

CycleNews

america's weekly motorcycle newspaper

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2010 Advertising Planner

These Championship Events have been scheduled for coverage in the indicated issues. However, Cycle News cannot accept advertising contingent on specific event coverage in any particular issue. Scheduling of coverage is subject to event cancellations, postponements, transportation failure and fast-breaking editorial opportunities.

ISSUE 1 ***“Special Issue” 2010 Buyer’s Guide***
Space Close Dec 30— On Sale Jan 6— Cover Date Jan 13

ISSUE 2
Space Close Jan 6— On Sale Jan 13— Cover Date Jan 20
*Monster Energy® AMA/FIM Supercross Series, Anaheim, CA

ISSUE 3
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*Monster Energy® AMA/FIM Supercross Series, Phoenix, AZ
AMA Arenacross Series, Grand Rapids, MI

ISSUE 4
Space Close Jan 20— On Sale Jan 27— Cover Date Feb 3
*Monster Energy® AMA/FIM Supercross Series, Anaheim, CA
AMA Arenacross Series, Baltimore, MD

ISSUE 5 ***“Special Issue” Sport Bike Feature Issue***
Space Close Jan 27— On Sale Feb 3— Cover Date Feb 10
*Monster Energy® AMA/FIM Supercross Series, San Francisco, CA
AMA Arenacross Series, Hampton, VA

ISSUE 6
Space Close Feb 3— On Sale Feb 10— Cover Date Feb 17
*Monster Energy® AMA/FIM Supercross Series, San Diego, CA
AMA Arenacross Series, Kansas City, MO
AMA Rekluse National Enduro Series, Wedgefield, SC

ISSUE 7 ***“Special Issue” Daytona Cycle Week Preview***
Space Close Feb 10— On Sale Feb 17— Cover Date Feb 24
*Monster Energy® AMA/FIM Supercross Series, Anaheim, CA
AMA Arenacross Series, Tulsa, OK

ISSUE 8

Space Close Feb 17— On Sale Feb 24— Cover Date Mar 3

*Monster Energy® AMA/FIM Supercross Series, Indianapolis, IN
AMA Arenacross Series, Youngstown, OH

ISSUE 9

Space Close Feb 24— On Sale Mar 3— Cover Date Mar 10

*Monster Energy® AMA/FIM Supercross Series, Atlanta, GA
*FIM Superbike World Championship Series, Australia
AMA Arenacross Series, San Antonio, TX
AMA Rekluse National Enduro Series, Greensboro, GA

ISSUE 10

Space Close Mar 3— On Sale Mar 10— Cover Date Mar 17

*Monster Energy® AMA/FIM Supercross Series, Daytona Beach, FL
*AMA Rekluse National Enduro Series, Daytona Beach, FL
*AMA Pro Racing Superbike Series, Daytona Beach, FL
*AMA Pro Flat Track GNC Series, TT, Short Track, Daytona Beach, FL
AMA Arenacross Series, Fresno, CA
AMA Can-Am Grand National Cross Country Series (GNCC), River Ranch, FL

ISSUE 11

Space Close Mar 10— On Sale Mar 17— Cover Date Mar 24

*Monster Energy® AMA/FIM Supercross Series, Toronto, ON, Canada
*NHRA Full Throttle Pro Stock Motorcycle Series, Gainesville, FL
AMA Arenacross Series, Reno, NV
AMA Can-Am Grand National Cross Country Series (GNCC), Washington, GA

ISSUE 12

Space Close Mar 17— On Sale Mar 24— Cover Date Mar 31

*Monster Energy® AMA/FIM Supercross Series, Arlington, TX
AMA Arenacross Series, Council Bluffs, IA

ISSUE 13 ***“Special Issue” MotoGP Season Preview***

Space Close Mar 24— On Sale Mar 31— Cover Date Apr 7

*Monster Energy® AMA/FIM Supercross Series, Jacksonville, FL
*FIM Superbike World Championship Series, Portugal
*AMA Pro Racing Superbike Series, Fontana, CA
AMA Arenacross Series, Dayton, OH
AMA Can-Am Grand National Cross Country Series (GNCC), Morganton, NC

