

SIDE X SIDE INDUSTRY NEWS

UTV

TRADE MAGAZINE

BUSINESS TO BUSINESS

SIDE X SIDE INDUSTRY NEWS

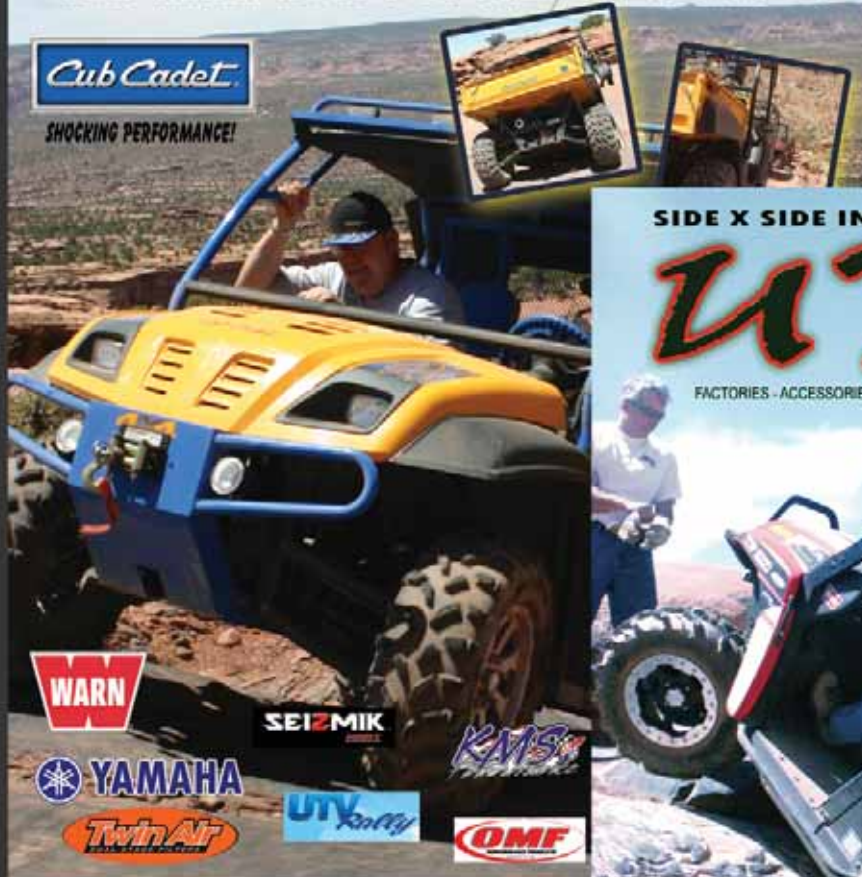
February 2007

UTV TRADE MAGAZINE

FACTORIES - ACCESSORIES - GEAR - EVENTS - REPORTS - COMPARRISONS - COMPETITIONS - NEWS

Cub Cadet

SHOCKING PERFORMANCE!

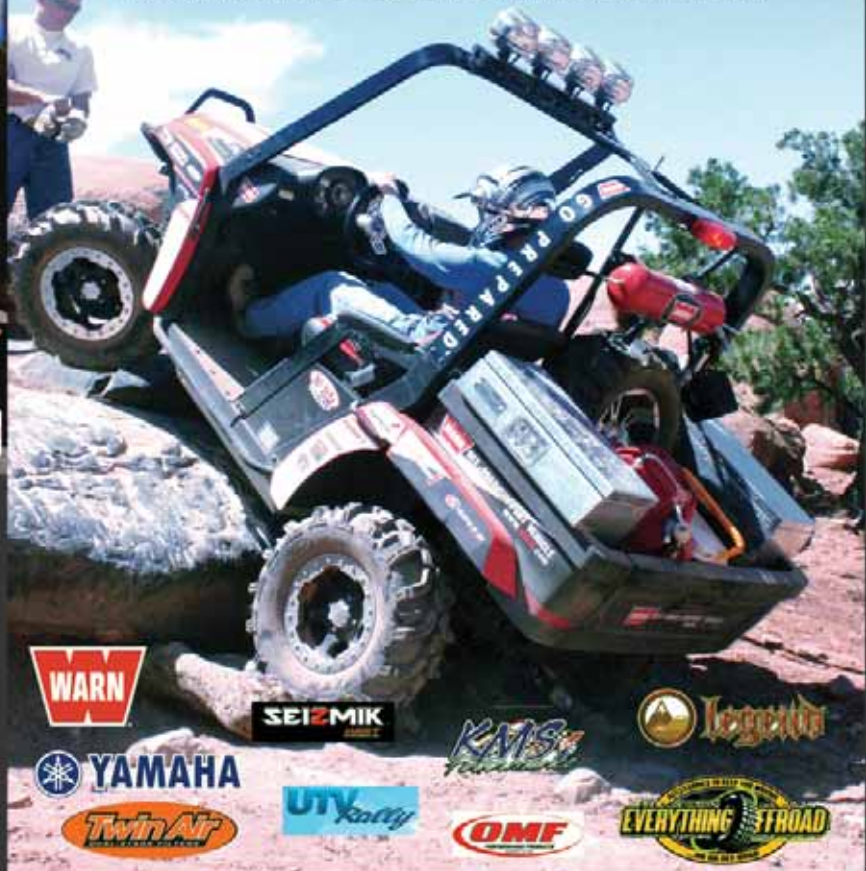


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August 2007

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RUESCH MEDIA GROUP
Multimedia Marketing



SIDE X SIDE INDUSTRY NEWS

UTV

TRADE MAGAZINE



DISTRIBUTION
DISTRIBUTION

IT'S SIMPLE

WE MAIL TO EVERY MOTOR-SPORTS SHOP IN AMERICA

UTV Trade Magazine is freely mailed to over 10,000 motor-sports shops throughout America. This is not a consumer magazine. If you want to TALK SHOP with every dealer in America for 1/3 the cost offered by competing business magazines, you're in the right place



ADVERTISERS
ADVERTISERS

Our advertiser's are everyone who recognizes a unique opportunity to sell more products and gain market share through the new UTV industry.

