

You may already be familiar with *CYCLE NEWS*, America's only weekly motorcycle newspaper. Now in our fourth decade, *CYCLE NEWS* delivers up-to-the-minute news about national and international competition, personalities, new products and new motorcycles. In addition, *CYCLE NEWS* digs into motorcycling's "grass roots" with local stories from throughout the USA. And every week we publish the sport's most relied-on-events calendar and classified ads.

*CYCLE NEWS* is America's number one motorcycle publication. Each year we print more pages of paid advertising than any other motorcycle title. We also print more pages of editorial, and over 35,000 American readers pay a premium of \$45 or more to get that news while it's hot. That's a good measure of their commitment, not only to *CYCLE NEWS*, but also to motorcycling.

*CYCLE NEWS* readers are an unduplicated audience of America's most active motorcycling consumers. Presented here are our latest reader and dealer survey highlights as prepared by the independent research firm, Readex of Stillwater, Minnesota.

## CYCLE NEWS Reader Survey Results

### Demographics

- \* *CYCLE NEWS* average reader age is 47 years.
- \* 58% of *CYCLE NEWS* readers are college educated.
- \* *CYCLE NEWS* average household income is \$138,000.
- \* 92% of *CYCLE NEWS* households own personal computers.
- \* *CYCLE NEWS* average family size is 2.8 persons.

### Readership

- \* Each copy of *CYCLE NEWS* is read by an average of 2.4 persons.
- \* 64% of *CYCLE NEWS* readers keep their copies on hand an average of 12.5 months (over 1 year) for later referral.
- \* Average time subscribing to *CYCLE NEWS* is 10.8 years.
- \* No other magazine reaches more than 35% of the *Cycle News* audience.

### Motorcycle Ownership

- \* 96% of *CYCLE NEWS* households own motorcycles.
- \* Each *CYCLE NEWS* household owns an average of 4.1 motorcycles.
- \* 44% of *CYCLE NEWS* households own both street bikes and dirt bikes.
- \* 78% of *CYCLE NEWS* households own dirt bikes.
- \* 61% of *CYCLE NEWS* households own street bikes.
- \* 72% own off-road bikes.
- \* 21% own dual-sport bikes.
- \* 29% own supersport bikes.
- \* 24% own traditional street bikes.
- \* 17% own cruiser/custom bikes.
- \* 14% own touring bikes.

### Purchasing Power

- During the past 12 months:
- \* 42% of *CYCLE NEWS* household bought a new motorcycle. Average amount spent: \$10,900.
  - \* 26% of *CYCLE NEWS* households bought a used motorcycle. Average amount spent: \$4370.
  - \* 47% of *CYCLE NEWS* households bought replacement motorcycle tires. Average amount spent: \$338.
  - \* 57% of *CYCLE NEWS* households bought M/C riding apparel. Average amount spent: \$554.
  - \* 39% of *CYCLE NEWS* households bought helmets. Average amount spent: \$309.
  - \* 87% of *CYCLE NEWS* readers perform their own motorcycle maintenance.
  - \* 49% of *CYCLE NEWS* readers' purchases are made at franchised motorcycle dealerships; 31% at motorcycle accessory stores.

In *CYCLE NEWS*, your advertising can reach motorcycling's best prospects with weekly frequency and at attractive rates.

# CycleNews

Because once a month is not enough.