ISSUE 14

Space Close Mar 31— On Sale Apr 7— Cover Date Apr 14

*FIM MX1 Motocross World Championship Series, Bulgaria
AMA Arenacross Series, Denver, CO
AMA Rekluse National Enduro Series, Calgary, TX

ISSUE 15

Space Close Apr 7— On Sale Apr 14— Cover Date Apr 21

- *Monster Energy® AMA/FIM Supercross Series, Houston, TX
- *FIM MotoGP World Championship Series, Qatar
- *FIM Superbike World Championship Series, Spain
- *FIM MX1 Motocross World Championship Series, Italy
- *NHRA Full Throttle Pro Stock Motorcycle Series, Houston, TX

ISSUE 16

Space Close Apr 14— On Sale Apr 21— Cover Date Apr 28

- *Monster Energy® AMA/FIM Supercross Series, St. Louis, MO
- *AMA Pro Racing Superbike Series, Braselton, GA
- AMA Can-Am Grand National Cross Country Series (GNCC), Union, SC

ISSUE 17

“Special Issue” Street Bike “Wild Card” Issue

Space Close Apr 21— On Sale Apr 28— Cover Date May 5

- *Monster Energy® AMA/FIM Supercross Series, Seattle, WA
- *FIM MotoGP World Championship Series, Japan
- *FIM Superbike World Championship Series, Netherlands
- *FIM MX1 Motocross World Championship Series, Netherlands
- AMA Rekluse National Enduro Series, West Point, TN

ISSUE 18

Space Close Apr 28— On Sale May 5— Cover Date May 12

- *Monster Energy® AMA/FIM Supercross Series, Salt Lake City, UT
- *FIM MotoGP World Championship Series, Spain
- *NHRA Full Throttle Pro Stock Motorcycle Series, Madison, WI
- *AMA Pro Flat Track GNC Series, Mile, Prescott, AZ
- AMA Can-Am Grand National Cross Country Series (GNCC), Hurricane Mills, TN

ISSUE 19

Space Close May 5— On Sale May 12— Cover Date May 19

- *Monster Energy® AMA/FIM Supercross Series, Las Vegas, NV
- *FIM Superbike World Championship Series, Italy
- *FIM MX1 Motocross World Championship Series, Portugal

ISSUE 20

Space Close May 12— On Sale May 19— Cover Date May 26

- *FIM Superbike World Championship Series, South Africa
- *FIM MX1 Motocross World Championship Series, Catalunya (Spain)
- *NHRA Full Throttle Pro Stock Motorcycle Series, Atlanta, GA
- *AMA Pro Racing Superbike Series, Sonoma, CA
- AMA Can-Am Grand National Cross Country Series (GNCC), Yadkinville, NC

