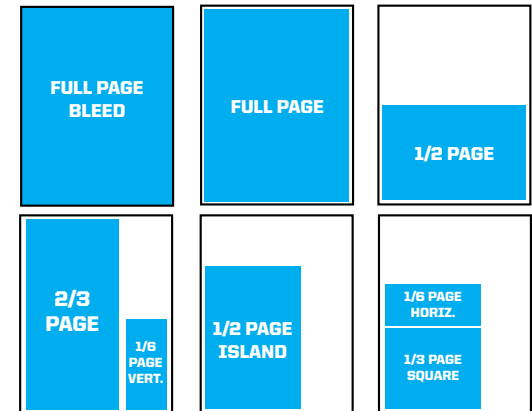
**Bonnier Corporation**  
**TransWorld WAKEBOARDING Magazine**  
**Attn: Alicia Moe**  
**460 North Orlando Avenue, Suite 200**  
**Winter Park, FL 32789**  
**Phone 407-571-4740**

## Ad Sizes

Size of Ad	Width	Length
Bleed Page	9-1/4"	11-1/8"
Trims To	9"	10-7/8"
Full Page Non Bleed	7-3/4"	9-7/8"
Two-Page Spread Bleed	18-1/4"	11-1/8"
Trims To	18"	10-7/8"
1/2 Page Spread Bleed	18-1/4"	5-1/2"
Trims To	18"	5-3/8"
1/2 Page Vertical (Island)	4-7/8"	7"
1/2 Page Horizontal	7-3/4"	4-5/8"
1/2 Page Horizontal Bleed	9-1/4"	5-1/2"
Trims To	9"	5-3/8"
1/3 Page Vertical	2-1/2"	9-7/8"
1/3 Page Square	4-7/8"	4-5/8"
2/3 Page Vertical	4-7/8"	9-7/8"
1/6 Page Horizontal	4-7/8"	2-1/8"
1/6 Page Vertical	2-3/8"	4-5/8"

\*Please supply spread files as a single spread document

Hold live matter 1/4" from trim on all sides of spreads and full page ads.



# DIGITAL AD SPECS 2011

**Standard Guidelines** - These guidelines are consistent with the Interactive Advertising Bureau specifications ([www.iab.net](http://www.iab.net))

24/7 Real Media is used to serve all Bonnier Corp advertisements

- There is a 24 hour turn around time once all creatives are submitted to Online Advertising Operations
- All ad units must launch a new browser window when clicked on
- All static ads types are accepted (.jpg, .gif, .swf, .html)
- Max initial load file size should not exceed 30k

Below is a list of the most commonly used third party vendors. For a complete list of approved vendors please contact the Ad Ops team.

Bonnier has the ability to serve third party tags that are not on the list of approved vendors but we will not be able to track click throughs.

## Approved Third Party Ad Tags

Atlas  
Bluestreak  
Doubleclick  
Interpolls  
Mediaplex

## Approved Third Party Rich Media

Eyeblaster  
EyeReturn  
Eyewonder  
Pointrroll  
Unicast

## Third Party Specifications

- Third Party tags should be served via JavaScript Ad calls, not iframes
- Audio needs be user initiated with a clearly recognizable on/off button
- All floating ad units should have a clearly recognizable close button
- Max initial load file size should not exceed 30k
- Additional polite download should not exceed 80k
- Frame rate per second should not exceed 18fps
- Animation length should not exceed 15 seconds

## Expanding Ads

Most Common Ad Unit sizes:	Expanded Dimension:
728x90	728x270
300x250	550x250
160x600	480x600

## Mouse Over / Mouse Off

Ad should expand upon mouse over or click on expand button

Ad should retract upon mouse off or clicking a close button

If the ad expands with user click, the panel still must retract when mouse is removed

Any sound should be user initiated by click, not mouse over

## Flash Ad Units

Flash files served via 24/7 Real Media must be coded properly for proper click and impression tracking

All Flash files must be submitted as a .SWF file with accompanying back up gif/jpg for display to users who do not accept Flash

A click through URL must be supplied

We accept flash version 6-10

## How to code flash files with the correct action script

1. Create an invisible button over the area that you want 'active/clickable' to users
2. On the invisible button, put the following action on (release)  
{getURL(clickTAG, "\_blank");}

## Flash - Prepare Swf Source

The first necessary requirement for modifying a flash ad is that the underlying source file, the Swf file which is a compiled file from an original Flash authored file, must be prepared to receive click-through parameters.

Actionscript changes will need to be made by the flash developer who authored the original creative source. The following instructions are simple steps for Flash version 6 & 7 that the developer will understand how to implement. Specific instructions for Flash version 8 will be coming soon in a future update.

## Flash MX / Version 6

A clickable flash object such as a button or hitarea in the flash movie clip will require some actionscript attached to it.

