

est. 1978 WALNECK'S
CLASSICCYCLE

Media Kit



Advertising That Works

Walneck's Classic Cycle is the only website and magazine targeted specifically to Vintage, Classic & Antique motorcycles and the parts and stories that go along with them.

- More than **100,000** serious buyers visit walnecks.com each month.
- Averaging more than **675,000** page views each month who search vintage, classic and antique motorcycles, parts, events, services, transportation with 15% of those visits coming from the International market.
- Over **200,000** magazines picked up each month by vintage, classic and antique motorcycle enthusiasts.
- Over **20,000** subscribers read our printed book and online eBook at walnecksebook.com monthly.
- Complete market coverage, with distribution to over **90,000** convenience stores, supermarkets, retail outlets, local businesses and your local events

Company Profile

History

What started as a one-sheet listing of vintage motorcycles and parts for sale published from a suburban Chicago home has grown to become the definitive buy/sell publication for classic motorcycle enthusiasts. Ralph "Buzz" Walneck began inserting his listings into U.S. subscriber copies of the English magazine, *Classic Bike*, in 1978 and, within five years, had grown to a 56-page magazine, initially titled *Walneck's Old Time Cycles*. Acquired by Trader Publishing Company in 1997, Walneck's *Classic Cycle* quickly expanded its distribution to include the network of retailers selling *Auto* and *Cycle Trader* magazines and improved its subscription base. With over 700 publications and 100 websites Trader Publishing grew larger than one of its owners, Landmark Communications. Landmark Communications and Cox Communications came to an agreement to split the company with all *Auto* products going to Cox Communications and all recreational products to be owned by Landmark Communications under the company name of Dominion Enterprises. This company split took place on September 10, 2006. Today, Walneck's publishes an average of 150 pages per issue, a combination of paid photo-classified and display advertising and editorial, with Buzz Walneck still at the helm as Editor-in-Chief.

Products

With the parameter of motorcycles 15 years and older, Walneck's *Classic Cycle* continues to attract targeted subscribers, newsstand buyers and both private party and commercial advertisers. The monthly publication continues to be the mainstay of this \$2.5 million business, with a 60/40 split between advertising and circulation revenues. Newsstand copy sales nationwide, sold through nearly 90,000 retail locations with a cover price of \$4.99, average 110,000 copies per issue. Each month an additional 10,000 subscribers receive a hard copy of the magazine as well as a preview (eBook) version within a few days after deadline. Another 5-10,000 copies are distributed each month through grass roots and national event participation. Moving forward, we plan to offer an exclusive e-distribution model for those subscribers who opt to go "green," thereby saving print and shipping costs to fulfill these orders and sending more of the subscription revenue straight to the bottom line. Internationally, the eBook allows us to distribute our book around the globe without additional print costs or shipping fees. Our international customers have been the primary early adopters of eBook technology.

We have more than 145,000 new and used motorcycles on *CycleTrader.com* and *Walneck's.com* — the largest databases of motorcycles on the Internet. That's the reason anyone looking for a motorcycle — looks to *Cycle Trader* and *Walneck's Classic Cycle*.

Walnecks.com and *CycleTrader.com* deliver a unique combination of advertising solutions for classic motorcycles and modern motorcycles that is unmatched in the marketplace. We are the largest and most visited online and print resource for buying and selling motorcycles. We dominate the cycle marketplace and generate more results than any other advertising source through our publishing and Internet services.