ISSUE 21

Space Close May 19— On Sale May 26— Cover Date Jun 2

*FIM MotoGP World Championship Series, France

*AMA Lucas Oil Pro Motocross Championship Series, Rancho Cordova, CA

AMA Rekluse National Enduro Series, Park Hills, MO

ISSUE 22 ***“Special Issue” Cruiser Bike Feature Issue***

Space Close May 26— On Sale Jun 2— Cover Date Jun 9

*FIM Superbike World Championship Series, United States, Salt Lake City, UT

*FIM MX1 Motocross World Championship Series, Great Britain

*AMA Pro Flat Track GNC Series, TT, Mile, Springfield, IL

*AMA Lucas Oil Pro Motocross Championship Series, San Bernardino, CA

AMA Can-Am Grand National Cross Country Series (GNCC), Somerset, PA

ISSUE 23

Space Close Jun 2— On Sale Jun 9— Cover Date Jun 16

*FIM MotoGP World Championship Series, Italy

*FIM MX1 Motocross World Championship Series, France

*NHRA Full Throttle Pro Stock Motorcycle Series, Chicago, IL

*AMA Pro Racing Superbike Series, Elkhart Lake, WI

*AMA Pro Flat Track GNC Series, Short Track, Gas City, IN

*AMA Lucas Oil Pro Motocross Championship Series, Wortham, TX

ISSUE 24

Space Close Jun 9— On Sale Jun 16— Cover Date Jun 23

*NHRA Full Throttle Pro Stock Motorcycle Series, Englishtown, NJ

*AMA Lucas Oil Pro Motocross Championship Series, Mt. Morris, PA

AMA Can-AM Grand National Cross Country Series (GNCC), Millfield, OH

ISSUE 25

Space Close Jun 16— On Sale Jun 23— Cover Date Jun 30

*FIM MotoGP World Championship Series, Great Britain

*FIM MX1 Motocross World Championship Series, Germany

*AMA Pro Flat Track GNC Series, Mile, Lexington, KY

*AMA Lucas Oil Pro Motocross Championship Series, Mechanicsville, MD

ISSUE 26

Space Close Jun 23— On Sale Jun 30— Cover Date Jul 7

*FIM MotoGP World Championship Series, Netherlands

*FIM Superbike World Championship Series, San Marino (Misano)

*NHRA Full Throttle Pro Stock Motorcycle Series, Norwalk, OH

*AMA Pro Flat Track GNC Series, Half-Mile, Lima, OH

*AMA Lucas Oil Pro Motocross Championship Series, Lakewood, CO

AMA Rekluse National Enduro Series, Upton, WY

ISSUE 27

Space Close Jun 30— On Sale Jul 7— Cover Date Jul 14

- *FIM MotoGP World Championship Series, Catalunya
- *FIM MX1 Motocross World Championship Series, Sweden
- *AMA Lucas Oil Pro Motocross Championship Series, Buchanan, MI
- AMA Can-Am Grand National Cross Country Series (GNCC), Snowshoe, WV

ISSUE 28 ***“Special Issue” Laguna Seca MotoGP Preview***

Space Close Jul 7— On Sale Jul 14— Cover Date Jul 21

- *FIM Superbike World Championship Series, Czech Republic
- *AMA Pro Flat Track GNC Series, Half-Mile, Lake Odessa, MI

ISSUE 29

Space Close Jul 14—On Sale Jul 21— Cover Date Jul 28

- *FIM MotoGP World Championship Series, Germany
- *FIM MX1 Motocross World Championship Series, Latvia
- *NHRA Full Throttle Pro Stock Motorcycle Series, Sonoma, CA
- *AMA Pro Racing Superbike Series, Lexington, OH
- *AMA Lucas Oil Pro Motocross Championship Series, Millville, MN

ISSUE 30

Space Close Jul 21— On Sale Jul 28— Cover Date Aug 4

- *FIM MotoGP World Championship Series, United States, Monterey, CA
- *NHRA Full Throttle Pro Stock Motorcycle Series, Denver, CO
- *AMA Lucas Oil Pro Motocross Championship Series, Washougal, WA

ISSUE 31

Space Close Jul 28— On Sale Aug 4— Cover Date Aug 11

- *FIM Superbike World Championship Series, Great Britain
- *FIM MX1 Motocross World Championship Series, Limburg (Belgium)
- *AMA Pro Flat Track GNC Series, Half-Mile, Calistoga, CA
- AMA Rekluse National Enduro Series, Moorestown, MI

ISSUE 32

Space Close Aug 4— On Sale Aug 11— Cover Date Aug 18

- *FIM MX1 Motocross World Championship, Czech Republic
- *AMA Pro Flat Track GNC Series, Half-Mile, Hagerstown, MD

ISSUE 33

Space Close Aug 11— On Sale Aug 18— Cover Date Aug 25

- *FIM MotoGP World Championship Series, Czech Republic
- *NHRA Full Throttle Pro Stock Motorcycle Series, Brainerd, MN
- *AMA Pro Racing Superbike Series, Alton, VA
- *AMA Pro Flat Track GNC Series, Half-Mile, Grove City, OH
- *AMA Lucas Oil Pro Motocross Championship Series, New Berlin, NY

