



IronWorks[®]

WWW.IRONWORKSMAG.COM

2014 MEDIA KIT

WHAT HARLEY RIDERS READ

NEWSSTANDS • SUBSCRIBERS • WEB • FACEBOOK

IronWorks

Come ride with us!

OUR MISSION...

Our mission is to provide both solid information and quality entertainment in a classy package that any rider is proud to have in their home. IW is a celebration of the machinery that we all love and appreciate, from stock mods, to antiques, to performance and customs. We honor the characters, past, present, and future, who make motorcycling what it is: a place to meet like-minded people and pursue our common interest with gusto and creativity.

WHY ADVERTISE WITH IRONWORKS?

- IW set the standard for quality publications in the American V-Twin market over 20 years ago.
- Each issue contains solid information you can count on including:
 - hands-on installations
 - real world product use and review
 - honest bikes ridden by genuine bikers who pursue the sport with authenticity
- We partner with manufacturers and builders in innovative ways, bringing your company's products and services to the forefront.
- We offer a turnkey package that includes:
 - print advertising
 - online advertising
 - product releases
 - editorial support
- We strive to strike a balance of supporting those who support us, while making an effort to bring the reader the newest and most intriguing motorcycles and products: whether you're building a new bike or keeping an older bike on the road, IW provides information to enhance your motorcycling experience.

IRONWORKS ADVERTISING FACTS

- IW is published nine times per year by Hatton-Brown Publishers, Inc.
- We reach an upscale audience of readers who are passionate about riding and working on their bikes
- We offer extensive editorial support to supplement your advertising efforts
- Each issue offers a selection of feature articles that includes: custom bike profiles, touring stories, road tests, product reviews, install articles, vintage articles, how-to help from the IW Garage and opinion columns from industry figures.

No matter what your advertising goals, we are here to meet your every need.

MAXIMUM EXPOSURE

- IW Blogger: The Official IronWorks Online Blog
- IW's Facebook Page
- New Product Releases
- Product Reviews
- Tech and Installation Articles
- Web Advertising
- Updated Industry News Posted to IronWorks' Website Daily
- The IronWorks N&I: Our weekly News & Information eNewsletter

P.R. OPPORTUNITIES

- New Products Featured In Every Issue
- Official IronWorks Buyer's Guide In Each Issue

Send your PR with a 300 dpi or better image (jpg, tiff or eps file) plus 50-100 word description and company contact information to the advertising representative in your area. (See back page)

Our advertising representatives have over 130 years of combined industry experience. Contact your advertising consultant today and let us know how we can assist you.

"Hatton-Brown Publications—The Standard of Excellence"





IronWorks 2014 BUYERS' GUIDES

EACH GUIDE WILL INCLUDE AN INTRO FROM AN EXPERT IN THE INDUSTRY.

JAN/FEB

Wheels/Tires/Brakes
(Rubber, rolling stock, brake upgrades and parts)
PR Deadline 09/27/13 • Ad Deadline 10/11/13

MARCH

Builder's Cornerstones
(frames, engines, rollers, trannys, hardtail kits, drivetrain components)
PR Deadline 11/4/13 • Ad Deadline 11/18/13

APRIL

Bagger/Touring: Gear Up for the Long Haul
(Luggage, setas, rain gear, camping, stereo, etc.)
PR Deadline 12/21/13 • Ad Deadline 01/10/14

MAY/JUNE

Bobbers/Choppers: Carbureted Performance
(carbs, exhaust, and engine internals for Evo and older)
PR Deadline 01/30/14 • Ad Deadline 02/12/14

JULY

Make it Your Own: Late model intake & exhaust, ECMs,+ ergonomic changes
(seats, bars, suspension, etc.)
PR Deadline 03/07/14 • Ad Deadline 03/21/14

