



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 51), more affluent (29% have an income of at least \$60,000 and 32% earn over \$100,000) and better educated (43% 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 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 \$30 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 50+ 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. **The AHRMA MAG is printed once per quarter, delivered to 2,000+ homes. It is also available in digital form online with ~25,000+ reads per year (almost 500,000 page views), and growing.

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

If they don't know who you are - How can they buy from you?



AHRMA MAG single issue cost based on purchase package

AD SIZE	1 ISSUE	3 ISSUES	6 ISSUES	10 ISSUES
Spread	\$760	\$720	\$640	\$600
Back Cover	\$600	\$575	\$508	\$480
Inside Front	\$510	\$475	\$450	\$420
Inside Back	\$510	\$475	\$450	\$420
Full Page	\$450	\$417	\$383	\$360
2/3 Page	\$265	\$243	\$228	\$210
1/2 Page	\$250	\$217	\$195	\$180
1/3 Page	\$175	\$155	\$137	\$120
1/4 Page	\$145	\$125	\$115	\$95
1/8 Page	\$100	\$85	\$65	\$45
Hotlink*	\$100	\$85	\$65	\$45

* add a hotlink to any size ad - send readers to a specific URL of your choice and get more traffic to your website

Additional Information

- Prices listed are for camera-ready ads
- Ads must be submitted in electronic format by email or by a large file transfer app such as Dropbox or We Transfer.
- PDF is the preferred format, however ads may be submitted as .eps, .tiff or .jpg at 300dpi minimum. *It is recommended that type size be at 9pt or greater.*
- 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



AHRMA MAG Ad Sizes

1/2 PAGE VERTICAL

LIVE: 16.50" x 10.50"
TRIM: 17.00" x 11.00"
BLEED: 17.25" x 11.25"

FULL PAGE

LIVE: 8.00" x 10.50"
TRIM: 8.50" x 11.00"
BLEED: 8.63" x 11.26"

2/3 PAGE HORIZONTAL

LIVE: 8.00" x 7.08"
TRIM: 8.50" x 7.33"
BLEED: 8.63" x 7.46"

1/3 PAGE HORIZONTAL

LIVE: 8.00" x 3.42"
TRIM: 8.50" x 3.67"
BLEED: 8.63" x 3.80"

1/2 PAGE HORIZONTAL

LIVE: 8.00" x 5.25"
TRIM: 8.50" x 5.50"
BLEED: 8.63" x 5.63"

BACK PAGE

LIVE: 8.00" x 8.62"
TRIM: 8.50" x 9.00"
BLEED: 8.63" x 9.00"

2/3 PAGE VERTICAL

LIVE:
5.42" x 10.50"

TRIM:
5.67" x 11.00"

BLEED:
5.67" x 11.26"

1/3 PAGE VERTICAL

LIVE:
2.58" x
10.50"

TRIM:
2.83" x
11.00"

BLEED:
2.85" x
11.26"

1/2 PAGE VERTICAL

LIVE:
4.00" x 10.50"

TRIM:
4.25" x 1.00"

BLEED:
4.27" x 11.26"

1/4 PAGE

3.88" x 5.12"

1/8 PAGE

3.88" x 2.44"

LIVE area: the area in which all content should stay, such as heading, sub-heading, copy, inset photos, contact info, etc.

TRIM size: the actual size of the magazine

BLEED area: the area in which all artwork should extend.

*any final supplied art file without proper bleed will be shrunk to fit in the live area, which will cause what area all around the ad

*on two-page spreads, leave 0.5" gutter for all live material

PDF is the preferred format, however ads may be submitted as .eps, .tiff or .jpg at 300dpi minimum. It is recommended that type size be at 9pt or greater.

Call or email if you need assistance or have questions:
Steph Vetterly, advertising@ahrma.org - 1-888-412-4762 option 4