



transmoto

2014 Media Kit

Solutions for your business



TRANSMOTO

Transmoto is an innovative, creative and client-focused dirt bike media brand.

Transmoto delivers impact in print, and provides a vast digital audience of highly engaged enthusiasts across our website and social media channels. *Transmoto* Events are unique and tailored to our audience.

Our goal is to match your needs to our audience's interests, passions and consumption habits.



TRANSMOTO PRINT

Born of a passion for the sport of dirt bikes, coupled with many years of magazine publishing experience, *Transmoto Dirt Bike Magazine* is published by a team dedicated to producing the best dirt bike magazine for the Australian dirt bike enthusiast.

Transmoto Dirt Bike Magazine features world-class editorial, framed by the best dirt bike photography. It is compiled using industry-leading contributors from around the globe, and delivered in a magazine with production values second to none.

For the motocross racer or trailrider, amateur or Pro, *Transmoto's* pages offer something to satisfy every dirt bike rider's aspirations.

The *Transmoto* magazine reader lives and breathes dirt bikes – the ultimate enthusiast. He is the most core of the sport, riding or racing at every available opportunity. He rides with a high level of skill, which makes him a mentor to his riding buddies and a key influencer in their purchasing decisions. What makes him go fast will also make them and their bikes go faster.

SNAPSHOT



Winner
TWO awards at the 2012
Publishers Australia Awards



Published
Bi-Monthly

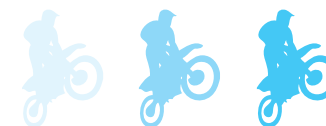


Cover price
\$10.99



Distribution
15-20,000 copies

THE READER DEMOGRAPHICS*



Gender:
Male

Employed:
Full-time

Trade
qualified/
skilled
worker

13%
14-18
(years of age)

21.1%
19-24
(years of age)

52.2%
25-39
(years of age)

13.7%
40-44
(years of age)



* SOURCE: *Transmoto* Reader Survey 2012



FACEBOOK
285,000
FOLLOWERS



INSTAGRAM
9500
FOLLOWERS



TWITTER
1700
FOLLOWERS



YOUTUBE
2,500
SUBSCRIBERS

MORE THAN
1 MILLION
VIEWS



TRANSMOTO DIGITAL

Transmoto regularly reaches 500,000 people per week across our digital channels.

TRANSMOTO.COM.AU

Driven by world-class content, transmoto.com.au has fast become the No.1 dirt bike website for any motorcycle media in Australia.

Providing braking news, stunning videos, exclusive galleries and unique weekly columns, transmoto.com.au has all the elements a dirt biker craves on his desktop, tablet or smartphone.

[Transmoto.com.au](http://transmoto.com.au) is the most comprehensive dirt-bike-focused website on the market.

TRANSMOTO DIGITAL EDITION

Some prefer pixels to paper. To “scratch that

itch”, *Transmoto* Digital Edition is available through ZINIO, Apple Newsstand via Pixelmags. *Transmoto* is accessible through all the popular tablet PCs, Smartphones or desktops.

SOCIAL MEDIA

Transmoto engages with a global dirt bike audience through our social media channels: Facebook, Instagram, YouTube and Twitter.

‘THE DIRT CHRONICLE’

Sent to thousands of readers each week, *The Dirt Chronicle* is *Transmoto*’s weekly EDM that gives the time-poor user a concise digest of the week that was on transmoto.com.au

transmoto.COM.AU

SESSIONS
PER MONTH
75,000

UNIQUE USERS
PER MONTH
52,000+

PAGE
IMPRESSIONS
185,000

SESSIONS
DURATION
1:19

PAGES VIEWED
PER SESSION
2.5

E-NEWSLETTER
DISTRIBUTION
4500+
PER WEEK




TRANSMOTO EVENTS

In March, 2011, a sold-out field of 250 dirt bike riders descended on the NSW town of Batemans Bay for the inaugural Transmoto 12-Hour. Just four years down the track, the team-based event has grown enormously. It now attracts some 400 riders, and has become a must-do event in NSW.






COMMUNICATION ROAD MAP




SOCIAL MEDIA...

-  Immediate
-  Restricted to short, sharp messages
-  Hard to differentiate your message from others



WEBSITE...

-  Interactive
-  Greater flexibility of content
-  Deeper experience through video, galleries, features and downloads



E-NEWSLETTER...

-  Targeted
-  Trackable
-  High-quality audience

MAGAZINE...