AUGUST

High Mileage Machines: Evo and older
PR Deadline 04/18/14 • Ad Deadline 05/09/14

SEPT/OCT

Street Fighters: Sportsters, Dynas, FXRs, V-Rods
PR Deadline 06/06/14 • Ad Deadline 06/20/14

NOV

Ultimate Garage: tools for home and road, includes
chemicals and appearance products
PR Deadline 07/14/14 • Ad Deadline 08/01/14

DEC

Holiday Gift Guide: emphasis on Riding Gear
PR Deadline 08/29/14 • Ad Deadline 09/12/14

NOTE: IRONWORKS RESERVES THE RIGHT TO AMEND THE BUYERS' GUIDES WITHOUT NOTICE.

IronWorks®

REACH YOUR TARGET AUDIENCE WITH WEB ADVERTISING

At *IronWorks* magazine, your advertising efforts can cover both the print and online medias. Please reference the rates and information below to find out how you can advertise on www.ironworksmag.com today!

AVAILABLE ADS

SPECIFICATIONS—The following file types are accepted: PNG, GIF, JPG and *FLASH. Resolution: 72dpi

LEADERBOARD AD 940 x 116 pixels • \$450



NOTE: TRUE SIZE OF 13.056" x 1.611" COULD NOT BE SHOWN. SIZE ABOVE IS 60% OF TRUE SIZE.

BANNER AD 468 x 60 pixels • \$225/month

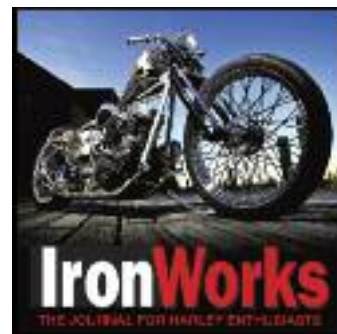


SQUARE AD 300 x 250 pixels • \$250



BUTTON AD

125 x 125 pixels • \$75



**FOR MORE INFORMATION,
CONTACT YOUR SALES REPRESENTATIVE.**

**Eastern/Midwest USA
and European Sales Representatives**

Paul Holdsworth
773-481-2140 • fax: 773-481-2103
phpeh@hotmail.com

Laura Henkes
773-481-2140 • fax: 773-481-2103
phlmh@hotmail.com

Western USA Representatives

Ben Lamboeuf
818-268-3789 • ben@ironworksmag.com

* Flash and shockwave files must have fonts embedded

IronWorks Magazine • P.O. Box 2268 • Montgomery, AL 36102-2268
(334) 834-1170 • Fax (334) 834-4525

IronWorks®

www.ironworksmag.com

Reader Profile

98% of our readers are male

81% are between 40-60 years of age

82% have been riding at least 10 years

Average annual income of \$79,258

72% attended college or some graduate school

70% spend more than \$600 annually on accessories

36% spend more than \$400 annually on apparel

72% own a computer and use the internet

The Average Reader..

53% owns more than 1 bike

They Work On Their Bikes...