Print Demographics

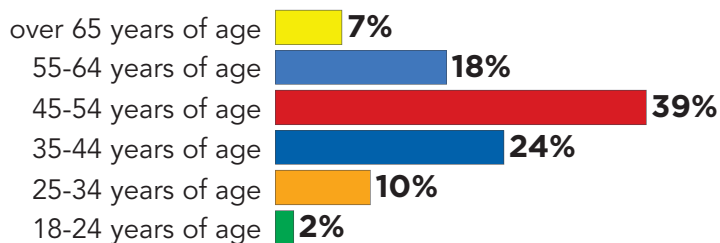
Readers



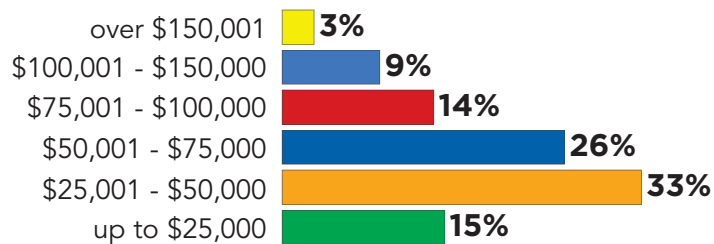
Exposure



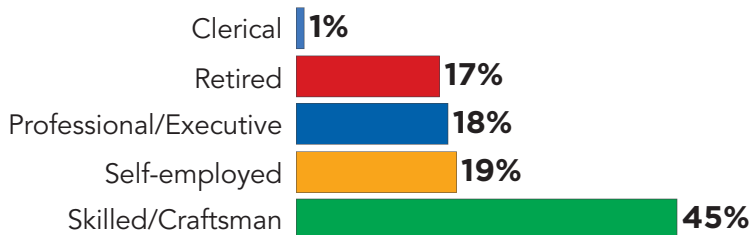
Age



Income



Occupation



Walneck's eBook

Walneck's Classic Cycle Monthly publication available online up to 2 weeks before it's out on newsstands and International!

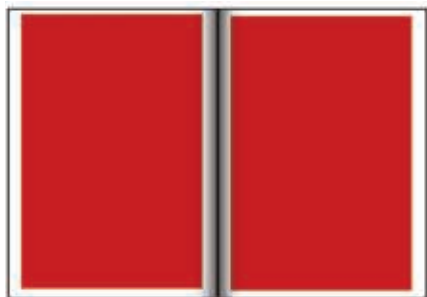
Readers can subscribe and read the book online and still receive the printed book at their home or business. Customers who advertise in the book can include a hyperlink directly from their eBook ad to their website for no additional fee! They can also view past issues that contain your advertising.

Postage to International locations is no longer a concern! Buyers from all over the world can read Walneck's Classic Cycle without any delay in postage.

Walneck's Classic Cycle is worldwide and the typical distribution concerns are no longer issues! When you advertise in our book your online in our eBook with a direct link to your website. Walneck's Classic Cycle is dedicated to increasing your response rate, increasing distribution and responding to our customers requests.



Print Advertising



Double Truck

2 Pages – 6.5" x 9.5" each

	Open	6 Mo.	12 mo.
Glossy	\$2255.00	\$2029.50	\$1804.00
Color NP	\$1804.00	\$1623.60	\$1443.20
BW NP	\$1522.40	\$1369.50	\$1217.70



Full Page

1 Pages – 6.5" x 9.5" each

	Open	6 Mo.	12 mo.
Back Cvr	\$1806.13	\$1624.22	\$1444.17
IFC, A #1,	\$1538.56	\$1383.59	\$1230.22
PBTOC,			
IBC			
Glossy	\$1337.88	\$1203.13	\$1069.75
Color NP	\$1070.30	\$963.50	\$855.80
BW NP	\$900.90	\$810.70	\$720.50



1/2 Page

Vertical: 3.229" x 9.5"

Horizontal: 6.5" x 4.729"

	Open	6 Mo.	12 mo.
Glossy	\$844.25	\$760.38	\$675.13
Color NP	\$675.40	\$608.30	\$540.10
BW NP	\$562.10	\$506.00	\$449.50



1/4 Page

Vertical: 3.229" x 4.729"

Horizontal: 6.5" x 2.344"

	Open	6 Mo.	12 mo.
Glossy	\$492.25	\$442.75	\$393.25
Color NP	\$393.80	\$354.20	\$314.60
BW NP	\$336.60	\$303.60	\$269.50



1/6 Page

3.229" x 3.139"

	Open	6 Mo.	12 mo.
Color NP	\$325.60	\$293.70	\$260.70
BW NP	\$291.50	\$262.90	\$233.20

Issue Schedule

Month	Glossy	Newsprint	On Sale	Month	Glossy	Newsprint	On Sale
Mar 10	January 01, 2010	January 08, 2010	1/30/10	Oct 10	July 30, 2010	August 06, 2010	8/28/10
Apr 10	January 29, 2010	February 05, 2010	2/27/10	Nov 10	September 03, 2010	September 10, 2010	10/2/10
May 10	February 26, 2010	March 05, 2010	3/27/10	Dec 10	October 01, 2010	October 08, 2010	10/30/10
Jun 10	April 02, 2010	April 09, 2010	5/1/10	Jan 11	October 29, 2010	November 05, 2010	11/27/10
Jul 10	April 30, 2010	May 07, 2010	5/29/10	Feb 11	November 26, 2010	December 03, 2010	12/25/10
Aug 10	June 04, 2010	June 11, 2010	7/3/10	Mar 11	December 31, 2010	January 07, 2011	1/29/11
Sep 10	July 02, 2010	July 09, 2010	7/31/10				

