



OKLAHOMA-BIKER

The Riders Magazine





**WHO
WE
ARE**

OKLAHOMA BIKER was started in May of 2004 to realistically portray the biker lifestyle to the citizenry of Oklahoma.

OKLAHOMA BIKER is the first magazine in the United States to be endorsed as the **OFFICIAL MOTORCYCLE MAGAZINE OF THE STATE** by a Confederation of Clubs and its member organizations. (www.okcoc.com)

We are the National Coalition of Motorcyclists' 2014 recipient of the Silver Spoke Award For Media In Appreciation For Improving The Image Of Motorcycling. Others who have received this award include Malcolm Forbes, Peter Fonda, among others.
www.aimnc.com & <http://okcoc.com/cocstatelinks.php>

We are the Best of Owasso 2015 Magazine Publisher honoree.

We print more than 12,700 magazines which are distributed in more than 450 locations throughout Oklahoma.





They are Baby Boomers. Baby boomers have overshadowed the bad-boy biker image that was once the face of bikers - with the median age of readers and viewers steadily creeping higher. They are lawyers, dentists, medical secretaries, business owners and doting grandparents.

Who Reads Oklahoma Biker Magazine

Our Readers Have Money to Spend

- Average after tax household income is \$84,300.00
- 62% have post-secondary education
- 73% own their primary residence

Our Readers Are Active Riders and Owners

- 79% attend one or more motorcycle shows per year
- 76% ride at least once per week
- 71% take one or more 300-mile motorcycle trips per year



Our Readers Purchase Parts, Tools and Equipment

- 99% wear protective gear when they ride
- 87% plan to purchase replacements or upgrades in the next 12 months
- 61% purchase parts and accessories online
- 77% plan to purchase tires in the next 12 months

% of readers

Gender

- Men 59%
- Women 41%

Education

- Attended/graduated college: 75%
- Postgraduate degree: 14%
- Graduated college plus: 38%
- Attended college: 23%

*Median Age
of Our Reader
is 47 Years Old*



Source:

Harvey Market Research

OUR READERS ARE AFFLUENT AND INFLUENTIAL!



We are the most widely read and distributed motorcycle publication in Oklahoma.

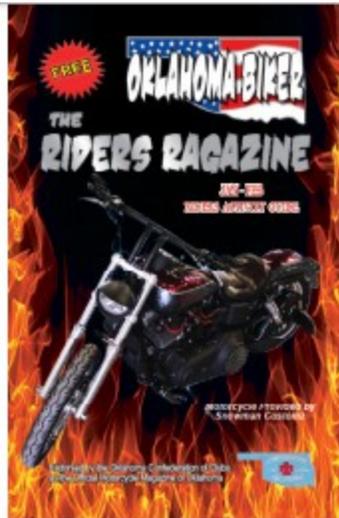
More people read our magazine and follow our social media posts than you can fit in this stadium!

- 79% Own A Motorcycle
- 81% Own Their Primary Residence
- 74% Have A Post-Secondary Education
- 99% Wear Protective Gear When They Ride
- 63% Purchase Parts And Accessories Online
- Median Age Of Our Reader Us 48 Years Old
- 73% Are Married Or Have A Domestic Partner
- 62% Of Our Readers Are Men • 38% Are Women
- Average After Tax Household Income Is \$86,268.00
- 89% Plan To Purchase Upgrades In The Next 12 Months
- 73% Take One Or More 300+ Mile Motorcycle Trips Per Year
- 82% Attend One Or More Motorcycle Shows/Events Per Year



Consumer Behaviour
Audit provided by
Okla State University
Nov 2015





WHY YOU SHOULD ADVERTISE WITH OKLAHOMA BIKER

- We are a consumer magazine providing your business specialized niche targeted readership. Yet we all have families and use every product and service that everyone else uses.
- We introduce your business or service to our highly specialized readership helping you use your ad to tell your story to our readers.
- High reader involvement means more attention to your advertisement and, our smaller page size permits even undersized ads to stand out.
- Because of its size, readers actually take our magazine with them after they pick it up! That means they didn't leave your ad behind! They take it home and view it again and again.
- Riders refer to our magazine time and again for information on businesses, motorcycle events and places to go in Oklahoma.
- Your attractive full color ad will be provided to you digitally to use across all mediums including print, social media, and your website.
- Advertising in Oklahoma Biker the Riders Magazine is the future: You can read the magazine off the newstand — you can read it on your computer — and on your smart phone. Or you can download it onto your tablet and take it with you everywhere you go.

Circulation <i>total number of magazines printed</i> 12,700 copies printed	Readership <i>based upon 2.5 pass-around readership</i> 31,750 Readers (<i>printed version</i>)	Cost per Copy <i>(less than 7/10 of a cent per reader)</i> as low as 1.3 cents <i>per copy</i>
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MEDIA Buffet



Invest in an
**Affordable
 Media Plan**

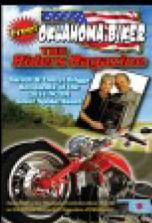
**EXPAND YOUR VISIBILITY
 WITH A MULTIMEDIA
 CAMPAIGN**

Choose any of our multi-media packages and we will create the campaign to your specific needs. Call us today at 918-829-5328 for complete information!



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Choose Your Plan 	Magazine 	Digital Edition 	Social Media 
Full Page Call for price			
Half Page Call for price			
Quarter Page Call for price			
Eighth Page Call for price			
Business Cards Call for price Only 10 card slots per issue.			

AD SIZES

Full Page Ad

5 x 8

Horizontal Quarter Page Ad

5 x 2

Half Page Ad

2.5 x 8

**Vertical
Quarter Page Ad**

2.5 x 4

Half Page Ad

5 x 4

Eighth Page Ad

2.5 x 2