91% make minor repairs

88% perform routine service

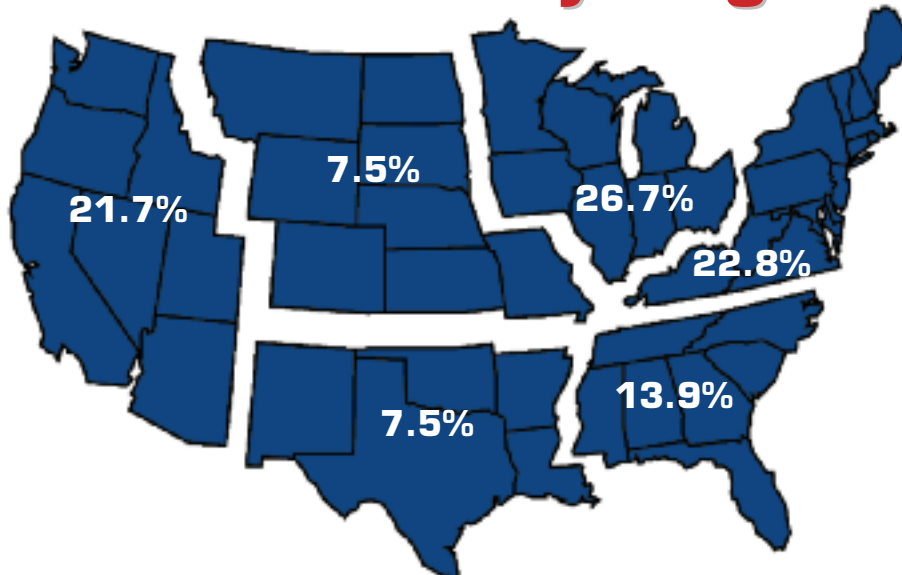
72% make modifications

33% perform restorations

Source: Results of survey mailed to 500 regular IronWorks subscribers and newsstand buyers. No incentive was offered. Response rate was 30% (3-1 paid subscribers vs. newsstand buyers.)



Circulation By Region



Contact one of our Advertising Representatives:

EASTERN US & EUROPEAN SALES

Paul Holdsworth • phpeh@hotmail.com

Laura Henkes • phlmh@hotmail.com

773-481-2140 • Fax: 773-471-2103

WESTERN US SALES

Ben Lamboeuf

ben@ironworksmag.com

818-268-3789

ADVERTISING RATES

AD SIZE	1X	3X	6X	9X
Full page	\$3,290	\$3,060	\$2,865	\$2,470
2/3 page	2,300	2,150	2,005	1,725
1/2 island	1,925	1,790	1,670	1,440
1/2 page	1,745	1,620	1,520	1,310
1/3 page	1,160	1,075	1,000	865
1/4 page	955	885	840	715
1/6 page	635	575	540	470

DIGITAL ADS/SPECIFICATIONS

Press-quality PDF files are preferred. We also accept EPS, TIF, or JPG file types. Images should be no less than 300 dpi and all fonts should be embedded. Email ad material to ads@hattonbrown.com. For assistance contact Patti Campbell at 334-834-1170.

To download a complete list of our digital requirements, please visit hattonbrown.com/Content/MediaKit.aspx

COLOR

One standard color (red, yellow, blue, green, or orange) \$275. One matched color (most PMS and metallic colors available) \$375. Four color process, per page or fractional page, \$510.

COVERS, PREFERRED POSITIONS

2nd & 3rd covers-15% above earned page rate

4th cover-30% above earned page rate

Preferred positions-10% above earned page rate

IRONMART INCH ADS

Smaller advertisers can join the IW team in a cost effective manner with an IronMart Inch Ad. This is a designated section of similarly sized ads (no placement preference).

IronMart inch ads are column width (2-1/4") and charged by the inch to a maximum of 3" high. Color is available.

Ad Size	1X	3X	6X	9X
1 inch	\$135	\$120	\$110	\$100
2 inch	\$265	\$240	\$220	\$200
3 inch	\$400	\$365	\$330	\$300

Contact for additional info.

Ben • 818-268-3789 • ben@ironworksmag.com

Gary • 818-625-6540 • gary@ironworksmag.com

Laura Henkes: 773-481-2140

Fax: 773-481-2103 • pahlmh@hotmail.com

INSERTS

Various sizes and styles are accepted at earned B&W rate. Any tipping, stitching, trimming, backup and folding costs are added as necessary. Such related costs are not commissionable. Mock-up is required. Note trim/bleed specifications.

TERMS OF PAYMENT

15% of gross billing allowed to recognized agencies on space, color and position. Production and other related costs are not commissionable. Invoices are dated the day each issue is mailed and due within 30 days from invoice date. All accounts are net 30 days. New accounts must provide credit information before advertising is published.