Print Advertising



B/W Newsprint Photo Classified

	1 Month	3 Months
Small Photo	\$40.54	\$93.50
Medium Photo	\$78.91	\$173.82
Large Photo	\$118.37	\$223.32

Color Newsprint Photo Classified

	1 Month	3 Months
Small Photo	\$57.04	\$146.28
Medium Photo	\$106.41	\$262.92
Large Photo	\$151.37	\$326.70

Full-Color Glossy Photo Classified

	1 Month	3 Months
Small Photo	\$114.99	\$263.85
Medium Photo	\$156.94	\$355.83
Large Photo	\$223.25	\$499.26

B/W Newsprint Photo Packages

- Package 1:** \$334.40 includes 5 Medium Photo Ads with a Headline for 1 month
- Package 2:** \$740.30 includes 5 Medium Photo Ads with a Headline for 3 consecutive months
- Package 3:** \$740.30 includes 12 Medium Photo Ads with a Headline for 1 month
- Package 4:** \$1724.80 includes 12 Medium Photo Ads with a Headline for 3 consecutive months

Color Newsprint Photo Packages

- Package 1:** \$476.30 includes 5 Medium Photo Ads with a Headline & Online Listing for 1 month
- Package 2:** \$882.20 includes 5 Medium Photo Ads with a Headline & Online Listing for 3 consecutive months
- Package 3:** \$1079.10 includes 12 Medium Photo Ads with a Headline & Online Listing for 1 month
- Package 4:** \$2063.60 includes 12 Medium Photo Ads with a Headline & Online Listing for 3 consecutive months

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Apr 10	January 29, 2010	February 05, 2010	2/27/10
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Jan 11	October 29, 2010	November 05, 2010	11/27/10
Feb 11	November 26, 2010	December 03, 2010	12/25/10
Mar 11	December 31, 2010	January 07, 2011	1/29/11