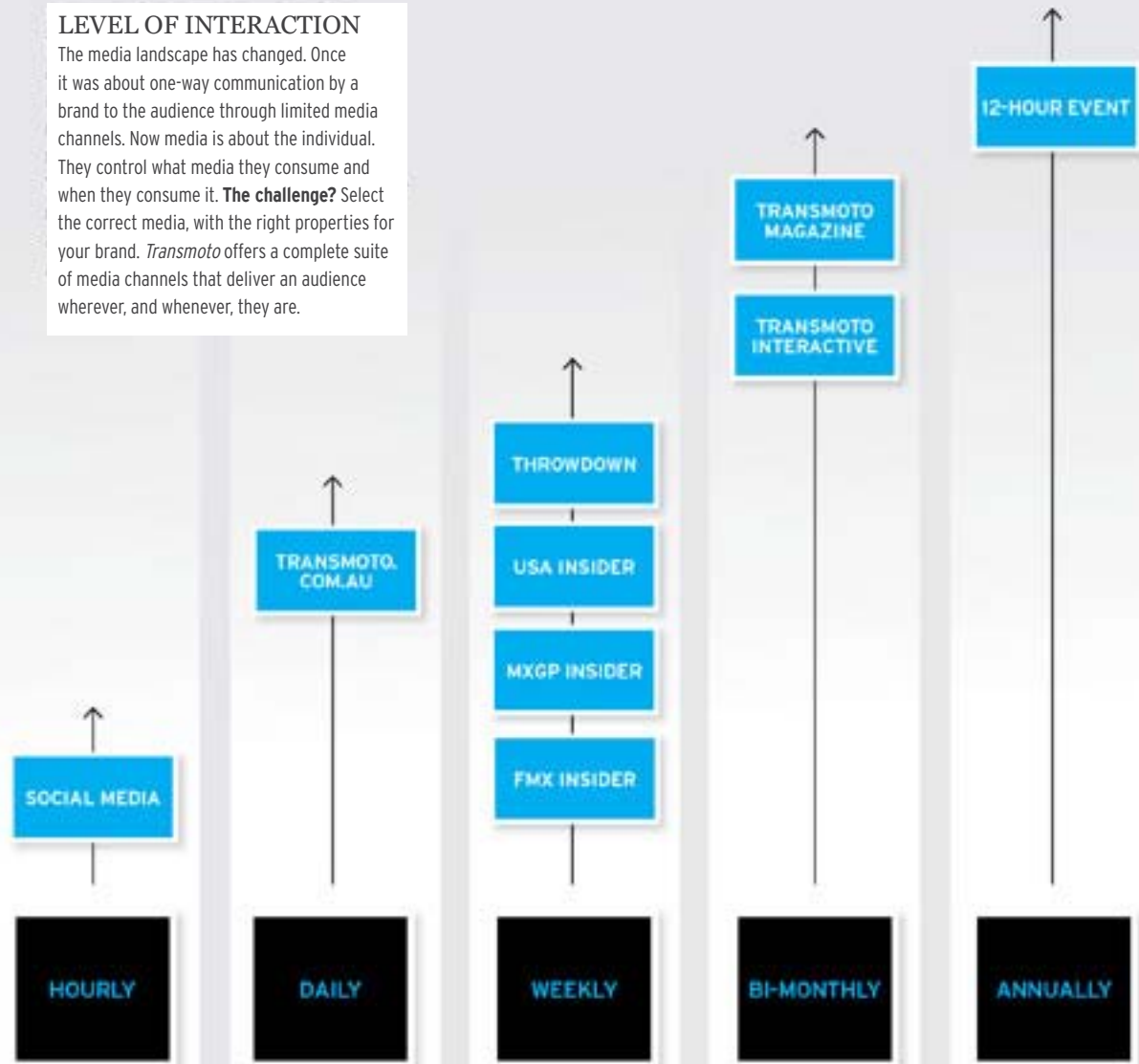
-  Permanent
-  Highly impactful display advertising
-  Less 'noise' from competing advertisers

EVENT...

-  Experiential
-  The ultimate in interaction with the audience

LEVEL OF INTERACTION

The media landscape has changed. Once it was about one-way communication by a brand to the audience through limited media channels. Now media is about the individual. They control what media they consume and when they consume it. **The challenge?** Select the correct media, with the right properties for your brand. *Transmoto* offers a complete suite of media channels that deliver an audience wherever, and whenever, they are.



