

January MI:

Kick-start the New Year by making sure your message is seen in the first issue of 2007. You only get one chance to make a first impression. We will feature advance coverage of the V-Twin Expo in addition to an annual report on the overall Harley aftermarket. We'll also have our innovative "What's New At Cincy" special section, highlighting the new products debuting at the largest V-Twin expo around.

Add to that, our regular features like: Money Makers — more new products than any other trade publication, Har Prods — our special section for new Harley aftermarket products, Powersports Industry People — interviews with makers and shakers within the industry, our Market Watch Survey and more!

Advertising Space/Materials Deadline: Nov 30, 2006 • Mail Date: Dec 21, 2006

Remember your audience.

Most companies are well-versed in consumer advertising. We know what the general consumer wants, because, well, we're consumers ourselves! But when advertising in a B2B publication, remember your audience! When you think about who will be reading your ad, you may realize that "image" ads (beauty, lifestyle, general "warm & fuzzy") are likely far less effective than an ad that explains the benefits and applications of your products and/or services. Instead of, "Buy our widget and you'll enjoy this weekend's ride without worry," consider something along the lines of "Buy our widget and your customer will enjoy this weekend's ride without worry. And not only that, they'll come back to you, as the dealer they can trust!" Help your customers realize that one of the benefits of buying your product is the possibility of repeat customers to *their* shop, and you can consider your ad a success!

Want your ad to appear in one of the following sections, consistently, every month? Just give us a call at 800-576-4624 to discuss!

Classifieds	Internet Connections	Powersports Industry People
Har Prods	Market Watch	Retail Trends
Har Happenings	MI Infos	Stock Watch
Hot Flashes	Money Makers	

Don't forget, running as a contract advertiser allows you to link for FREE from mimag.com. Running on a 12x program offers you a FREE banner/ graphical link on www.mimag.com.

February MI:

Want to stand out at the largest powersports dealer expo of the year? Don't get lost in the crowd ... you can make sure your ad lets dealers know where to find you at the Indy expo. Not exhibiting? All the more reason to make your presence known in *MI*'s largest issue of the year.

We'll have our pre-show "**What's New At Indy**" special section, highlighting many of the new products debuting at the largest show of the year.

Add to that our exclusive **Aftermarket Achievement Awards**, to recognize the men and women that have made their mark on our industry.

As in every issue, we'll continue to feature our Money Makers new product section, Har Prods Harley aftermarket new product section, Powersports Industry People mini-features and Market Watch!

Advertising Space/Materials Deadline: Dec 29, 2006

Mail Date: Jan 22, 2007 (over 3 FULL WEEKS prior to the Indy Expo!)

Last one there is a rotten egg!

While considering your advertising program for 2007, don't forget to consider timing. When will the issue of the magazine (and therefore, your ad) arrive? We have gone to great lengths to incorporate a 100% digital workflow, which means the fastest turnaround out there. What does that mean for you? Magazines that arrive a full week earlier than they did just a year ago, without requiring an earlier submission deadline for you!

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March MI:

Let the season begin! It's time to ensure your top-of-mind status for the spring buying season. Let the entire market know that you have the best product/service to fill their needs. Our editorial focus is on **Street Performance** and **Exhaust**. What better mix for dealer awareness than sound and power?

Of course we still have those enticing monthly features that bring the dealers running to meet the mailman. Money makers, Market Watch, Har Prods, plus our newest feature of all, Powersports Industry Closeouts — the only listing of surplus inventory/products for dealers to access/purchase and participating is FREE! No other publication offers this valuable quarterly feature to suppliers and retailers alike.

Advertising Space/Materials Deadline: Jan 31 • Mail Date: Feb 21

Back to English 101. Me, my. Us, ours. You, yours.

Using first person terminology in your ads is a very effective way to subconsciously pull the reader in without being pushy. It places them in the position of the active object, as opposed to the passive observer. As an example, the statement "You will increase profits by 25% if you sell our widget!" sounds much more dynamic and exciting than "Our widget has a 25% greater profit margin than our competition's."

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April MI:

Keep your message visible as the season and sales really get moving! Our focus this issue is on the ever-growing offroad market, right when those dealer/retailers are selling the heck out of offroad products and bikes. We'll include **OffRoad Apparel**, **OffRoad Accessories** and **OffRoad Exhaust** in this thorough report.

Of course you can depend upon us to always include our many unique features that keep the dealer involved with our publication: Market Watch, Money Makers, Har Prods and Powersports Industry People, BUT, this month we include yet another innovative opportunity, the Color Catalog Preview special section. Make the most of your hard work and get your 2007 catalogs out in front of retailers. You provide a color image of your catalog cover, plus 50 words or less of text.

Advertising Space/Materials Deadline: Feb 28

Catalog Space/Materials Deadline: Feb 23 • Mail Date: Mar 21

**“Doing business without advertising
is like winking at a girl in the dark.
You know what you are doing but nobody else does.”**

– Edgar Watson Howe, U.S. editor, novelist, humorist, essayist

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May MI:

Set your sights on our **Eyewear Market Report** ... turn on the readers for our **Electronics Report** and settle in for our **Cruiser Market Report**. Three major features in one issue! Need we say the other ingredients that set us apart ... Money Makers, Market Watch, Powersports Industry People, Har Prods, etc., will all bring added attention to your advertisement!

