



American Historic Racing Motorcycle Association

# AHRMA MAG Advertising

The American Historic Racing Motorcycle Association is the recognized leader in classic motorcycle racing in North America, and one of the premier vintage organizations in the world. AHRMA is a member-owned non-profit association offering national and regional road racing, motocross, dirt track, cross country and observed trials competition. AHRMA also showcases "alternative" modern racing - Sound of Singles®, Battle of Twins®, and Sound of Thunder®.

AHRMA's members are among the most dedicated enthusiasts anywhere. Our members are more mature (average age 47), more affluent (32% have an income of at least \$60,000 and 24% earn over \$100,000) and better educated (41% have at least a bachelor's degree) than almost any other group in the motorcycling marketplace. We are business owners (26%), professional/technical people (22%), craftsmen (14%) and administrators/managers (11%).

## Why advertise in AHRMA MAG?

AHRMA members invest a lot of money in their sport. In addition to owning 19 motorcycles, the average member spends over \$10,000 each year on new and used motorcycles, parts, accessories, publications, race fuel, lubricants, safety gear, tools and other related items. In other words, the associations' members represent nearly \$60 million in spending power! These are the kind of people you need to reach! AHRMA MAG is published 10 times per year and is the association's main link to its membership. It is professionally edited and designed in an 8.5-by-11 inch format, with 30+ pages per issue. AHRMA MAG contains reports on AHRMA events and other happenings in the world of vintage motorcycling, information on rules and racing, features about interesting machines and the people who race them, classified ads, and more.

**There's no better place to reach the specialized vintage market!**

For more information, please contact:

**Alice Sexton**  
**Print Communications Director**  
 P.O. Box 1250, Blue Ridge, GA 30513  
 706. 492. 5070  
 alice.sexton@ahrma.org



## AHRMA MAG Ad Rates

AD SIZE	1 ISSUE	3 ISSUES	6 ISSUES	10 ISSUES
Back Cover	\$500	\$475	\$425	\$400
Inside Front	\$425	\$400	\$375	\$350
Inside Back	\$425	\$400	\$375	\$350
Full Page	\$375	\$350	\$325	\$300
2/3 Page	\$220	\$205	\$190	\$175
1/2 Page	\$205	\$180	\$165	\$150
1/3 Page	\$145	\$130	\$115	\$100
1/4 Page	\$120	\$105	\$95	\$80
1/6 Page	\$105	\$90	\$75	\$60
1/8 Page	\$100	\$85	\$65	\$45

## Additional Information

- Prices listed are for camera-ready ads
- Ads must be submitted in electronic format by email (up to 10mb) or by a large file transfer app such as Dropbox or We Transfer.
- PDF/X-1a is the preferred format, however ads may be submitted as .eps, .tiff or .jpg at 300dpi minimum.
- Payments may be made by credit card, check or PayPal.
- Competition events advertised in AHRMA MAG must be AHRMA events. Promoters pay the 10-time rate.
- This information is also available online at [www.ahrma.org](http://www.ahrma.org)



## Publication Dates and Deadlines

Issue Date	Advertising Contracts Due	Advertising & Editorial Materials Due	Approximate Date Mailed
January	Dec 1	Dec 10	Jan 1
February	Jan 1	Jan 10	Feb 1
March/April	Feb 1	Feb 10	Mar 1
May	April 1	April 10	May 1
June	May 1	May 10	June 1
July	June 1	June 10	July 1
August	July 1	July 10	Aug 1
September	Aug 1	Aug 10	Sept 1
Oct/Nov	Sept 1	Sept 10	Oct 1
December	Nov 1	Nov 10	Dec 1
January	Dec 1	Dec 10	Jan 1



Post these dates on your calendar to keep you on track for sending in materials. We can also assist you with creating advertisements.

**Contact us for more information:**

Curt Comer, Executive Director: 615.420.6435  
email: [curt.comer@ahrma.org](mailto:curt.comer@ahrma.org) or  
Alice Sexton, Editor: 706.492.5070  
email: [alice.sexton@ahrma.org](mailto:alice.sexton@ahrma.org)





## AHRMA MAG Ad Sizes

### COVERS & FULL PAGE

LIVE:  
7.375" x 9.875"

TRIM:  
8.375" x 10.875"

BLEED:  
8.625" x 11.25"

### 2/3 PAGE HORIZONTAL

7.375" x 7"

### 1/3 PAGE HORIZONTAL

7.375" x 2.75"

### 1/2 PAGE HORIZONTAL

7.375" x 4.875"

### BACK PAGE

LIVE:  
7.375" x 8.625"

BLEED:  
8.625" x 7.9575"

### 2/3 PAGE VERTICAL

4.875" x 9.875"

### 1/3 PAGE VERTICAL

2.375"  
x  
9.875"

### 1/6 PAGE HORIZONTAL

4.875" x 2.375"

### 1/6 PAGE VERTICAL

2.375"  
x  
4.8625"

### 1/3 PAGE SQUARE

4.875" x 4.865"

### 1/2 PAGE VERTICAL

3.675"  
x  
9.875"

### 1/4 PAGE

3.675"  
x  
4.865"

### 1/8 PAGE

3.675"  
x  
2.385"

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