Word Ads

Small Words Ad: \$20.90
(Up to 15 words)
Each additional words: \$0.55

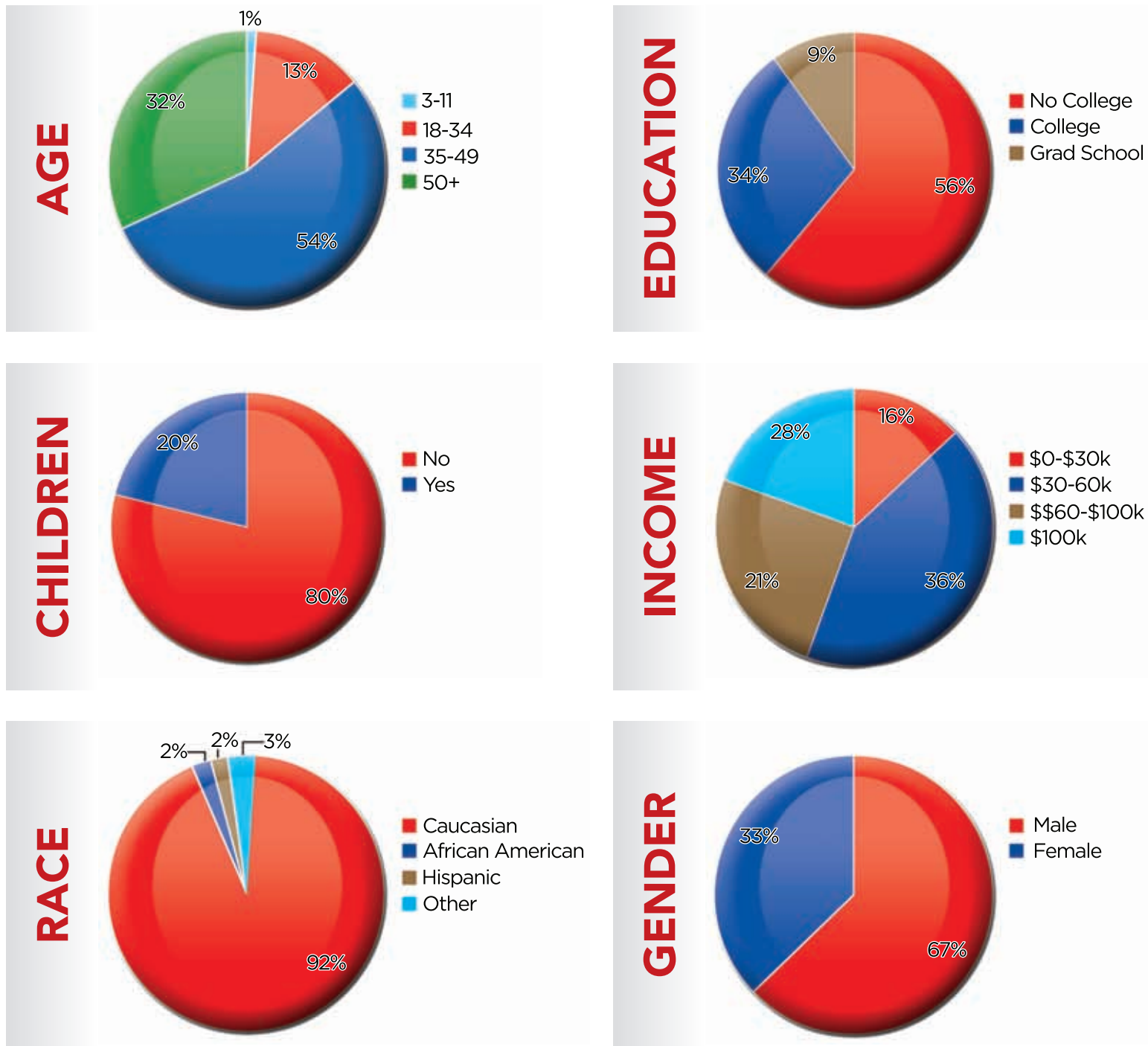
Added Value

Word Ad Bold Face & Caps: \$11.00

Photo Classified Headlines

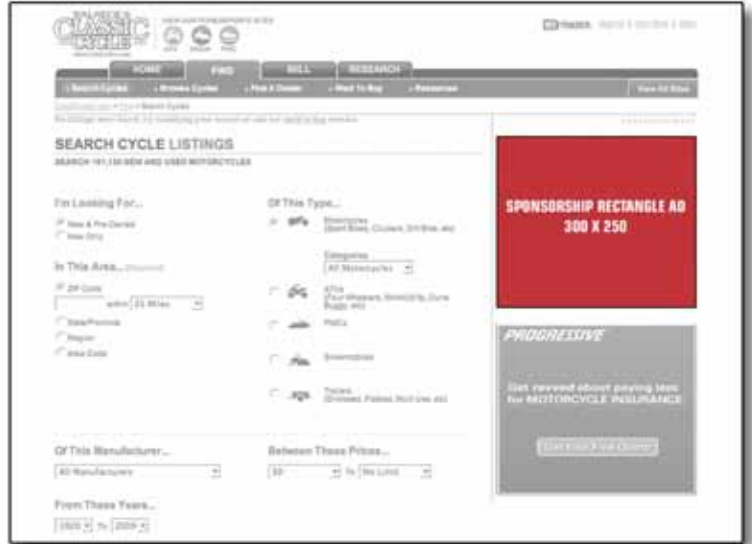
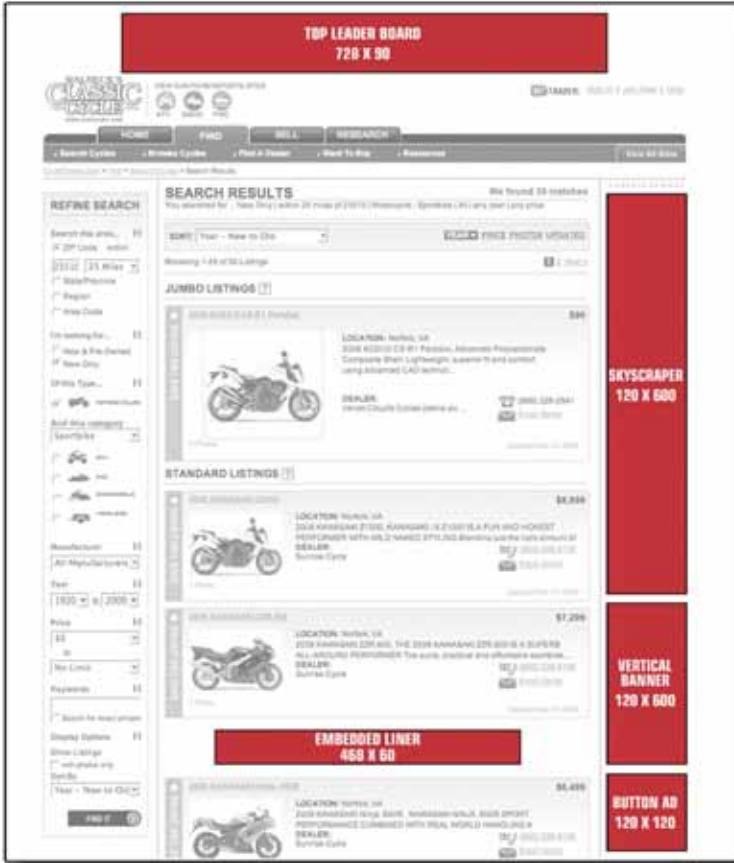
Large Headline: \$27.50
Medium Headline: \$16.50
Small Headline: \$11.00