ISSUE 34

Space Close Aug 18— On Sale Aug 25— Cover Date Sep 1

*FIM MX1 Motocross World Championship Series, Brazil

*AMA Pro Flat Track GNC Series, TT, Peoria, IL

ISSUE 35

“Special Issue” 2011 New MX Models Intro

Space Close Aug 25— On Sale Sep 1— Cover Date Sep 8

*FIM MotoGP World Championship Series, United States, Indianapolis, IN

*AMA Pro Flat Track GNC Series, Mile, Indianapolis, IN

*AMA Lucas Oil Pro Motocross Championship Series, Southwick, MA

AMA Rekluse National Enduro Series, North Berwick, ME

ISSUE 36

Space Close Sep 1— On Sale Sep 8— Cover Date Sep 15

*FIM MotoGP World Championship Series, San Marino & Riviera di Rimini

*FIM Superbike World Championship Series, Germany

*FIM MX1 Motocross World Championship Series, Benelux (Netherlands)

*NHRA Full Throttle Pro Stock Motorcycle Series, Indianapolis, IN

*AMA Pro Racing Superbike Series, Millville, NJ

*AMA Pro Flat Track GNC Series, Short Track, Mile, Springfield, IL

*AMA Lucas Oil Pro Motocross Championship Series, Delmont, PA

ISSUE 37

Space Close Sep 8— On Sale Sep 15— Cover Date Sep 22

*FIM MX1 Motocross World Championship Series, Lombardia (Italy)

*AMA Pro Flat Track GNC Series, Mile, Minneapolis, MN

ISSUE 38

Space Close Sep 15— On Sale Sep 22— Cover Date Sep 29

*FIM MotoGP World Championship Series, Hungary

*NHRA Full Throttle Pro Stock Motorcycle Series, Charlotte, NC

AMA Can-Am Grand National Cross Country Series (GNCC), New Berlin, NY

ISSUE 39

Space Close Sep 22— On Sale Sep 29— Cover Date Oct 6

*FIM Superbike World Championship Series, Italy

*FIM Red Bull Motocross of Nations, Denver, CO

*NHRA Full Throttle Pro Stock Motorcycle Series, Dallas, TX

*AMA Pro Racing Superbike Series, Birmingham, AL

ISSUE 40

“Special Issue” Dirt Bike “Wild Card” Issue

Space Close Sep 29— On Sale Oct 6— Cover Date Oct 13

*FIM Superbike World Championship Series, France

AMA Can-Am Grand National Cross Country Series (GNCC), Lafayette, TN

ISSUE 41

Space Close Oct 6— On Sale Oct 13— Cover Date Oct 20

*FIM MotoGP World Championship Series, Malaysia

*NHRA Full Throttle Pro Stock Motorcycle Series, Reading, PA

*AMA Pro Flat Track GNC Series, Short Track, Mile, Prescott, AZ

AMA Rekluse National Enduro Series, Matthews, IN

ISSUE 42

Space Close Oct 13— On Sale Oct 20— Cover Date Oct 27

*FIM MotoGP World Championship Series, Australia

AMA Can-AM Grand National Cross Country Series (GNCC), St. Clairsville, OH

ISSUE 43

Space Close Oct 20— On Sale Oct 27— Cover Date Nov 3

ISSUE 44

Space Close Oct 27— On Sale Nov 3— Cover Date Nov 10

*FIM MotoGP World Championship Series, Portugal

*NHRA Full Throttle Pro Stock Motorcycle Series, Las Vegas, NV

AMA Can-AM Grand National Cross Country Series (GNCC), Crawfordsville, IN

ISSUE 45

Space Close Nov 3— On Sale Nov 10— Cover Date Nov 17

*FIM MotoGP World Championship Series, Valencia Ricardo Tormo

ISSUE 46

“Special Issue” Off-Road Issue/2011 SX Preview

Space Close Nov 10— On Sale Nov 17— Cover Date Nov 24

*NHRA Full Throttle Pro Stock Motorcycle Series, Pomona, CA

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Space Close Nov 17— On Sale Nov 24— Cover Date Dec 1

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ISSUE 49

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ISSUE 50

“Special Issue” Year End/ Rider of the Year

Space Close Dec 8— On Sale Dec 15— Cover Date Jan 5, 2011