1. Associate the on(release) event with that object.
2. The object will now listen for that particular event. When the event occurs it will trigger actionscript instructions.
3. Place the 'getURL(clickTAG);' actionscript as the instructions. The flash ad code generated will be programmed to pass in the 'clickTAG' as a parameter to that flash ad upon which clicking on the ad will direct the user to the click through Url value found in the clickTAG.
4. Make sure to check off the "Expression" checkbox for the URL field that is the variable for the getURL actionscript function.

## Version 7 / Version 8 / Version 9

(The latest flash player will understand previous flash version actionscript.)

Instructions for Version 7/ Version 8/ Version 9 are nearly identical to the Version 6 instructions. The next few items detail the subtle differences.

Instead of the 'getURL(clickTAG);' as the actionscript, for Version 7/Version 8/Version 9 it will be generally 'getURL(clickTAG, "\_blank");'

### Button Code:

```
on(release){getURL(clickTAG, "_blank");}
```

### MovieClip Code:

```
on(release){getURL(this._parent.clickTAG, "_blank");}
```

The extra parameter for the getURL function determines the target window for the redirected content. "\_blank" will generate a new browser window.

CONTACT

Kristin Lepore  
Online Producer  
[kristin.lepore@bonniercorp.com](mailto:kristin.lepore@bonniercorp.com)  
407.571.4509

# BONNIER

WINTER PARK, FL NEW YORK, NY CARLSBAD, CA BOULDER, CO NEWPORT, RI  
BONNIERCORP.COM

## **TransWorld *WAKEBOARDING***

460 N. Orlando Ave., Suite 200, Winter Park, FL 32789

P: 407-628-4802 F: 407-628-7061

WAKEBOARDINGMAG.COM

# DISPLAY RATES: Effective January 2011

<b>Four-Color</b>				<b>Black &amp; White</b>				<b>Bulk Rates</b>				
	1x	5x	9x		1x	5x	9x		15Pgs	20Pgs	25Pgs	30Pgs
Spread	\$18,775	\$17,350	\$16,315	Spread	\$12,150	\$11,570	\$10,890	Four-Color	\$7,990	\$7,900	\$7,810	\$7,715
Full Page	9,875	9,135	8,590	Full Page	6,585	6,095	5,735	Two-Color	6,390	6,320	6,235	6,170
2/3 Page	7,415	6,855	6,445	2/3 Page	4,930	4,555	4,280	Black & White	5,335	5,255	5,210	5,135
1/2 Page (Isl)	7,055	6,525	6,125	1/2 Page (Isl)	4,710	4,360	4,100					
1/2 Page	6,425	5,945	5,595	1/2 Page	4,280	3,965	3,720					
1/3 Page	5,265	4,870	4,580	1/3 Page	3,290	3,045	2,865					
1/6 Page	3,350	3,090	2,915	1/6 Page	1,985	1,830	1,725					
<b>Two-Color</b>				<b>Covers</b>				<b>Bulk Spread Rates</b>				
	1x	5x	9x		1x	5x	9x		15Pgs	20Pgs	25Pgs	30Pgs
Spread	\$15,005	\$13,875	\$13,045	Cover 2	\$12,545	\$11,600	\$10,910	Four-Color	\$15,190	\$15,005	\$14,830	\$14,655
Full Page	7,890	7,300	6,865	Cover 3	11,660	10,770	10,140	Two-Color	12,145	11,995	11,860	11,715
2/3 Page	5,910	5,425	5,145	Cover 4	13,335	12,335	11,600	Black & White	10,125	10,010	9,890	9,770
1/2 Page (Isl)	5,640	5,220	4,920									
1/2 Page	5,135	4,750	4,475									
1/3 Page	4,110	,800	3,575									
1/6 Page	2,570	2,375	2,230									

## 2011 Closing Dates

Issue	Space Reservation	Materials Due	On Sale
March	01/03/11	01/04/11	02/15/11
April	01/24/11	01/26/11	03/15/11
May	02/28/11	03/02/11	04/19/11
June	04/01/11	04/05/11	05/24/11
July	05/06/11	05/10/11	06/28/11
August	06/10/11	06/14/11	08/02/11
Sept/Oct	07/15/11	07/19/11	09/06/11
Nov/Dev	08/01/11	08/05/11	10/04/11

**NOTE:** Ad materials received after the deadline will be charged late fees (\$40 for partial and full-page ads, \$80 for spreads) unless an ad extension is arranged with Ad Services prior to the deadline. If new materials are not provided, the most current ad at the same size will be picked up. Pickup instructions are also subject to a late fee, if given after ad deadline. There is a \$40 fee for sending in revised materials after original ad material has been processed. This also applies if revised material is sent in after instructions have been given to pick up an ad. Additional late fees may also apply.