Website Demographics



*This Survey relates to children ages 6-18 who are living within the household.

Website Ad Sizes & Placement



Banner Ads

Top Leader Board

Leader Boards are located at the top of the search result pages and embedded in the center of the browse result pages.

Skyscrapers

These vertical ads are located on the right rail of the search result and ad detail pages.

Vertical Banners

Vertical banners are located on the right rail of the search result pages below the skyscraper ads as well as the right rail of the browse result pages.

Button Ads

These square ads are located directly under the vertical banners.

Embedded Liner Ads

Embedded Liners are located in the center of the search and browse result listings.

Resource Sponsorship Tile

Sponsorship ads are located on resource pages. Maximum of four sponsorship tiles per page. All ads rotate to the top left hand position.

Sponsorship Rectangle Ads

These are located on the Advanced Search, Payment Calculator, MyTrader and Price Checker pages.



Ad Reservation

Location	Ad Unit	Ad Size	Pricing
Home Page	Skyscraper	120x600	\$24.00/cpm
	Vertical Banner	120x240	\$18.00/cpm
Advanced Search Page	Sponsorship Rectangle Ad TIER 1	300x250	\$24.00/cpm
	Sponsorship Rectangle Ad TIER 2	300x250	\$24.00/cpm
Find Page	Skyscraper	120x600	\$18.00/cpm
	Vertical Banner	120x240	\$6.00/cpm
Browse Pages	Vertical Banner	120x240	\$6.00/cpm
	Embedded Leader Board	728x90	\$18.00/cpm
Search Results Pages	Top Leader Board	728x90	\$18.00/cpm
	Skyscraper	120x600	\$18.00/cpm
	Vertical Banner	120x240	\$6.00/cpm
	Button Ad	120x120	\$6.00/cpm
	Embedded Liner Ad	468x60	\$12.00/cpm
Research Page	Skyscraper	120x600	\$18.00/cpm
	Vertical Banner	120x240	\$6.00/cpm
	Button Ad	120x120	\$1.80/cpm
My Trader Sponsorship	Sponsorship Rectangle Ad	180x150	\$240/mo.

Resource Pages (250x250)

Location	Tier 1 Pricing/wk	Tier 2 Pricing/wk	Tier 3 Pricing/wk	Tier 4 Pricing/wk
Finance	\$120.00	\$90.00	_____	_____
Insurance	\$120.00	\$90.00	_____	_____
Shipping	\$90.00	\$60.00	_____	_____
Trailers & Ramps	\$60.00	_____	_____	_____
Parts	\$120.00	\$90.00	\$60.00	\$30.00
Accessories	\$60.00	\$30.00	_____	_____
Apparel	\$60.00	\$30.00	_____	_____
Titles	\$60.00	_____	_____	_____
Events	\$30.00	\$15.00	_____	_____
Auctions	\$60.00	\$30.00	_____	_____

