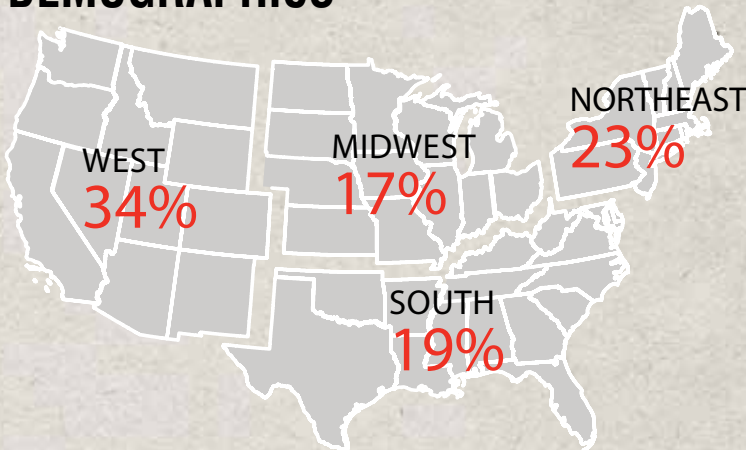


# DIRTRAG MEDIA KIT ★ 2012 ★

## ABOUT US

- Still independent, irreverent, on the scene, for riders by riders
- Full-Time online editor & web exclusive features
- More bike tests in more genres for 2012
- Expanded coverage of all market segments gravity, all-mtn, trail, XC
- Return of Recommendo and Manic Mechanic
- Dirt Fest, Dirt Rag's very own mountain bike festival

## DEMOGRAPHICS



CANADIAN: 5%  
OTHER FOREIGN: 2%

|                         |       |
|-------------------------|-------|
| Total paid & controlled | 16500 |
| Total single copy sales | 7000  |
| Events                  | 1500  |
| Total Rate Base         | 25000 |

**MEN** 92%  
**WOMEN** 8%

**AGE**  
under 18 2%  
18-35 36%  
36-45 38%  
46-65 23%  
66 and over 1%

**AFFLUENT**  
68% income over \$60,000

**EDUCATED**  
68% college degree  
18% graduate degree or higher

**LOYAL**  
54% only subscribe to Dirt Rag  
31% subscribed for 3 or more years  
10% lifetime subscribers  
75% keep every issue of Dirt Rag

**ACTIVE**  
63% ride 3 or more times a week  
61% rate themselves as intermediate riders  
33% rate themselves as expert riders  
78% ride cross country  
53% ride all mountain  
19% ride downhill/freeride  
34% ride singlespeeds  
35% race mountain bikes

**BUYING HABITS**  
89% use Dirt Rag for purchasing decisions  
67% will take a cycling related trip this year  
66% will spend over \$1000 on cycling this year  
58% own 5 or more bikes

**WHERE THEY SPEND**  
96% local bike shop  
68% online  
26% national retailer

## RATE CARD

|                          | 1X      | 3X<br>10%  | 7X<br>20% | 13X*<br>30% |
|--------------------------|---------|--|-----------|-------------|
| Full Page                | \$2,975 | \$2,678  | \$2,380   | \$2,083     |
| Two Thirds Page          | \$2,350 | \$2,115  | \$1,880   | \$1,645     |
| Half Page Island         | \$1,960 | \$1,764  | \$1,568   | \$1,372     |
| Half Page                | \$1,675 | \$1,508  | \$1,340   | \$1,173     |
| Third Page               | \$1,380 | \$1,242  | \$1,104   | \$966       |
| Quarter                  | \$1,165 | \$1,049  | \$932     | \$816       |
| <b>PREMIUM POSITIONS</b> |         |  |           |             |
| Page One Spread          | \$5,300 | \$4,770  | \$4,240   | \$3,710     |
| Spread                   | \$4,990 | \$4,491  | \$3,992   | \$3,493     |
| Back Cover               | \$4,450 | \$4,005  | \$3,560   | \$3,115     |
| Inside Back Cover        | \$3,455 | \$3,110  | \$2,764   | \$2,419     |
| Junior Spread            | \$3,140 | \$2,826  | \$2,512   | \$2,198     |
| Edit Openers             | \$3,275 | \$2,948  | \$2,620   | \$2,293     |
| <b>MARKETPLACE</b>       |         |  |           |             |
| Sixth                    | \$400   | *Additional discounts are available with our sister publication, Bicycle Times. Contact your ad rep for more info. |           |             |
| Eighth                   | \$300   |  |           |             |
| Twelfth                  | \$200   |  |           |             |

## SPECIAL PROMOTIONS

|                    |        |
|--------------------|--------|
| Literature Contest | \$3500 |
| Premium Giveaway   | \$2900 |
| Rider's Eye        | \$2700 |
| Video Contest      | \$1500 |
| Photo Contest      | \$1500 |
| Letter to Editor   | \$900  |
| World Tour Event   | \$900  |



**DIRT FEST**  
Our annual gathering of the tribe. Riding, expo area, live music, and beer. Sponsorships available between \$1000-\$10,000. Ask your sales rep for more info.

