



CYCLES, BOATS AND RVs PROFILE

CYCLES, BOATS AND RVs ADVERTISING PACKAGES

Effectively reach over 2 million shoppers per week.

Take advantage of *Cycles, Boats and RVs Advertising Packages* and be seen by active Arizona residents who love boating, RVing, cycling, and more. Through advertising packages in *The Arizona Republic*, *The Auto Shopper* and *azcentral.com* your ad has the potential to reach 1.8 million readers.

Each week Republic Media reaches:

- 65% of people who own a motorcycle*
- 46% of people who own an ATV
- 54% of people who own an RV
- 56% of people who own a boat
- 58% of men*
- 51% of people age 25 – 44
- 60% of people age 45 – 54
- 66% of people with a household income of \$75k+*
- 63% of homeowners*

**Higher percentage than total market*

Powersports owners in the Phoenix market:

- 51% of people age 25 – 44
- 19% of people age 45 – 54
- 50% male
- 50% female
- 84% own their home
- 56% make a household income of \$75k+

RV Owners in the Phoenix Market:

- 46% of people age 25 – 44
- 23% of people age 45 – 64
- 51% male
- 49% female
- 91% own their home
- 48% make a household income of \$75k+

Print and online packages start as low as \$39.00!

**Reach the customers you are looking for.
Call today 602-653-6253**

Source: Scarborough, Release 1, 2008

REPUBLIC MEDIA
Delivering customers. Driving results.

**CYCLES, BOATS AND RVs
ADVERTISING PACKAGES**

Print and Online Packages

Platinum Plus Package - \$495

- (1) Sports, News or Classified Display*
- (15k) azcentral.com Banner Impressions
- 60 total lines in Arizona Republic Classified
- 20 azcentral.com listings for 7 days
- * Add full color to the display for only \$250
- **Minimum Run Required

Platinum Package - \$425

- (1) Sports, News or Classified Display
- 60 total lines in Arizona Republic Classified
- 60 total lines in AutoShopper Classified
- 1/4pg Display in AutoShopper
- (20) azcentral.com listings for 7 days

Gold Package - \$395

- (1) Sports, News or Classified Display
- 45 total lines in Arizona Republic Classified
- 45 total lines in AutoShopper Classified
- 1/8pg Display in AutoShopper
- (15) azcentral.com listings for 7 days

Silver Package - \$325

- (1) Sports, News or Classified Display
- 30 total lines in Arizona Republic Classified
- 30 total lines in AutoShopper Classified
- 1/16pg Display in AutoShopper
- (10) azcentral.com listings for 7 days

Bronze Package - \$295

- (1) Sports, News or Classified Display
- 15 total lines in Arizona Republic Classified
- 15 total lines in AutoShopper Classified
- (5) azcentral.com listings for 7 days

Additional Options

Arizona Republic Classified lines - \$2.00 per line
AutoShopper Classified lines - \$.25 per line

Platinum Plus Pkg Display Ad Sizes

Sports/News:	Classified:
1 Col (1.563") x 15"	2 Col (1.956") x 12.5"
2 Col (3.25") x 7.5"	3 Col (2.961") x 8"
3 Col (4.938") x 5"	4 Col (3.967") x 6"
4 Col (6.625") x 3.75"	5 Col (4.972") x 5"
5 Col (8.313") x 3"	

Platinum Pkg Display Ad Sizes

Sports/News:	Classified:
1 Col (1.563") x 15"	2 Col (1.956") x 12.5"
2 Col (3.25") x 7.5"	3 Col (2.961") x 8"
3 Col (4.938") x 5"	4 Col (3.967") x 6"
4 Col (6.625") x 3.75"	5 Col (4.972") x 5"
5 Col (8.313") x 3"	

Gold Pkg Display Ad Sizes

Sports/News:	Classified:
2 Col (3.25") x 6"	2 Col (1.956") x 10"
3 Col (4.938") x 4"	3 Col (2.961") x 6.5"
4 Col (6.625") x 3"	4 Col (3.967") x 5"
	5 Col (4.972") x 4"

Silver Pkg Display Ad Sizes

Sports/News:	Classified:
2 Col (3.25") x 4"	2 Col (1.956") x 6.5"
	3 Col (2.961") x 4.5"
	4 Col (3.967") x 3"

Bronze Pkg Display Ad Sizes

Sports/News:	Classified:
1 Col (1.563") x 2.5"	2 Col (1.956") x 2"
2 Col (3.25") x 2.5"	

Deadlines Vary

Consult your sales representative for a complete deadline list.

Rates are based upon current distribution, and are subject to change as distribution changes.

**Reach the customers you are looking for.
Call today 602-653-6253**