Editorial Calendar

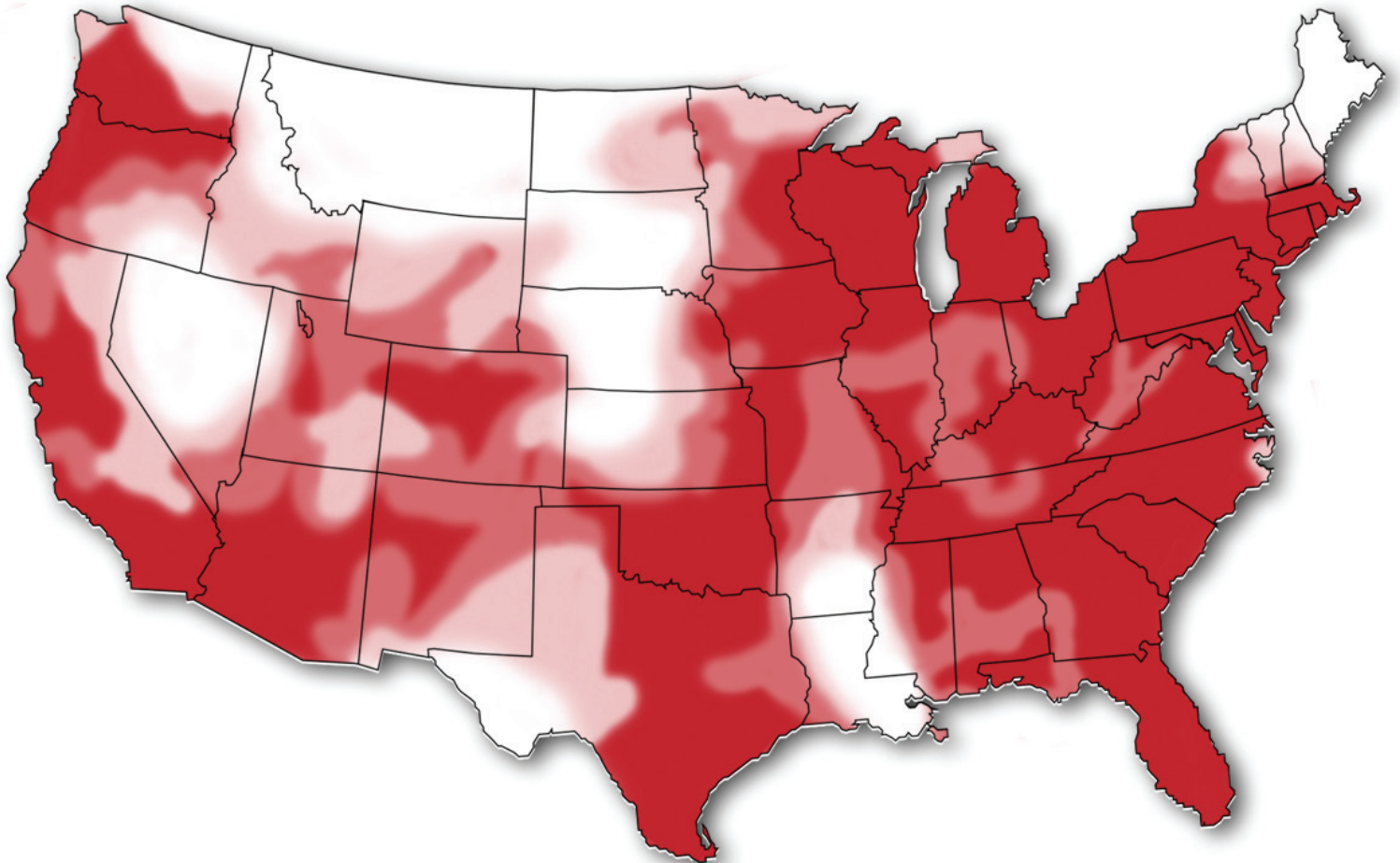
Issue Focus	Issue	4C Glossy Deadline	Newsprint Deadline	On Sale Wk Ending
Restoration issue	JAN 2010	10/30/09	11/06/09	11/29
Events Issue & Mid America Auction	FEB 2010	11/27/09	12/04/09	12/27
Indianapolis Dealer Show	MAR 2010	1/04/10	01/08/10	1/30
Daytona Bike Week	APR 2010	01/29/10	02/05/10	2/27
Sidecar	MAY 2010	02/26/10	03/05/10	3/27
Vintage Japanese Motorcycles	JUNE 2010	04/02/10	04/09/10	5/1
Rhinebeck	JULY 2010	04/30/10	05/07/10	5/29
Mid Ohio	AUG 2010	06/04/10	06/11/10	7/3
Davenport	SEPT 2010	07/02/10	07/09/10	7/31
Barber Vintage Museum	NOV 2010	09/03/10	09/10/10	10/2
Restoration issue (1)	DEC 2010	10/01/10	10/08/10	10/30
Restoration issue (2)	JAN 2011	10/29/10	11/05/10	11/27
Events Issue & Mid-America Auction	FEB 2011	11/26/10	12/03/10	12/25
Indianapolis Dealer Show	MAR 2011	12/30/10	01/07/11	1/29

