

WHITEHORSE GEAR

FOR MOTORCYCLING ENTHUSIASTS



		BASE	
2,762	3-Month Hotline (<i>Buyers/Inquirers</i>)	\$90/M	+Selects
5,887	6-Month Hotline (<i>Buyers/Inquirers</i>)	\$90/M	+Selects
11,467	12-Month Hotline (<i>Buyers/Inquirers</i>)	\$90/M	+Selects
23,927	24-Month Motorcycle Enthusiasts (<i>Buyers/Inquirers</i>)	\$90/M	+Selects
105,784	Total Buyers/Inquirers Motorcycle Enthusiasts	\$90/M	+Selects
	Re-Use Rate	\$85/M	

DESCRIPTION:

Whitehorse Gear is known as one of the most dependable, and comprehensive resources anywhere for motorcycling books, videos, apparel, tools, and accessories. Whitehorse Gear was founded in 1989 to publish and provide quality information and products to motorcycling enthusiasts worldwide. Whitehorse Gear currently stocks over 1500 products that are available thru their direct mail catalog or online at www.whitehorsegear.com.

Whitehorse Gear customers tend to be comfortable with their position in life and have the discretionary income to enjoy to the fullest their motorcycles, travel, and the adventurous life that is part of the mystique of motorcycling.

These direct mail buyers refer to the Whitehorse Gear catalog or website to make many purchasing decisions because it provides them with one-stop shopping for motorcycling needs.

CATEGORIES:

Accessories/Gear, Apparel, Lifestyles & Entertainment, Marque Histories, Performance, Maintenance & Technical, Racing & Off-Road, Riding Skills, Shop Manuals, Touring & Travel.

PRODUCTS:

Accessories, Apparel, Books/Videos/DVDs, Chemicals, Computer Software, Novelties/Posters, Shop Manuals, Tools

MARKETING TARGETS:

TEST the Whitehorse Gear Motorcycling Catalog list for all motorcycle-related offers.

CANCELLATION POLICY:

After Shipping & Before Mail Date:

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

After Mail Date:

Full amount of invoice will be due.

Selections:

3 Month Recency	\$15/M
6 Month Recency	\$10/M
12 Month Recency	\$5/M
Buyers (75,230)	\$10/M
Gender	\$5/M
SCF/State	\$10/M

Addressing:

P/S Labels (\$60 min)	\$12/M
4-Up Cheshire	\$7/M
Run Charges	\$10/M
Email	\$60/F
FTP	\$68/F
Diskette	\$30/F
Key Coding	\$3/M

Avg. Unit of Sale : \$89.05

Minimum Order: 5,000

Gender: Male: 81,840
Female: 15,365

Source : Direct mail, inserts in major motorcycle magazines, internet, motorcycle rallies, club sign-up sheets and catalogs

Sample Mailing Piece Required

Contact :

Meg Boshell

Phone: 469/467-9100, Ext. 126

E-Mail: mboshell@allmediainc.com

File Updates: Quarterly

Counts Thru: September 30, 2011

Next Update: December 31, 2011

10.11.11