



MEDIA KIT: Arizona Edition

BIKER & HOTROD INFORMATION GUIDE **Harley-Custom- Off Road, Cruiser, Sport, Metric & HotRod** The First & Original Biker Information Guide “Since 1997”

**“The Little Biker and HotRod Magazine & Website
That Has It All” Small Enough To Keep With You
And Respectable Enough To Leave on Your Coffee Table**

**ACCORDING TO ARIZONA DMV THERE ARE OVER 209,000
REGISTERED MOTORCYCLES and 93,000 MOTORCYCLE
DRIVER’S LICENSES and OVER 700,000 CLASSIC CARS REGISTERED
IN THE STATE OF ARIZONA**

**Let ARIZONA Biker or HotRod Information Guide &
BikerInformationGuide.com or HotrodInformationGuide.com
Reach Them for You! Our Goal is to make sure the Motorcycle Riders
and Car Guys are well informed.**

Our websites Bikerinformationguide.com and Hotrodinformationguide.com receives over 27,000 visits a day. Our monthly E-Newsletter is sent to 4,000 subscribers. We print 10,000 of each Magazine: (Harley-Custom) (Off Road, Cruiser, Sport & Metric) and our HotRod Mag total of 30,000 printed in AZ every 3 months and we provide a proof of print. We also have Magazines in Inland Northwest Idaho, East WA, West MT and Northern California, New Mexico, Northern Washington with over 300 customers we must be doing something right!

And now coming in 2008 Southern Cal, Colorado, Illinois will increase our distributions to 100,000 copies printed every 3 months.

Magazines are FREE and we provide state wide distribution at Motorcycle and HotRod Friendly Establishments and Car & Motorcycle Events.



A Little Bit About Us:

The Biker Information Guide was started in Arizona in 1997. We have been featured in BIKER Magazine, Arizona Republic Newspaper, seen on MTV, VH1, ESPN II, and Channels 3 & 12 News. **ARIZONA** Biker and HotRod Information Guide covers the great state of **ARIZONA** and are small enough for you to keep with you.

We have found that some of our readers & advertisers still have our original magazines to this day. [Just read some of our Customer's Feedback, our shelf life is years.](#)

Biker information Guide was the Sponsor & Presenter of the Motorcycle portion of the Arizona World of Wheels Custom Cars, Hotrods & Motorcycle Show for 4 years 2003-2006 and help with the set up and ran the Custom Motorcycle Build-Off featuring the Orange County Chopper Guys in 2004 & 2006. We were one of the Original Sponsors and Official Guide of Arizona Bike Week in 1997 & 1998. Kimmy's involvement in the motorcycle and Car world spans over 30 years and has coordinated & promoted over 600 Events including: Benefit Runs, Poker Runs, Custom Motorcycle Shows and Tattoo Contests. Kelly Hemphill VP/AZ Editor (Kimmy's Daughter) is our Graphic Artist. We have a great team here at Biker and HotRod Information Guide.

Our ARIZONA Biker and HotRod Information Guide & Our Website HotRod & BikerInformationGuide.com features:

Kimmy's Corner President/National Publisher, Kelly's Place VP/AZ Editor
 Motorcycle Dealers & Car Shops, Custom & Specialty Shops, Biker & HotRod Friendly Bars & Restaurants, Attorneys, Insurance, Rider Apparel, Tattoo shops, Rider Training, World Famous "Biker Billy Cooks with Fire", Special features like Male, Female, Baby, Couple Riders, Car Clubs, Gotcha Rider Pictures, Performance on the Road, Feature Product, Tech Tips, Attorney Tips, Safety Tips, Day Rides, Did You Know?, ABATE, MMA, HOG & Star Riders, and Over 300 Car Clubs, Feature Stories on our Advertisers, Firearms & Helmet Legal Info, Free listings of runs, events & meetings, Biker and HotRod Opinions.

"Everything a Rider or Car Guy Needs to Know"

BIKER and HOTROD INFORMATION GUIDES

Quarterly Magazines Published in; January, April, July and October

Deadlines are:

November 15th for **January, February & March** (Bike Week Issue)

March 1st for **April, May & June** (Bike Week - Spring Issue)

June 10th for **July, August & September** (Summer Issue)

August 15th for **October, November & December** (Holiday Issue)

Advertising Pricing Includes All of this:

- A Full Page Color Ad (Design for no charge)
- Your Business Listed on Our Website **HotRod** or **BikerInformationGuide.com**
- Listed in Our Monthly BIG-E Newsletter
- Each week a different Customer will be Featured with a Special of their choice on the Front Page of **BIG's** Website **HotRod** or **Bikerinformationguide.com**
- Our Motorcycle & Car Shops will have an opportunity to be on a cover of a Magazine including a Feature Bike or car page
- Listings of All Your Runs, Events, Press Releases, Open Houses and Specials

For Our "Customers Only" you get the opportunity to be either a:

- Feature Story, Performance on the road, Feature Product, Tech, Safety, Attorney, Insurance & Riding Tips in a Magazine.
- Plus we will now be posting all of our information pages on our website from the Magazines under their categories (easier to find). Pages from our Writers, Feature Stories, Tips etc. our readers will now be able to find information and articles about or by your business from past issues with just a few clicks of their mouse "Extra Advertising for You"

Required format PDF, JPEG, TIFF AD Size 7^{3/4} X 4^{7/8}

Includes: a Full Page Color ad, Web Site listing, Monthly News Letter & Spot Light

We give discounts if you go into multiple magazines and more than one issue.

Rate Card	Rate for 1 Issue	Rate for 4 Issue
2 or More Magazines	Each Magazine	Each issue \$500
Full Page Color Ad	\$650 per Issue	\$550 per Issue
Color Center Double Pages	\$2,000 per Issue	\$1,799 per Issue
Full Color Inside Front or Back Covers	\$850 per Issue	\$750 per Issue
Full Color First or Last Pages	\$750 per Issue	\$650 per Issue
Full Color Back Cover	\$1,500 per Issue	\$1,250 per Issue

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