

SLEDHEADS

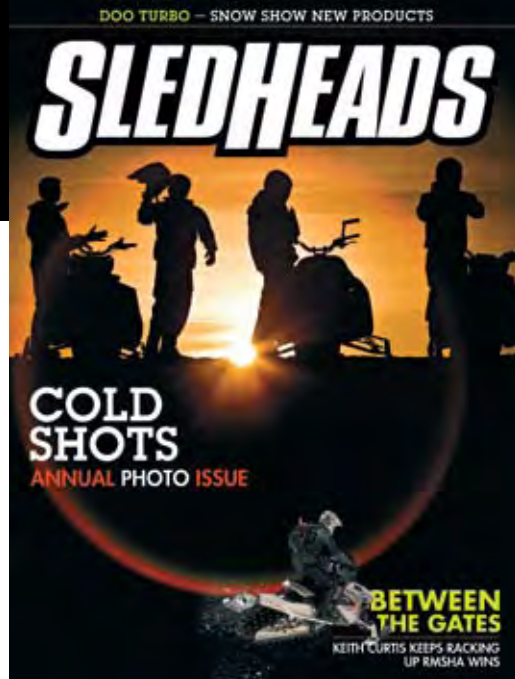
Since 1999

Sport. Lifestyle. Sleds. Entertainment. Personalities. Mods. Image.

There are a lot of aspects to snowmobiling, and *SledHeads* focuses on the extreme athlete side of the sport. With intriguing rider interviews and revealing mod-sled features, *SledHeads* follows the line of extreme athlete action sports with large format photos and edgy editorial content, *SledHeads* magazine sets itself apart from others.

SledHeads offers a refreshing take on snowmobiling, providing an entertaining medium that gives insights that are not found in other snowmobiling publications. Its content appeals to a broader range of newsstand magazine readers, introducing the sport to readers from other action sport segments. Its high newsstand sell-through track record supports the magazine's broad appeal.

Whether it's info on the latest modifications, high-quality photo spreads or features on your favorite pro rider, *SledHeads* delivers the information in a format that will increase your sales and expand your company's exposure.



TOTAL READERSHIP	34,384*
Subscribers	4,421
Newsstand	15,730
	(39% avg sell through)
Online Unique Viewers	.651
Bulk/Dealers	.782
Advertisers	.450
*2.8 readers per copy	

MAGAZINE	ISSUE	SPACE DEADLINE	MATERIAL DEADLINE	MAIL DATE	EDITORIAL CALENDAR
<i>SledHeads</i>	October	19-Aug-11	2-Sep-11	29-Sep-11	Pro Rider features, Mod Sled breakdowns, Event Coverage, Product Reviews and other sport lifestyle features.
<i>SledHeads</i>	November	16-Sep-11	30-Sep-11	21-Oct-11	Pro Rider features, Mod Sled breakdowns, Event Coverage, Product Reviews and other sport lifestyle features.
<i>SledHeads</i>	December	14-Oct-11	28-Oct-11	23-Nov-11	Pro Rider features, Mod Sled breakdowns, Event Coverage, Product Reviews and other sport lifestyle features.
<i>SledHeads</i>	January	11-Nov-11	25-Nov-11	21-Dec-11	Pro Rider features, Mod Sled breakdowns, Event Coverage, Product Reviews and other sport lifestyle features.

AD RATES

*Dates are subject to change without notice

	BLACK/WHITE		FOUR COLOR	
	1x	3x	1x	3x
Full page	2627	2561	3342	3258
Two Thirds-page	1813	1767	2306	2248
Half Vertical-page	1550	1511	1972	1922
Half-page	1392	1358	1771	1727
Third-page	946	922	1203	1173
Quarter-page	736	717	936	912
Sixth-page	518	505	658	642
Eighth-page	407	397	518	505
Twelveth-page	297	289	378	368
Twenty Fourth-page	189	184	241	235
Covers 2nd and 3rd	2758	2689	3509	3421
Spread	5254	5123	6683	6516
			Back cover	3676 3584