Advertising Space/Materials Deadline: Mar 30 • Mail Date: Apr 23

“So What?”

If, after reading the headline to your ad, a prospective customer finds themselves, consciously or subconsciously, asking this question, you're in trouble! One possible reason for this is that you may have inadvertently headlined a *feature*, as opposed to a *benefit*. If you're having a problem coming up with the benefit to your product or service, answer the question “so what?” and there you have it! Sell it right from the start.

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June MI:

The heat is on but we're keeping it cool by featuring the slick **Oils and Lubes** segment, plus checking out those cool **Scooters** for 2007. And you know we'll be sure to have all our other attention-getting features, like Market Watch, Money Makers, Har Prods and Powersports Industry People adorning our pages. But wait — we also include our unique, exclusive, quarterly Powersports Industry Closeouts in our June issue. Get listed, run an ad and reap the multitude of benefits!

Advertising Space/Materials Deadline: Apr 30 • Mail Date: May 22

Reach Your Target Market When They Are Considering Purchases!

Dealer/retailers make purchases/place orders each and every month of the year. Our publication encourages such purchases, by providing product and market information on a monthly basis. Your ads are supported by an editorial environment that helps push your product or service.

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July MI:

Don't miss a beat as we head into *MI's* July issue! We'll offer dealers everything they need to know about running their business, from behind the computer, to the sales floor, to their service department in this issue covering **DMS, Tools & Service Equipment** and **Alternative Profits (incl. Bike Care)**. Plus, we'll take a closer look at new profit centers from products outside of the mainstream! Plus – you guessed it – we'll offer dealers even more from our Money Makers, Har Prods and Powersports Industry People sections!

Advertising Space/Materials Deadline: May 31 • Mail Date: Jun 22

Top Of Mind

Your goal is to keep your message, product and brand on the top of your customer/purchaser's mind. The only way to ensure that is to frequently remind them.

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August MI:

Stop! You've gotta make sure *MI's* August issue is included in your media plan! With our focus on **Brakes** and **Suspension** we'll be offering dealers information they need to know to keep their customers safe and comfy. Retailers will again be able to rely on *MI* for the latest new product announcements in Money Makers, the coolest product news for the Harley aftermarket in Har Prods, who's doing what in Powersports Industry People and more!

Advertising Space/Materials Deadline: Jun 29 • Mail Date: Jul 23

Reach All The Market

MI reaches all retailers and they serve 100% of the end users. With all the money in the world, your consumer magazine advertising can't reach more than 20%. Make sure trade advertising is in your marketing mix.

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September MI:

Keep your message visible as the temps cool off and we head into fall riding! *MI's* September issue will offer dealers invaluable information on everything material, from **Street Apparel**, to **Luggage**, to tie downs. We know dealers will be drawn to the tried and true regulars, too, like Money Makers, Har Prods, Powersports Industry People and our next edition of Powersports Industry Closeouts! Make sure you're included by advertising!

Advertising Space/Materials Deadline: Jul 31 • Mail Date: Aug 21

**“No great marketing decisions
have ever been made on quantitative data.”**

– John Sculley, U.S. business executive

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October MI:

We're prepping dealers for the holiday season with our **Holiday Stocking Stuffers** in *MI's* October issue, so don't miss out! Stocking Stuffers will offer a COLOR layout in its own, dedicated section! Make an even greater impact by running a display ad in this issue, as our **Drivetrain, Chains & Sprockets** coverage will surely pique your targets' interest. Plus, reap the benefits of the heavily read regulars: Money Makers, Har Prods, Powersports Industry People and more!

Advertising Space/Materials Deadline: Aug 31 • Stocking Stuffer Space/Mat'l
Deadline: Aug 24
Mail Date: Sep 24

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November MI:

Rolling right along, *MI*'s November issue delivers information to dealers on some of the most popular products in the industry: **Tires & Wheels!** That's not all, though! Don't forget to maximize your ad dollars with our **Fall Catalog Preview** section! We'll offer the most complete coverage out there on new products in our Money Makers and Har Prods sections, plus cover the movers and shakers in our Powersports Industry People series. Make sure your ad is out there for all to see in this attention-getting issue!

Advertising Space/Materials Deadline: Sep 28

Catalog Space/Materials Deadline: Sep 21 • Mail Date: Oct 22

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December MI:

MI is closing the year out with coverage dealers won't want to miss, so make your ad stand out from the pack! We'll offer highly valuable insight you won't find anywhere else in our unique **Industry Research** report, plus, we'll take a look at the number one selling product in dealerships: **Helmets!** It gets even better, as we'll run the next installment of Powersports Industry Closeouts, plus Money Makers, Har Prods, Powersports Industry People and more! It's tough to find coverage this good packed into a single issue!

Advertising Space/Materials Deadline: Oct 31 • Mail Date: Nov 30

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