SIZE OF ADVERTISEMENTS

Ad Size	Width	Height	Width	Height
Trim Size	8-1/8 in.	10-7/8 in.	206mm	276mm
Full Page, bleed	8-3/8 in.	11-1/8 in.	213mm	282mm
Full Page	7-1/4 in.	10 in.	184mm	254mm
2/3 Page (vertical)	4-3/4 in.	9-5/8 in.	122mm	244mm
1/2 Page (island)	4-3/4 in.	6-3/4 in.	122mm	171mm
1/2 Page (vertical)	3-1/2 in.	10 in.	89mm	254mm
1/2 Page (horizontal)	7-1/4 in.	4-3/4 in.	184mm	121mm
1/3 Page (square)	4-3/4 in.	4-3/4 in.	121mm	121mm
1/3 Page (vertical)	2-1/4 in.	9-5/8 in.	57mm	244mm
1/3 Page (horizontal)	7-1/4 in.	3-1/8 in.	184mm	79mm
1/4 Page (vertical)	3-1/2 in.	4-5/8 in.	89mm	117mm
1/4 Page (horizontal)	4-3/4 in.	3-1/2 in.	121mm	89mm
1/6 Page (vertical)	2-1/4 in.	4-5/8 in.	57mm	117mm
1/6 Page (horizontal)	4-3/4 in.	2-1/4 in.	121mm	57mm
Inch	2-1/4 in.	3 in. max	57mm	76mm

Insertion orders cannot be canceled past the closing date.

WEB ADVERTISING

Files must be supplied in GIF or JPG format with a maximum resolution of 72 dpi. For details on placement and cost, contact your IW representative. See page 4.

Banner Sizes: 468 x 60 pixels (max file size: 15k)

Tile Sizes: 125 x 125 pixels **Large Block:** 300 x 250 pixels

SUBSCRIPTION AND COVER PRICES

U.S. and Canadian copy cover price is \$5.99. U.S. subscription price is \$19.95 for nine issues.

CIRCULATION

IronWorks is distributed by Kable Distribution Services, Inc. to newsstands worldwide, including major national retail outlets and national book stores. Copies of IronWorks are sent to more than 4500 franchised motorcycle dealers and independent shops. Regular mailings are also sent to lists provided by respected aftermarket industry leaders. Our solid subscriber base continues to grow and copies of IronWorks are made available at motorcycle events.

DISTRIBUTION

- Worldwide Newsstand Distribution By Kable
- Paid Subscriptions
- Harley-Davidson/Independent Shops
- National Book Stores
- National and Regional Bike Shows



CLOSING DATES/DISTRIBUTION

ISSUE	P.R. CLOSE	ADV. CLOSE	AD MATL. DEADLINE	ON SALE DATE	BONUS DISTRIBUTION:
JAN/FEB '14	09/27/13	10/11/13	10/18/13	12/17/13	IMS Show—Wash. DC IMS Show—NYC IMS Show—Cleveland Cincinnati V-Twin Expo IMS Show—Chicago
MARCH '14	11/4/13	11/18/13	11/20/13	01/28/14	Daytona Bike Week, Donnie Smith Show
APRIL '14	12/21/13	01/10/14	01/14/14	03/11/14	Arizona Bike Week Rally
MAY/JUNE '14	01/30/14	02/12/14	02/14/14	04/15/14	Rolling Thunder Knuckle Shuffle J&P Open House Corbin Hollister Rally
JULY '14	03/07/14	03/21/14	03/25/14	05/27/14	Motor Maids National Convention Carlisle Bike Fest
AUGUST '14	04/18/14	05/09/14	05/13/14	07/08/14	Sturgis Black Hills Rally BUB's Bonneville Milwaukee Rally
SEPT/OCT '14	06/06/14	06/20/14	06/24/14	08/19/14	Las Vegas Bike Fest York Bike Night Reno Street Vibrations Perewitz FFR Ohlins Open House Bikes, Blues & BBQ Midwest MC Open House
NOVEMBER '14	07/14/14	08/01/14	08/05/14	09/30/14	American Int'l Motorcycle Expo Biketoberfest Barber Museum Vintage Festival Love Ride
DECEMBER '14	08/29/14	09/12/14	09/16/14	11/11/14	Dave Mann Chopperfest