SLEDHEADS

DEMOGRAPHICS

Meet the *SledHeads* member

- 98% Male
- 63% Married (66% of spouses snowmobile, and 63% have their own sled)
- 75% Have household incomes over \$60,000
- 43% Have household incomes over \$90,000
- 90% Have a personal computer
- 89% Have access to the internet from home
- SledHeads average age: 40
- Average years snowmobiling: 20

VACATIONS

SledHeads members travel to snowmobile

- 50% Took from 1-3 overnight snowmobile trips last year
- 27% Took from 4-6 overnight snowmobile trips last year
- 23% Took from 7-13 overnight snowmobile trips last year
- 39% Took trips over 4 days

READERS REPLY

Members read *SledHeads* for product and performance information

- 89% Save their copies for future reference;
- 57% of those for over 2 years
- 3.3 Average readers per copy

What is the most read section in a typical issue of *SledHeads*?

- 1 - New Model Sled Articles
- 2 - What's New
- 3 - Field Test
- 4 - Product Evaluations
- 5 - New Sled Articles
- 6 - How To's
- 7 - Cold Shots
- 8 - Mailbag
- 9 - Plowed Out
- 10 - Suppliers Discount Directory

SNOWMOBILE OWNERSHIP

What's hot with *SledHeads* members? When you buy your next sled, which of the following brands will you consider?

- Ski-Doo 30%

Arctic Cat	28%	Porting	24%
Polaris	23%	Gauges	22%
Yamaha	16%	Fuel Rack Storage	21%
Other	2%	Rear Skid Frame	20%
Snow Hawk	1%	Nitrous	20%
		Running Boards	18%
		Drivers	18%
		Sticker Kits/Graphics	15%

Why do they buy a particular sled?

- 1 - Weight
 - 2 - Dependability
 - 3 - Engine Size
 - 4 - Climbing Ability
 - 5 - High Performance Model
 - 6 - Brand Name
 - 7 - Price
 - 8 - Looks
 - 9 - Dealer Support
 - 10 - Warranty
- 76% Use their sleds on the trails
 - 79% Will make their next sled 800cc or over
 - 91% Use their sleds in the mountains
 - 39% Buy sleds every one or two years
 - 54% Buy sleds during spring promotions
 - 26% Buy their sleds in the fall

SNOWMOBILE MODIFICATION

SledHeads members make more mods & spend more on mods than most snowmobilers

- 95% Modify their sleds
- 23% spend from \$100-\$500 per year on mods
- 76% spend over \$500 per year on mods
- 58% Have modified engines
- 40% make all of their own repairs and modifications
- 38% make most of their own repairs and modifications

Top 25 Modifications

Clutching	68%
Pipes	67%
Handlebars/Riser	58%
Skid Plate	54%
Ice Scratchers	50%
Skis	49%
Tracks	48%
Air Box/Filters	43%
Left Hand Throttle	42%
Silencers	42%
Hand Guards	39%
Reeds	39%
Windshield	36%
Seats	35%
Shocks	34%
Idler Wheels	31%
Heads	27%

SNOWMOBILERS NEED TRUCKS

SledHeads members buy trucks and aftermarket truck products

- 92% Own pick-up trucks
- 30% Plan to buy trucks within 3 years
- 37% Own SUVs
- 5% Plan to buy SUVs within 3 years

Which, if any, of these truck related aftermarket products do you purchase?

Upgraded Tires	60%
Performance Exhaust	50%
Custom Wheels	46%
Performance Chips	45%
Bedliners	43%
Hitches	39%
Lift Kit	33%
Running Boards	27%
Towing Aids	26%
Tonneau Covers	19%
Exhaust Brakes	12%

RECREATIONAL & BUYING HABITS

SledHeads members are active outdoorsmen and motorsports hobbyists

- 78% Go camping
- 63% ATV
- 59% Fish
- 68% Hunt
- 49% Own avalanche products
- 68% Have purchased products on the internet
- 61% Go Boating
- 58% Own ATVs
- 41% Own motorboats

Which of the following products do you plan to purchase in the next:

	1 Year	3 Years
Avalanche Products	27%	8%
GPS	24%	8%
Pickup Truck	18%	30%
Enclosed Sled Trailer	15%	19%
Personal Locator Beacon	13%	5%
Radio Communicators	9%	4%
ATV	9%	11%
Helmet Camera	8%	7%
Travel Trailer	5%	4%
Open Sled Trailer	4%	2%

AD SPECS

Materials MUST be submitted in electronic format.

