

2007 Editorial Calendar

Our editorial focus and our mission is to stay true to our goal of uncovering and reporting the issues facing the Big Twin industry – whether they be challenges or opportunities. We will invest our resources in

generating insightful, in-depth and complete coverage of issues such as regulatory restrictions, new profit opportunities and the best practices seen in our business.

Below is a summary of the type of issues we will address. Our compelling content coupled with our tabloid size gives you the maximum stage six times a year to showcase your products.

Business Reach

Big Twin Dealer	Format	Editorial Focus	Bonus Distribution	Ad Close	Materials Due
January/February	Tabloid	DEM Report Card Rally Planning Big Twin West 2006 Show Report Special Report: V-Twin Expo Show Preview, Dealer Expo® Show Preview	Bonus Distribution: V-Twin Expo (Cincinnati), Dealer Expo® (Indianapolis)	Dec. 20, 2006	Jan. 3, 2007
March/April	Tabloid	The Big Service Issues: Tools, Techs & Services Custom Builders To Watch		Feb. 26	March 7
May/June	Tabloid	Reader's Choice: Top Products for the Custom Market		April 27	May 7
July/August	Tabloid	State of the Market, 2007-08	Bonus Distribution: Distributor Shows, Dealer Meetings	June 29	July 11
September/October	Tabloid	The Big Business Issue: Making a Buck in the Custom Market Special Report: Big Twin West Show Preview		Aug. 24	Sept. 5
November/December	Tabloid	Big Twin West Show Issue Distributor Report Card		Oct. 12	Oct. 31

* Editorial calendar subject to change.

Consumer Reach

Sturgis Guide	Format	Description	Ad Close	Materials Due
August	Standard	<ul style="list-style-type: none"> ■ 17th year of publication ■ Motorcycle Industry's representative magazine at the 67th Annual Black Hills Rally & Races, to be held in August in and around Sturgis, South Dakota ■ Commissioned cover art by Harley-Davidson licensed artists, notably Scott Jacobo ■ Targeted distribution to ensure the Sturgis Guide is seen by thousands of consumer buyers ■ CONTAINS: Full schedule of events throughout the Black Hills, rally tips, exclusive profiles, and more ■ Posters, maps and other sponsorship opportunities available 	June 26	July 5