\*Subject to change

## BONNIER CORP. RATE CARD TERMS & CONDITIONS

1. Rates on this card are effective beginning with the March 2011 issue and are stated in U.S. dollars. 2. Submission of advertising for publication constitutes acceptance of these terms by Advertiser and Agency. No conditions other than those set forth on this rate card and the insertion order shall be binding on the Publisher, unless specifically agreed to in writing by the Publisher. 3. All advertisements and their content are subject to Publisher's approval. Publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation or position commitment at any time. Publisher shall not be liable for any costs or damages if for any reason Publisher fails to publish an advertisement, or for errors in key number or advertiser index. 4. Conditions, other than rates, are subject to change by Publisher without notice. Rates are subject to change upon notice from the Publisher. Cancellation of any space reservation by the Advertiser or its Agency for any reason other than a change in rates will result in an adjustment of the rate (shortage) based on past and subsequent insertions to reflect actual space used at the earned frequency or volume rate. Advertiser and Agency agree to pay for incomplete contracts at the shortage rate. 5. Cancellation or changes in orders may not be made by the Advertiser or its Agency after the closing date. Advertisements not received by closing date will not be entitled to approval or revision by Advertiser or its Agency. Publisher is not responsible for loss or damage of any advertising materials. 6. Positioning of advertisements is at the discretion of the Publisher, except where request for a specific position is granted, in writing, by the Publisher. 7. Publisher is not liable for delays in delivery, or nondelivery, in the event of an act of God; action by any governmental or quasi-governmental entity; fire; flood; insurrection; riot; explosion; embargo; strikes, whether legal or illegal; labor or material shortage; transportation interruption of any kind; work slow down; or any condition beyond the control of Publisher affecting production or delivery in any manner. 8. Advertiser and its Agency shall be jointly and severally liable for monies due and payable to Publisher for advertising ordered and published. Should collection efforts become necessary, Advertiser and its Agency agree to pay attorney fees, expenses and costs incurred in connection with collection of all monies due. 9. Advertiser and its Agency warrant they are properly authorized to publish the entire contents and subject matter of all advertising submitted for publication. When advertisements containing the names, likenesses and/or testimonials of living persons are submitted for publication, the order or request for the publication thereof constitutes a warranty by the Advertiser and its Agency that they have obtained written consent of the use of the name, likeness and/or testimonial of each and every living person which is contained therein. Advertiser and its Agency agree to indemnify and hold Publisher harmless from and against any loss, expense or other liability resulting from any claims or suits for misappropriation, libel, violation of rights of privacy, plagiarism, copyright infringement and any other claims or suits that may arise out of the publication of such advertisement. 10. Until credit is approved, advertisements are run on a prepaid basis only. After approval, credit terms are net 30 days.

# DIGITAL RATES: Effective January 2011

## NEWSLETTERS

	WKB	NOTES
Editorial Enewsletter list size	30,000	-
Marketing Enewsletter list size	35,000	-
Dedicated eNewsletter (per mailing)	\$3,500	-
Editorial eNewsletter sponsor	\$1,050	(728 x 90 leaderboard or 300 x 250 medium rectangle)
Product inclusion in Editorial eNewsletter	\$1,050	-

## BANNERS

	WKB	NOTES
Homepage brandblocking – per week	\$3,500	<b>PREMIUM PLACEMENT:</b> This is the only way to guarantee an ad unit will appear on the homepage. Includes exclusive sponsorship of 5 homepage ad units for one week – two 728 x 90 leaderboards and three 300 x 250 medium rectangles – and a homepage background skin.
Mega Banner/Pushdown unit (ROS) per month	\$2,200	Up to 5 sponsors in rotation. Minimum 20% share of voice (SOV).
728 x 90 leaderboard, top, run of site (ROS)	\$1,400	Up to 5 sponsors in rotation. Minimum 20% share of voice (SOV).
300 x 250 medium rectangle, top right, run of site (ROS)	\$1,600	Up to 5 sponsors in rotation. Minimum 20% share of voice (SOV).
300 x 250 medium rectangle, middle right, run of site (ROS)	\$1,400	Up to 5 sponsors in rotation. Minimum 20% share of voice (SOV).
300 x 250 medium rectangle, lower right, run of site (ROS)	\$1,200	Up to 5 sponsors in rotation. Minimum 20% share of voice (SOV).
728 x 90 leaderboard, bottom, run of site (ROS)	\$600	Up to 5 sponsors in rotation. Minimum 20% share of voice (SOV).

Run of channel, single page targeting, section sponsorship or geo-targeting available on a case by case basis, dependent upon level of targeting.

## CONTESTS

	WKB	NOTES
Online Contest with opt-in e-mail database generation	\$1,650	per month (3 month minimum)

## WEB SITE COVERAGE

	WKB	NOTES
Co-branded desktop image/wallpaper	\$150	per month (6 month minimum)
Custom Landing page	\$1,100	per month, includes page creation and hosting.

## VIDEOS

	WKB	NOTES
Boat, Lifestyle, Team/Rider or Factory Tour video	\$6,000*	per 5 minute video – *This is an estimate. Actual pricing determined on a case by case basis dependent upon travel expenses and specific requirements of the video project.
Product video	\$1,200	per 60 second video, shot in studio with product in-house.

Costs for pre-roll video advertising available on a case by case basis.

## CUSTOM RESEARCH

	WKB	NOTES
Online survey	\$5,000	Includes creation and hosting of survey, tabulation of results, and opt-in email database generation.