If you need assistance in this matter, please contact your sales rep.

Following are guidelines in supplying your materials:

PHOTOS: Tiff preferred, EPS acceptable. All files RGB. Never CMYK. All photos should be provided at 350 dpi. Internet Web photos at 72 dpi are not acceptable for print media. Artwork: Adobe Photoshop, Adobe Illustrator (Mac, PC) all text converted to outlines.

ADS: InDesign; NO PageMaker. Include ALL fonts (printer and screen). Also send all artwork and photos. All files must be CMYK. No RGB. High-resolution (350 dpi) PDF files are also acceptable. Two color ad material must be supplied as four color process. Magazines are printed at 175 line screen.

MEDIA SUPPORTED: CD, DVD, e-mail, FTP. Contact your account executive for e-mail and FTP address. Harris Publishing, Inc. is not responsible for electronic files that print incorrectly due to problems with your file. We reserve the right to substitute fonts in such cases where the fonts are not supplied with the ad file. Fonts will be chosen to match as closely as possible.

COMMISSIONS: 15 percent to recognized agencies for agency-supplied ads. Note: Publisher will charge for additional make-ready costs, including layout, typesetting and scans. Production will be billed at cost. Publisher will not honor advertising agency's 15 percent commission if any account remains unpaid for 90 days. Inserts/Polybag/Direct Mail/List Rental: Visit with your account executive for details and pricing. Advertiser Online provided for all advertisers.

TERMS & CONDITIONS: Print cancellations not accepted after closing date. Online cancellations can be made anytime subject to short rate and per-day adjustments. All advertisements are subject to acceptance by publisher and the advertising contract is therefore deemed to have been entered into in Idaho Falls, Idaho, and governed by the laws of the State of Idaho. Both publisher and advertiser consent to that jurisdiction. Orders are accepted subject to the terms and provisions of our current Advertising Rate Card, which will prevail in case of any inconsistency or conflict with advertiser's order.

- Publisher reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher.
- Publisher is not responsible for the content of advertisements nor for claims arising from contents of advertisements.
- Publisher will not honor advertising agency's 15 percent commission if any account remains unpaid for 90 days.
- Should any monies required to be paid hereunder not be paid as set forth in the invoice, the advertiser shall pay publisher, in addition to the monies owed, a delinquent charge equivalent to the maximum legal rate of interest and expenses of collection including attorney's fees.
- Should reproduction materials for scheduled advertisement fail to arrive by deadline date, publisher reserves the right to repeat most recent material on hand.

PAGE DIMENSIONS

Trim Size	8 x 10.75
Live Area Full Page	7.0625 x 10
Live Area Two-Page Spread	15.125 x 10
Full Page w/Bleed Size	8.25 x 11
Spread w/Bleed Size	16.25 x 11
Binding Method	Saddle Stitched

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 FTP Site: ftp.harispublishing.com. Please contact your account representative for login, password and additional information.

AD DIMENSIONS

Two-Page Spread	15.125 x 10
Full Page	7.0625 x 10
2/3 Page Vertical	4.667 x 10
1/2 Page Horizontal	7.083 x 4.833
1/2 Page Vertical	4.667 x 7.333
1/3 Page Rectangular	4.667 x 4.833
1/3 Page Horizontal	7.083 x 3.167
1/3 Page Vertical	2.25 x 10
1/4 Page Horizontal	4.667 x 3.625
1/6 Page Horizontal	4.667 x 2.333
1/6 Page Vertical	2.25 x 4.833
1/8 Page	2.25 x 3.625
1/12 Page	2.25 x 2.333
1/24 Page	2.25 x 1.083