RATES & SPECS ALL PRICES EXCLUDE GST

MAGAZINE ADVERTISING

MAGAZINE	CASUAL	3x	6x	12x
Double Page	\$4400	\$4200	\$4000	\$3800
Full Page	\$2300	\$2200	\$2100	\$2000
1/2 Double-Page Spread	\$2400	\$2300	\$2200	\$2100
1/2 Page	\$1200	\$1100	\$1,100	\$1000
1/3 Page	\$800	\$800	\$700	\$700

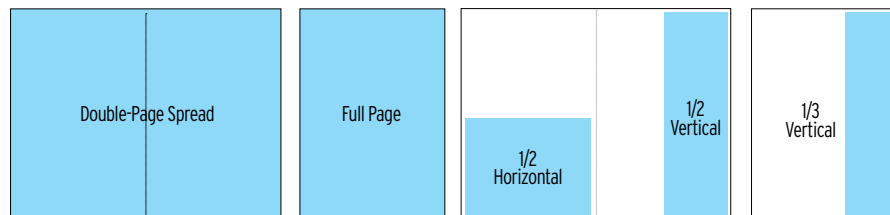
LOADINGS	PARTNER DISCOUNT	
First Half	10%	Packaged with digital component 10%
Inside Front Cover	25%	
Outside Back Cover	25%	
Inside Back Cover	15%	
Run of Book Discount	20%	

PRINT ADS WITH BLEED

DOUBLE-PAGE SPREAD:	460mm (w) x 297mm (h)	BLEED: 5mm all sides
SINGLE PAGE TRIM:	230mm (w) x 297mm (h)	BLEED: 5mm all sides
1/2 PAGE HORIZONTAL:	230mm (w) x 146mm (h)	BLEED: 5mm all sides
1/2 PAGE VERTICAL:	297mm (w) x 115mm (h)	BLEED: 5mm all sides

FLOATING ADS (NO BLEED)

1/3 PAGE VERTICAL: 66.5mm (w) x 276mm (h)
See below for exact material requirements for supplying your ads.



CLASSIFIEDS

Transmoto's classifieds provide an economical entry point for companies wishing to attract new customers to their business. For a single, very economical monthly cost, **advertisers receive exposure in both Transmoto Dirt Bike Magazine and transmoto.com.au**

RATE CARD				
	CASUAL	3x	6x	12x
Half Page	\$730	\$660	\$600	\$550
Quarter Page	\$420	\$370	\$330	\$300
Eighth Page	\$260	\$240	\$220	\$200

ONLINE RATES

Directional Media	CPM
Leaderboard	\$25
Skyscraper	\$25
M-Rec	\$40
S-Rec	\$15
Rich Media	
Expandable	\$60
Site Takeover	On request
Sponsorship	On request
Microsite	On request
Rich Media	
Link & Logo	\$5
Video	\$60
EDM	\$3500 per '000

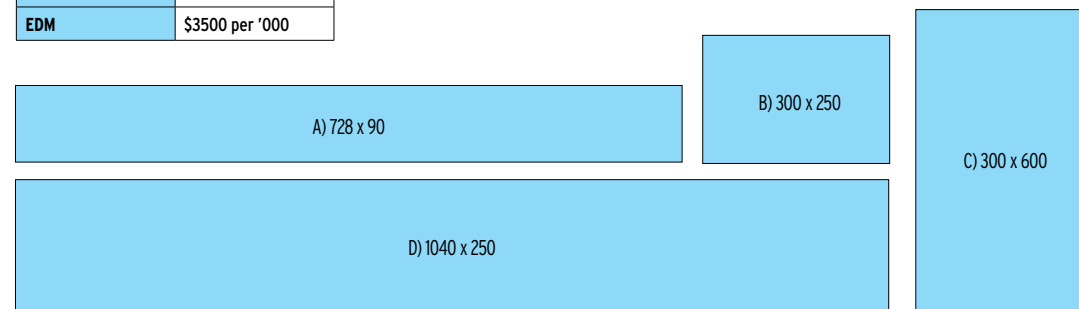
DIGITAL SPECS

OPTIONS	DIMENSIONS	FORMAT	FILE SIZE
A) LEADERBOARD	728x90	JPG, GIF	40kb
B) MEDIUM RECTANGLE	300x250	JPG, GIF	40kb
C) HALF PAGE	300x600	JPG, GIF	60kb
D) BILLBOARD	1040x250	JPG	80kb

PLEASE SEND ALL ONLINE MATERIAL TO:
Miles Finlay E: mfinlay@coastalwatch.com P: 02 9965 7365

MAXIMUM ANIMATION LENGTH: 15-sec

DELIVERY: Creative should be provided for testing at least 48 hours prior to campaign commencement. If you are using a third party dynamic solution four to seven days is required for testing. An accompanying static JPG file also needs to be supplied as a back up for all rich media advertisements.



MATERIAL REQUIREMENTS

All advertising material supplied should be (in order of preference):

- 1) High-Res Acrobat PDF file supplied via Quick Cut and Websend.
- 2) High-Res Acrobat PDF file supplied to our FTP site.

