

# ROADGEAR

Hi-Performance Motorcycle Gear

		<b>BASE</b>
36,112	3 Month Motorcycle Enthusiasts	+\$12/M
54,680	6 Month Motorcycle Enthusiasts	+\$10/M
104,242	12 Month Motorcycle Enthusiasts	+\$6/M
	<b>Motorcycle Enthusiasts</b>	<b>\$100/M</b>
121,264	12 Month Email Addresses	<b>\$145/M</b>
	Fundraising Rate Postal (Selects Waived)	<b>\$80/M</b>
	Fundraising Rate Email (Selects Waived)	<b>\$125/M</b>

## DESCRIPTION:

Since 1991, **ROADGEAR** has been the premier source for high-end motorcycle apparel, accessories, luggage and camping gear. **ROADGEAR** caters to serious "cruisers" who take extensive touring vacations on their motorcycles and consider adventure riding a lifestyle rather than a hobby. **ROADGEAR** buyers are primarily owners of bike brands such as BMW, Honda Gold Wing, Moto Guzzi and Ducati. With an average order over \$250, these buyers expect every item in the **ROADGEAR** product line to offer a unique combination of extreme functionality, maximum value and leading-edge design.

These active outdoorsmen and adventurers boast impressive demographics:

- Median age is 46
- \$160,000+ average income
- 98% currently own at least one motorcycle
- Mostly well-educated white collar professionals

## MARKETING TARGETS:

TEST the **ROADGEAR** lists for offers like these: motorcycle magazines, travel, photography, adult products and magazines, outdoor/camping, DIY, sports, wines, cigars, electronics and other symbols of an active and affluent lifestyle.

Visit the **ROADGEAR** website at: [www.roadgear.com](http://www.roadgear.com)

## POSTAL ORDER CANCELLATION POLICY:

### After Shipping & Before Mail Date:

\$50/F plus run charges, selects, output costs and shipping costs will be due.

### After Mail Date:

Full amount of invoice will be due.

## EMAIL ORDER CANCELLATION POLICY:

### After Test Broadcast & Prior to Final Broadcast:

\$50/F plus run charges and selects will be due.



## Selections:

3 Month Recency	\$12/M
6 Month Recency	\$10/M
12 Month Recency	\$6/M
Dollar Amount	\$16/M
SCF/State	\$8/M

**Gender:** Mostly Male (not selectable)

## Addressing:

Run Charges	\$10/M
Email	\$65/F
Key Coding	\$3/M

## Minimum Order:

Postal	5,000
Email	10,000

## Broadcast Service Processing:

Deployment	\$30/M
	(\$300 minimum)
Opt-out file suppression	\$1.50/M
	(\$125 minimum)
Personalization	\$75/F
Image Hosting	\$15/M
	(\$75/F minimum)
HTML Editing	\$100/Hour
	(1 hour minimum)
Rush Fee	Inquire
	(3 days or less)
Tracking Reports	N/C

**Avg. Unit of Sale:** \$250.00

**Source:** Online Buyers, Motorcycle Club Members, Trade Show and Rally Attendees

## Sample Mailing Piece Required

## Contact:

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**File updates daily**

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