WHITEHORSE GEAR

FOR MOTORCYCLING ENTHUSIASTS

		BASE	
1,196	**3-Month Hotline (*Buyers/Inquirers*)**	**$90/M**	**+Selects**
3,012	**6-Month Hotline (*Buyers/Inquirers*)**	**$90/M**	**+Selects**
5,465	**12-Month Hotline (*Buyers/Inquirers*)**	**$90/M**	**+Selects**
11,493	**24-Month Motorcycle Enthusiasts (*Buyers/Inquirers*)**	**$90/M**	**+Selects**
16,763	**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.

USAGE:

Allstate	American Motorcyclist Assoc.	Cycle World
Road Runner	Rider Magazine	Inkpixi.com
Motorcyclist	Sound Beach Duluth Trading	

Selections:

3 Month Recency	$15/M
6 Month Recency	$10/M
12 Month Recency	$5/M
Buyers (12,405)	$10/M
Gender	$5/M
SCF/State	$10/M

Addressing:

Run Charges	$10/M
Email	$60/F
FTP	$68/F
Diskette	$30/F
Key Coding	$5/M

Avg. Unit of Sale: $89.05

Minimum Order: 5,000

Gender: Male: 14,534
Female: 2,097

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

Sample Mailing Piece Required

Contact: **Laura McClendon**
Phone: 469-467-9100 x402
E-Mail:
lmcclendon@allmediainc.com

File Updates: 3X per Year
Counts Thru: November 2015
Next Update: April 2016
03.20.14