Note: Editorial calendar is subject to change

IronWorks

CONTACT INFORMATION

CORPORATE HEADQUARTERS

Hatton-Brown Publishers

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Post Office Box 2268
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(334) 834-1170 • Fax: (334) 834-4525
www.hattonbrown.com

DIANNE SULLIVAN

Chief Operating Officer

DAVE RAMSEY

Publisher

CINDY SPARKS

Art Director/Magazine Production

EASTERN/MIDWEST USA

EUROPEAN

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Fax: 773-481-2103

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Email: ben@ironworksmag.com

818-268-3789

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Email: marilynstemp@gmail.com

TECH & TRENDS EDITOR

VINCENT STEMP

336-287-7272

Email: vincent.stemp@gmail.com

EDITORIAL AND NEW PRODUCT

SUBMISSIONS

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MARILYN STEMP

P.O. Box 1126

Lewisville, NC 27023

Editorial email: iwpr@ironworksmag.com

BLOG AND WEBSITE EDITOR

SAM KANISH

Email: snakebitsam@gmail.com

HB MEDIA

A DIVISION OF HATTON-BROWN PUBLISHERS, INC.

“MAKING YOUR CREATIVITY A REALITY”

HB Media offers you the media services needed to effectively and properly present your company, brand, product or service. Let us help you bring your ideas to life!

HB MEDIA SERVICES...

- Design and layout of ads, flyers, brochures, pamphlets, business cards, books, signs and more
- Design of custom logos for your company or organization
- Design and hosting of your basic website with email and blog capabilities
- Design of internet banner and button ads
- Design, management and hosting of your custom database
- Print and digital reprint services
- Direct mail campaigns with optional mail list rental (presort available to reduce postage costs)
- Poll and survey creation and sponsorship with stat analysis
- Design of custom presentations and slideshows
- Design of custom media kits including annual reports
- Webinar hosting and sponsorship
- Email marketing campaigns and email newsletters

Contact us today and let us know how we can help you.



HB MEDIA | PO BOX 2268 | MONTGOMERY, AL 36102 | TOLL FREE: 800-669-5613
PHONE: 334-834-1170 | FAX: 334-834-4525 | HBMEDIA@HATTONBROWN.COM

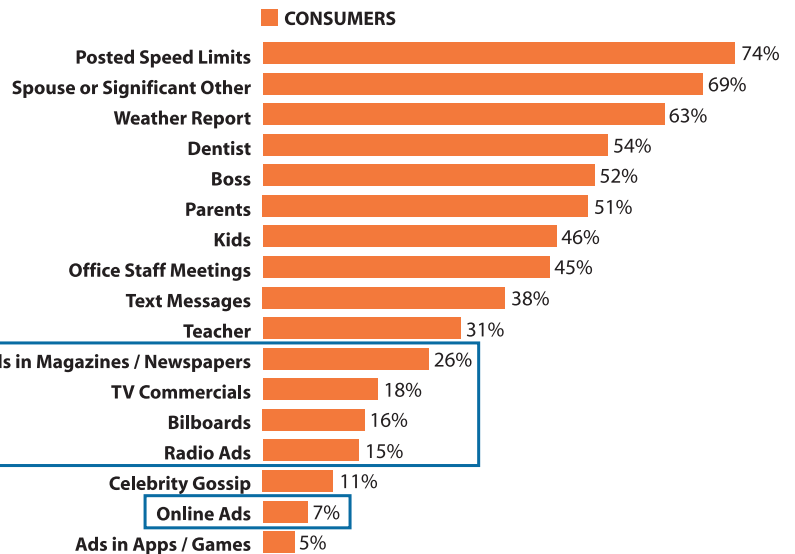
PRINT ADVERTISING: ALIVE AND WELL

A white paper provided by Hatton-Brown Publishers, Inc.