If you're tired of wasting money only to be lost in the crowd, you will want to learn more about our offering. Our advertisers want to be in the loop and cash in on the revenue opportunities surrounding this emerging new market.



PRICING
PRICING
PRICING



COMPARE - SAME EXPOSURE FOR HALF THE COST

The key to advertising is:

- Guaranteed exposure
- Specific demographic target
- Best price

Our advertisers enjoy all three for nearly half the cost of competing trade magazines.



WHY ADVERTISE?
WHY ADVERTISE?
WHY ADVERTISE?

The only thing worse than losing money on poor advertising decisions is:

NOT ADVERTISING AT ALL

ADVERTISING THAT WORKS



FIRST UTV only Trade Magazine (Business to Business)



FREE to every dealer in America



HALF OFF the cost of competing magazines

RUESCH MEDIA GROUP
Multimedia Marketing





EDITORIALS EDITORIALS

UTV Industry News
Advertisers
Opinion Polls
Factory Reports
Reviews

UTV Events Calendar
Competitions
Dealer Stories
Comparisons

SPECIFICATIONS SPECIFICATIONS

Finish book size 8" x 10.5"

Bleed: 1/8"

Bindery: Saddle Stitch

File Format: PDF or InDesign

Resolution: 300 dpi

Images: CMYK

Media Type: CD or FTP

Fonts: Include all fonts

Drop Date: Mailed on 1st week of Even Months

Artwork Deadline 7th of preceding month of mailing

Call 435 586 2272 ex 201 Fax 435 586 1643

Email James@UTVIndustry.com

or

Jason@RueschMedia.com

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www.UTVTradeMagazine.com



GOT BUDGET?

STARTING A MAGAZINE IN THE MIDDLE OF THE CALENDAR YEAR POSES PROBLEMS FOR MARKETING BUDGETS, BUT BEFORE YOU DISMISS THE IDEA, **CONSIDER WHAT YOU WILL SAVE BY SIGNING UP NOW.**

OUR LIST PRICES ARE ALREADY HALF THE COST OF OTHER MOTORSPORTS TRADE MAGAZINES, BUT IF YOU SIGN UP FOR OUR PREMIER ISSUE, **WE WILL LOCK YOUR PRICING IN AT HALF OUR LIST PRICE. FOREVER!**

YOU WILL SAVE THOUSANDS A YEAR BY GETTING IN NOW. **PRICES GUARANTEED NEVER TO GO UP.**

THINK ABOUT IT!

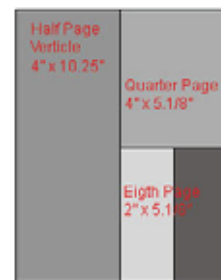
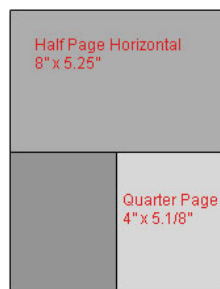
| | | | |
|---|---|--|---|
|  |  |  |  |
| \$3,375 | \$3,662 | \$8,550 | \$950 |
| PER ISSUE | PER ISSUE | PER ISSUE | PER ISSUE |
| FULL PAGE COLOR | FULL PAGE COLOR | FULL PAGE COLOR | FULL PAGE COLOR |

SAME DISTRIBUTION AT A FRACTION OF THE COST



PRICING

| | | LIST PRICE | |
|------------------------------|------------------|------------|-----------|
| AD SIZE | 12 - ISSUES | 6 - ISSUES | 1 - ISSUE |
| Quarter Page | \$600.00 | \$800.00 | \$950.00 |
| Half Page | \$1050.00 | \$1200.00 | \$1400.00 |
| Full Page | \$1900.00 | \$2100.00 | \$2500.00 |
| Double Page | \$3500.00 | \$3700.00 | \$3900.00 |
| Cover + 2 page feature story | | | \$3800.00 |
| Back Cover | | \$2500.00 | \$2700.00 |
| Fold Out | Call for pricing | | |
| Inserts | Call for pricing | | |



SPECIFICATIONS

| | |
|------------------|-----------------------------------|
| Finish book size | 8" x 10.5" |
| Bleed | 1/8" |
| Bindery | Saddle Stitch |
| File Format | PDF or InDesign |
| Resolution | 300 dpi |
| Images | CMYK |
| Media Type | CD or FTP |
| Fonts | Include all fonts |
| Drop Date | Mailed on 1st week of Even Months |
| Artwork Deadline | 7th of preceding month of mailing |

**HALF OFF
LIST PRICES
FOREVER**

SIGN UP BY AUGUST 31, 07