

# 2 Wheeled WANDERLUST

The Magazine

A silhouette of a motorcycle with a large pannier on the back and a helmet on the handlebars, parked on a beach. The background is a sunset over a body of water, with the sky transitioning from orange to blue. The motorcycle and its gear are reflected in the wet sand.

2WW Media Kit

Advertising Prospectus

WHY **ADVERTISE**

# WITH 2 Wheeled WANDERLUST

The Magazine

2 Wheeled Wanderlust the Magazine is an edgy and modern take on adventure travel – 2 wheeled style. We feature in depth coverage of adventure rides, from those that have pounded the pavement to back roads of mud and rock. Backstory and advice column from those in the industry that have a following (ie. Book publication or



documentary film, newsworthy features).

Destination rides, Meals on Wheels, Gear and Mods, and you will be a feature advertiser as we take the content serious and have limited space for advertisers and are selective in our choice market.

Our editorial “support van crew” is a veritable who’s who in wanderlust, extensive world travel, cultural exploration, decades on 2 –wheels, and award winning writers- all of whom are avid adventure riders.

**Benefits of a reader specific magazine that we offer to our advertisers are long-term exposure and awareness. We advertise with companies that intend to remain in business indefinitely, due to magazine awareness long after the issue is no longer current. A Good magazine will be kept for years and often passed onto future readers. Estimated at 10\* readers per copy.**

Hand delivered hundreds of copies at public events, community meetings, adventure specific expo’s,... We maintain a current and growing website and blog, as well as digital subscribers for the E-zine version of 2WW.

Where we reach annually- Where do we take 2WW and your ad?

**Overland Expo:** Each Spring –May, North America – “Get outfitted. Get trained. Get inspired. Get Going...The world is waiting.” One of the worlds Largest events for the do-it-yourself adventure travel enthusiasts, with classes and overlanding and adventure motorcycling – large expo with over 140 vendors. Attended by thousands of overlanders from around the world, reach far with your advertisement in 2 Wheeled Wanderlust, be seen directly by those in adventuring. (See last year’s growing industry Numbers from 2012 (the 4<sup>th</sup> year) tell the tale: 145 exhibitors including authors and filmmakers, 65 presenters, instructors, and VIPs. 5,000 attendees, from: 28 U.S. states, including HI and AK, 3 Canadian provinces, 19 countries 6 continents, 1 subcontinent )

**Horizons Unlimited-** Each Fall- October, Cambria, California. At their annual meet up that features over 25 national and international presenters specifically to adventure motorcycle travel.

2013 – 3 day event with over 50 confirmed session of talks, demonstrations, workshops, and presentations.

2 Wheeled Wanderlust will have a set up in the Adventure Travel Zone where the leading names in overland travel will be, including our Magazine and Your add.

We are also a HUBB posting member that we post on monthly and will guide more traffic to your online add on 2WW (HUBB of Horizons unlimited has over 965,000 hits monthly on HU.)

\*industry estimate

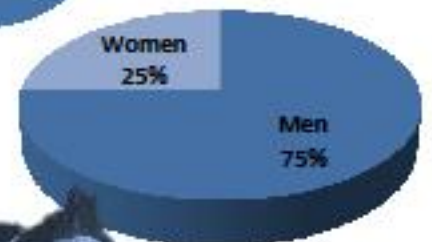
## The READER

# 2 Wheeled WANDERLUST

The Magazine

2 Wheeled Wanderlust is created for the avid traveler and adventurer, on a national and international stage. Ranging from ages 33 to 55, our readers enjoy significant disposable income from \$60,000 to \$80,000 bracket with which they seek to enjoy multi-cultural experiences without the boundaries of windows and doors. 2WW content is specifically geared to this demographic, with real-world travel features, destination articles; advice from industry experts on 2-wheeled world travel, gear reviews and more... 2WW is a guide for our readers to explore the world and expand their life.

With a Readership boasting 2 continents, over 10% of US states and that's just in our pre-launch subscriptions, with only room to expand and grow.



## Special Discounts

- 10% rate discount for life (on all future issues after 2013). When you are one of our Premier Advertisers for our first 2 issues (2013) limited spaces available.
- 10% rate discount for all non-profit, charity based humanitarian projects / companies
- Product to review – selected gear or products for review receive FREE online ad placement

## Cover Rates (Available in Full Color Only)

SIZE –full page	1X Rate(spring / summer)	2X Rate (Fall/Winter)
Cover 2 ( inside Front)	\$500.00	\$350.00
Cover 3 (inside Back)	\$400.00	\$300.00

## General Rates (Available in Full Color Only)

SIZE	1 X RATE	2 X Rate
Full page – only 2 available	See above for inside covers	
Half Page (only 4 available)	\$300.00	\$250.00
Rolodex -(business card)	\$50.00	\$45.00
1/3 pg side runner (only 2 avail)	\$200.00	\$150.00
Online Marketplace ad	\$25.00 with annual purchase of ad space in print – magazine	–
Online Marketplace (not advertising in print media)	\$75.00 annual online only	–
Online Banner – page placement (pick your page, excluding homepage) (only 4 available)	\$150.00 (6months)	\$250.-(annual)
Online Sponsorship – gear placement Send us gear to review / test	Free with gear for testing, ad will run for a year online	–
Provide an item for our bi-annual contest give away and get free ad placement	Free with an item for our contest – subscribers give away	Will run online ad for a year.

## Terms

\*all adds are included in the online publication of the magazine, E-zine, all full page ads are included on the website marketplace links page!

\*Ad must come completed to the specifications on the "Technical Guideline" page included in the advertising prospectus. (- we do not create / build ads, as we are very selected and limit our advertising space)

\*all other ads for online sponsorship links through webpages, add \$25.00 for the year (bi-annual publication) to your current rate.