In the digital age that we live in, many businesses question whether or not print advertising is still effective, worthwhile and relevant. Hatton-Brown Publishers, Inc., a publisher of industry-leading trade magazines such as *Timber Harvesting & Wood Fiber Operations*, *Southern Loggin' Times*, *Timber Processing*, *Panel World*, *Wood Bioenergy*, *Power Equipment Trade* and *Iron-Works*, has released a report showing that the print media is still alive and well, and reveals why businesses can still place their confidence in print advertising. This informative white paper contains the findings of Hatton-Brown's research.

Paying Attention?

A recent Adobe poll of 1,250 U.S. consumers underlined the ongoing problem with online ads failing to capture people's attention, with print-based ads and TV commercials grabbing far more consumer mindshare. Here are their results:



Print, The Internet & Purchase Intent

- According to Roper Public Affairs, print publications were ranked as the #1 medium to provide buyers with ideas on how to get information about products online.
- A related study found that the average number of visitors nearly doubles on the days when a print ad appears. Additionally, website traffic is heaviest when a URL appears in the ad.
- A study entitled "Media Choices" found that four times as many buyers claim they trust and believe in print advertising as compared to online advertising.
- Print is the least impacted of all the major advertising media by negative perceptions buyers might have about advertising.
- Print advertising is responsible for two-thirds of a buyer's intent to make a purchase. The balance of one-third is attributed to all other advertising media.
- One study found that both print publications and word-of-mouth referrals are the #1 and #2 influences on a buyer's purchase intent.
- Print publications make the greatest impact during the important early stages of the buying process: establishing contact, creating brand awareness and delivering product information and details.
- Buyers claim they look to print publications first when looking for information on products. Additionally, nine out of ten buyers agree that print publications provide opportunities to discover information that they wouldn't necessarily search for.
- Print is the leading new business driver in the advertising marketplace and a key to greater sales.

The Advantages Of Print Advertising

Permanence - Unlike television and Internet ads, which flash before the eye and then disappear, print ads stay on the page. Every time readers look at the page where the advertisement appears, they see the same thing. In addition, as long as the publication remains in circulation, the ad also remains in circulation. A single ad in a single magazine may promote a product or service for months or even years before someone places the magazine in the trash. No other advertising method provides that much potential longevity from a single investment.

Credibility - Print publications that consistently deliver high-quality, reliable content develop credibility with their readers. Publishers often capitalize on something called the "halo effect" to use the reputation of their publications to establish credibility among their readers. In the case of print publications, the readers take the credibility generated by the quality of content and apply it to the advertisements, making the readers more likely to purchase a product or service.

continued

Performance - Print advertisements, specifically magazine ads, generate the best results across four of the five components of the purchase funnel—the process customers go through from initial brand contact to buying decision. The purchase funnel consists of brand awareness, ad awareness, message association, brand favorability and purchase intent. Magazine ads perform equally in message association to ads in other media, but provide the best results in the area of intent to purchase. For a small business seeking to maximize the ROI for advertising, print advertising also outperforms both television and on-line advertising.

Engagement - Watching television and listening to the radio are passive processes, in which devices provide images and sounds that may or may not compel attention. The person who picks up a newspaper or opens a magazine makes a conscious decision to engage the words and images on the page. The reader must physically turn pages, look at all the material and make choices about what to read. In the case of magazines, 79% of readers respond in some way to the advertisements they see, such as visiting websites or making purchases.

Circulation – An advantage of print advertising over other forms of the media has always been pass-along readership. Readers will often pass their magazines or newspapers along to other people, either to point out an article, ad, photo, etc. While the official circulation of a print magazine or newspaper may be 20,000, pass-along readership may increase this number to 50,000. Online content and ads don't offer the level of pass-along readership that is currently seen in print. The 'viral' effect, most often associated with online content, is something that was created by and is still widely seen in the print media.