Circulation Profile

Available for purchase at these (and more) locations in your local area:



Monthly Page Views	675,000
Monthly Print Circulation	495,000
Monthly Print Readers	220,000+
Monthly Internet Visitors	107,000



Proven Results: Testimonials

I'm sorry for the delay. I would like to say I'm well pleased with Walneck's. I had a lot of inquiries and did sell the bike. This is second time I used your publication, both times successful. The web exposure is a nice plus. When I advertised before that was not apart of your program. I would highly recommend your magazine, best regards:

- Denny Stevens

The on-line ad worked wonders. The second day it appeared I received an e-mail from an interested buyer. It took a week and several calls and e-mails, but we got together and he bought the bike. Thank you for your help.

- Robert Lambert

I couldn't believe I sold my motorcycle this fast with the help of Walnecks magazine. I had one guy contact me and offered to sell my bike on his auction site (that I've never heard of) for only \$500.00, needless to say I told him to pound sand. For the short money I spent on the fantastic ad in your magazine, I got a big bang for my buck. In two months advertising I received five serious cash offers, even in these tough economic times. You guys are the gold standard when either buying or selling a classic motorcycle. When I'm ready for my next classic bike, you can bet I'll be using Walnecks.

**- Thanks for everything
Vytas Ivanouskas**

Late this past summer I was forced to sell my beautiful but high mileage 1971 CB 750 Honda. For two months I used a couple of different websites and publications and had only a couple of prospective buyers contact me. I then placed my ad with Walnecks. I was contacted by the ultimate buyer during the very first week, and other buyers began to offer more than my asking price. I continued to get serious buyer calls at the rate of about three per week for the next 6 weeks. In the future, I'll know not to waste time trying to sell a vintage bike with any other advertiser. Thanks Walnecks!

- Emory Smith

Thank you very much for the exceptional service. It was a very small account, but you treated me as if I was getting full color double-page ads. The ads produced many replies and leads for selling the bikes I listed. The ad also sent many other prospects my way and I wasn't the only business to benefit from the people who replied. I sent many referrals to other collectors and motorcycle shops.

Walneck's is about the best medium to advertise classic motorcycles and products.

I cannot renew the ad at this time, the bikes are spoken for and I am getting out of the classic bike business, but I am recommending the magazine to the new owner of the shop, Advertising dollars spent at Walneck's are very productive and will get you the best results from the targeted group.

- Anthony Costanza

Just a short note to tell you how pleased I am with the services of Walneck's. I listed my 1988 Ducati 750 F1 and it sold within 3 days of going on the internet. The buyer appreciated the bike for what it was and I am sure he will enjoy it for years to come. Your publication remains above every other publication on the market.

**- Thanks,
G. Herrmann of Florida**

After trying Craig's List for 2 months (only 3 BS emails), the free local weekly paper (only 1 guy came and looked) and word of mouth through the local Triumph shop, I had NO serious offers. After placing my ad with Walneck's, within a few weeks I had at least 8 or 10 serious inquiries and several offers!!! Next time I won't mess around. I'll go right to Walneck's first thing!" I'm extremely satisfied with the responses to my ad.

**- Thanks,
Chris Becker**

First of all, I want to thank everyone at Walneck's for doing such a great job on getting the proper advertising. The response has been tremendous! Within 10 days of the magazines publication with my Trike ad, it sold! I have advertised for four months in other places and not had the same response like I had with Walneck's. Thank you very much!

**- Thanks again,
Rino Pagnucco**

Dear Walneck's Cycle,

Thank you for your assistance with the sale of my Classic Yamaha YZ175C. My recent ad in your magazine had my phone very busy, calls from all over! I will use your magazine on all my future classic bike sales! Thanks for your help.

- Anne Kuehl

This was the second motorcycle I sold in Walnecks, this one sold in less than a week.

- Brian