In addition to traditional advertising, Dirt Rag offers a variety of special promotions to help deliver your message. Have your own idea? Give us a call, we're always ready to work something out.

## WEB RATE CARD

| STATS                     |         | CPM                           |
|---------------------------|---------|-------------------------------|
| Visits per Month          | 71,000  | 700 x 90 \$15                 |
| Unique Visitors           | 48,000  | 300 x 600 \$20                |
| Page Views                | 182,000 | 300 x 250 \$10                |
| Active Forum Participants | 4,800   | 300 x 100 \$5                 |
| eNewsletter Subscribers   | 20,000  | E-NEWS WEEKLY per issue \$150 |

Dirt Rag has is committed to expanding online content for 2012. We've hired a full-time web editor and we're putting a greater emphasis on web-exclusive features, live event coverage and reader participation online. In the past six months unique visitors are up 42%!

1.800.762.7617  
ADVERTISE@DIRTRAGMAG.COM

WWW.DIRTRAGMAG.COM/MEDIAKIT

# DIRTRAG MEDIA KIT 2012

## PRODUCTION CALENDAR

| ISSUE MONTH           | FEBRUARY       | APRIL           | MAY                     | JULY                        | AUGUST           | OCTOBER                 | WINTER                        |
|-----------------------|----------------|-----------------|-------------------------|-----------------------------|------------------|-------------------------|-------------------------------|
| ON SALE DATE          | 2.14           | 4.3             | 5.15                    | 6.26                        | 8.7              | 9.18                    | 11.13                         |
| EDITORIAL THEME       | Do It Yourself | Singlespeeds    | Summer Bikes Festivals  | Racing                      | Epic Rides       | Bike Parks              | Cyclocross                    |
| PRODUCT TESTING THEME | Tools          | SS bikes & gear | Camping and Bikepacking | Building a Budget Race Bike | 29er Trail Bikes | Fall/Winter riding gear | Staff Favorites: Best of 2012 |
| MATERIALS DUE         | 12.16          | 2.3             | 3.16                    | 4.27                        | 6.8              | 7.20                    | 9.14                          |

## PRINT SPECS

| SIZE                    | WIDTH x HEIGHT (INCHES)         |
|-------------------------|---------------------------------|
| Spread*                 | 16.25 x 11, TRIMS TO 16 x 10.75 |
| Full page*              | 8.25 x 11, TRIMS TO 8 x 10.75   |
| Junior spread*          | 16.25 x 5.5 TRIMS TO 16 x 5.25  |
| Half page horizontal*   | 8.25 x 5.5, TRIMS TO 8 x 5.25   |
| Half page vertical*     | 11 x 4.25 TRIMS TO 10.75 x 4    |
| Half page Island        | 4.625 x 7.375                   |
| Third page vertical     | 2.25 x 10                       |
| Third page horizontal   | 7 x 3.25                        |
| Third page square       | 4.625 x 4.875                   |
| Quarter page horizontal | 4.625 x 3.5                     |
| Quarter page vertical   | 3.375 x 4.875                   |
| Sixth page vertical     | 2.25 x 4.875                    |
| Sixth page horizontal   | 4.625 x 2.375                   |
| Eighth page             | 2.25 x 3.375                    |
| Twelfth page            | 2.25 x 2.375                    |

\*Add sizes include bleed. Please make sure all important information is 0.5in from the trim line.

## SUBMISSION GUIDELINES

- Please make sure your files are built to spec at print quality resolution of 300dpi, or the resampled equivalent
- Name your file with your company name, magazine and issue #  
*ex. ACME123\_DirtRag\_161.pdf*
- Allow .125" bleed when appropriate
- Keep live matter .25" from edges-IFC all live matter needs to be .5" from edge

## FILE TRANSFER

**Email:** Dirt Rag files to [matt@dirtragemag.com](mailto:matt@dirtragemag.com)

**FTP:** [ftp.dirtragemag.com](ftp://dirtragemag.com)

un: [advertiser@dirtragemag.com](mailto:advertiser@dirtragemag.com)

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