Hatton-Brown's Own Research

The following is taken from a recent survey of almost 300 readers of Hatton-Brown Publishers, Inc. magazines:

- When asked if they would prefer to get their information from our print magazines or from online sources, 80% of respondents said they preferred our print magazines.
- When asked if they notice and take the time to read the ads in our print magazines, 65% of respondents said that they do.
- When asked if they have ever contacted an advertiser as a direct result of seeing their ad in one of our print magazines, 55% of respondents said that they have.
- When asked if it makes them more confident when making a purchase decision when they've seen the product or service advertised in one of our print magazines, 75% of respondents said that it does.

Want More Information?

Hatton-Brown Publishers, Inc. recommends the website www.printinthemix.com for further information. *Print In The Mix* is a clearinghouse of research on the effectiveness of advertising media including print, mobile and other direct forms of marketing communication. Their mission is to advocate and educate for the value of print as a viable and effective ROI in the marketing strategy media mix.

Sources: "Online Ad Survey", Tech Crunch, 2012; "Print & The Internet: 10 Myths About Print & Online Advertising", Talking Points c/o Bank Marketing Magazine, 2012; "The Advantages Of Print Advertisements", Chron, 2011; Hatton-Brown Publishers, Inc. Fall 2011 Reader Survey



Hatton-Brown Publishers, Inc.

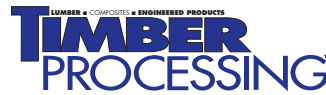
225 Harrick St. ■ P.O. Box 2268 ■ Montgomery, AL 36102-2268 ■ Phone (334) 834-1170 ■ Fax (334) 834-4525



Hatton-Brown Publishers, Inc.

MAIL ADDRESS – P.O. BOX 2268 • MONTGOMERY, AL 36102-2268
COURIER/STREET ADDRESS – 225 HANRICK STREET • MONTGOMERY, AL 36104
800-669-5613 • 334-834-1170 • FAX: 334-834-4525

AD MATERIAL INSTRUCTIONS FOR ANY OF THE FOLLOWING MAGAZINES



Acceptable file formats for Hatton-Brown publications include PDF, EPS, TIFF and all native files associated with QuarkXpress 8.0 or earlier.

Hatton-Brown Publishers has the complete Adobe CS3 Design Suite and Adobe Font Collection at its disposal. All Adobe native formats are accepted.

Please ensure that materials provided are press quality, no less than 300 dpi and sized according to the desired ad space.

Corel, Publisher and Pagemaker are not accepted.

Ad material may be sent to ads@hattonbrown.com or uploaded to our ftp site. See instructions below.

Feel free to email patti@hattonbrown.com or your sales representative with additional questions.

FILE UPLOAD INSTRUCTIONS

- 1) CONNECT TO:** www.hattonbrown.net
- 2) CLICK ON:** "CLIENT UPLOADS" located under the Corporate heading in lower left corner.
- 3) FILL OUT:** Contact information, making sure to indicate magazine, issue, and any special instructions, colors or pertinent information we need to know about your ad submission.
- 4) CLICK ON:** "SUBMIT" This is just contact and ad information. Once you click submit, it will direct you to the page to attach your file(s).
- 5) CLICK ON:** "SELECT FILES" This will allow you to search your harddrive for the file(s) you wish to upload. Files work best if they are compressed in .zip format.
- 6) LOCATE:** File(s) you wish to upload. (Hold down the Control (PC)/Command (Mac) button to attach more than one file. Hit "OPEN"
- 7) CLICK ON:** "START UPLOADING FILES"

Do not close browser window until status bar says complete.

If you have any questions, please call/email Patti Campbell or Cindy Sparks:
patti@hattonbrown.com • cindy@hattonbrown.com

800-669-5613

REVISED 04/26/2013