An administration fee of \$50 plus \$120/hour correction fee (if required) will apply to all material not supplied correctly.

- Only supply files that are required (print-ready PDFs) to produce the job and that are the correct size.
- When naming files, do not include special characters - eg: / \ % #
- File names should include the company name and *Transmoto*.
- Ensure trim size is correct and all pages have at least 5mm bleed where required.
- Crop marks are set 5mm away from trims.
- All live type is at a minimum of 5mm away from the trims.
- We can send you the PDF plug-in for Adobe InDesign so your files are perfect.

3) Raw material: digital photo, copy and logos - An in-house design fee of \$120 per hour will be charged. We make no claims to be able to produce corporate identity or detailed designs. Clients cannot expect us to produce logo designs, etc.

* Please read 'Production of Advertisements' (see sub-header to the right).

SUPPLYING ADS

We prefer ad material via Quickcut - Quickcut, a service provider for electronic delivery of digital files, has proven to be the most effective method of receiving and tracking your ad. As it provides the facility to check for file errors, *Transmoto* recommends that you use this service so as to avoid print errors.

PROOFING

Transmoto can only take responsibility for accurate colour reproduction of an ad if a digital proof is supplied in accordance with 3DAP guidelines. Although digital advertising files are being supplied electronically, it is still important to send a 3DAP proof that has been created from the supplied file. If you do not have access to such a service, please contact us.

PRODUCTION OF ADVERTISEMENTS

We have an inhouse art studio with an experienced art director who you can hire to design your ad. However, there are costs associated with producing advertisements, which are invoiced separately from media/ space costs. This is a non-profit service put in place to cover our own costs and to help small companies that haven't the capacity to do up their own ads. Inhouse Artist Fee: \$120/hour

- **Prepress: \$110 per page (Includes: 1 to 3 scans and digital proof). Additional scans and deep etching will be quoted, if required.**

PLEASE NOTE

- **Large areas of black** should have a tint of 40% cyan under the 100% black.
- **Body copy text** which is black should be set to 100% black not a 4-colour make-up of black.
- **With Photoshop images**, set up colour separations with GCR on, maximum ink weight of 290% with maximum black at 87%, allow for 17% dot gain (eg, 40% dot is 57%)
- **When viewing a print-ready PDF** on screen, ensure that the PDF is viewed with the Overprint Preview function turned on. This can be found under the advanced tab of Acrobat. Viewing the PDF this way will give a true representation of the way the PDF will be re-produced.

DEADLINES

ISSUE #	COVER DATE	BOOKING/ CANCELLATION DEADLINE	MATERIAL DEADLINE	AUSTRALIAN ON-SALE DATE
#45	Jul/Aug-14	Tue, 03 Jun 14	Tue, 10 Jun 14	Thu, 03 Jul 14
#46	Sep/Oct-14	Tue, 05 Aug 14	Tue, 12 Aug 14	Thu, 04 Sep 14
#47	Nov/Dec-14	Tue, 07 Oct 14	Tue, 14 Oct 14	Thu, 06 Nov 14
#48	Jan/Feb-15	Tue, 02 Dec 14	Tue, 09 Dec 14	Thu, 06 Nov 14
#49	Mar/Apr-15	Tue, 03 Feb 15	Tue, 10 Feb 15	Thu, 05 Mar 15
#50	May/June-15	Tue, 07 Apr 15	Tue, 14 Apr 15	Tue, 07 May 15
#51	Jul/Aug-15	Tue, 02 Jun 15	Tue, 09 Jun 15	Tue, 30 Jun 15
#52	Sep/Oct-15	Tue, 04 Aug 15	Tue, 11 Aug 15	Thu, 03 Sep 15
#53	Nov/Dec-15	Tue, 06 Oct 15	Tue, 13 Oct 15	Thu, 05 Nov 15
#54	Jan/Feb-16	Tue, 08 Dec 15	Tue, 15 Dec 15	Thu, 07 Jan 16
#55	Mar/Apr-16	Tue, 02 Feb 16	Tue, 09 Feb 16	Thu, 03 Mar 16
#56	May/June-16	Tue, 05 Apr 16	Tue, 12 Jun 16	Thu, 05 May 16
#57	Jul/Aug-16	Tue, 07 Jun 16	Tue, 14 Jun 16	Thu, 07 Jul 16
#58	Sep/Oct-16	Tue, 02 Aug 16	Tue, 09 Aug 16	Thu, 01 Sep 16
#59	Nov/Dec-16	Tue, 04 Oct 16	Tue, 11 Oct 16	Tue, 01 Nov 16

CONTACTS

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Miles Finlay

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