

We are Number 1 when it comes to getting your business more results than any other Biker Magazine, with the same advertisers advertising & never missing an issue for over 8-12 years



Central & Southern California BIKER INFORMATION GUIDE

The First & Original Biker Information Guide "Since 1997" (Going on 13 years)
 Small Enough To Keep With You and Respectable Enough to Leave on Your Coffee Table

- We also have Magazines covering the states of: Arizona, New Mexico, Washington, Illinois, Wisconsin, Nevada, North Carolina and coming soon Louisiana and now Southern California. We print 10,000 copies for each state and they are delivered into your target market.

[Here is what a few of our Advertisers had to say:](#)

- **Kimmy Chapman is an exceptional individual and Buddy Stubbs Harley-Davidson** is proud to carry and advertise in her publication, Biker Information Guide. What other magazine has someone behind it who actually cares about your business as if it was her own, promotes and attends your events on her own time, and provides an invaluable resource for the biking community? We don't look at Biker Information Guide as somewhere to place an ad, but as partner for our business. Kimmy Chapman and Biker Information Guide are the real deal. Working together Since 1997

Rachel Van Nortwick Marketing and Event Coordinator

Buddy Stubbs AZ Harley-Davidson/Anthem Harley-Davidson 602-971-34

- **Simply The Best!**

We have been advertising with Biker Information Guide since opening our business in 2002. Notice that I say "with" not "in" because with Kimmy Chapman and her staff it is a group effort and you are not just a number and revenue stream, but a friend and you might even say a family member.

Over the years we have advertised our business in other publications but through tracking of our marketing have determined that after current customer referrals, AZ BIG is consistently our most effective advertising tool. Others have tried to imitate Biker Information Guide but without the tried and true knowledge that Kimmy has acquired and fine tuned, they have been largely unsuccessful. With your hard work and the guidance of the BIG staff, success is in the cards!

In our opinion, as Tina Turner says in her song, you're simply the best!

Bill & Denise Cook Desert Custom Cycles 480-835-6666

- We have tried all the other normal free newspapers, magazines, etc. Whenever we could actually compare the results of our advertising in the various media, it always turned out that the Biker Information Guide brought the most customers into our shop. It seems that everyone likes your format & the guides are always the first to be taken from our display rack.

Evolution Custom Cycles 480-966-8876

- Bikers Information Guide has exceeded all of our expectations with 50% of our new customers saying "I saw you in the Guide." Kimmy and her staff have worked very closely with us in developing the ads, providing direct and valuable feedback and assisting us in all aspects of developing our advertising program. Bikers Information Guide is a must for new and established businesses that are looking to reach the biker community. We are in both Sport, Metric Off-Road and the Harley Custom. Thank you for being a big part of **Bikers Bay success**. Tim & Jim 480-421-1404

ACCORDING TO THE DMV THERE ARE OVER: 609,000 REGISTERED MOTORCYCLES in California

Let Us Help and Reach your Target Market Advertising Pricing Includes:

- Our Website receives over 30,000 Visits a day
- **10,000 copies printed and delivered only to the Southern California (Your Target Market)**
- A Full Page Color Ad (Design for no charge)
- **NEW** 3 Directory Listings.
- Your Business Listed on our Website's: BikerInformationGuide.com
- **NEW Weekly** BIG-E Newsletter listing your business and weekly specials.
- Each day we take turns posting a new Advertiser on the Front Page of our Websites.
- Our Motorcycle shops will have an opportunity to be on the cover.
- You will be a Feature Story, Feature Product, or an Information page.
- We will now be posting all of our information pages on our website from past issues.
- We List all Runs & Events FREE.
- We Post Weekly Event GOTCHA Pictures of your events.

Quarterly Publishing Dates are **January-April-July-October**

Deadline date is the first of the month prior to publishing (No ads will be accepted after the first)

Full Color Ads Required formats are: PDF, JPEG, TIFF AD Size 7^{3/4} X 4^{7/8}

Payment is Due before Press.

Rate Card is based on per (Quarterly) issue	Rate for 1 Issue	Discount Rate for more Than 1 Issue
<u>3 NEW Magazine Directories: Mag & website Listing</u> Tattoo & Piercing Bars/Grills & Bike Nights (Bike Night will be Listed under your name) BIG's Business Directories (Business)	<u>Listings include:</u> Name-Address- Phone Number & Website	Magazine & Website Listing (NEW) \$195 per Issue
Full Page Color Ad Receives: Website listing-Tip-Feature-Info page,-Listed in our Weekly E Newsletter-Front page Website Spot Light Ad	\$650 per Issue	\$550 per Issue
Color Center Double Pages	\$2,000 per Issue	\$1,800 per Issue
Color Inside Front or Back Covers	\$850 per Issue	\$750 per Issue
Color First or Last Pages	\$750 per Issue	\$650 per Issue
Color Back Cover	\$1,500 per Issue	\$1,350 per Issue (SOLD)

Contact Jeff Flame Owner/ Editor of Central/ Southern California- 805-341-5654

E-mail: Jeff@ScaBig.com

National office: 602-843-8907