

# **SUPERTRAX**

I N T E R N A T I O N A L



**THE MOST TRUSTED, MOST  
READ AND MOST EFFECTIVE  
WAY TO DELIVER YOUR  
ADVERTISING MESSAGE!**

**2020/2021**

**MEDIA KIT**



**SPECIALTY EDITION (CDA & USA)**



+  
**FULLY INTEGRATED**  
PRINT, WEB, TELEVISION...  
WE'VE GOT YOU COVERED!

+  
THE SPORT'S MOST CIRCULATED, MOST  
TRUSTED SOURCE FOR SNOWMOBILE  
INFORMATION

+  
**3 INFORMATIVE ISSUES**  
PLACED IN-SEASON & IN-MARKET

## 2020 EDITORIAL FOCUS

Each issue of Supertrax Magazine includes the full test ride reports of the latest snowmobiles and aftermarket products along with adventure based destination articles and editorial insight from the most experienced staff in the industry.

### + NO BULL BUYERS GUIDE

Snowmobiling's most popular Buyers Guide hits newsstands early every fall and sets enthusiasts hearts on fire with red hot opinion and inside information along with detailed specifications on every new snowmobile available and most anticipated aftermarket products for the upcoming season.

### + RIDE GUIDE

Packed full of some of the best written, most detailed head to head test reports on selected new models. The Supertrax Ride Guide, available in early November, puts the facts on the snow so customers can make informed buying decisions.

### + BEST IN CLASS AWARDS

Every year the Supertrax editors go out on a limb to select the hottest snowmobile models on the market. Written in a combative style by Mark and Kent Lester, readers have grown to love the kudos and criticisms delivered in a hilarious format. One of the best reads you'll find anywhere in the powersports press.

## MARKET STRENGTH

### + EXPERIENCE COUNTS

Supertrax Magazine is written and produced by the sport's most experienced team of Powersport professionals. There's no other snowmobile enthusiast publication that provides more informed, accurate, hands-on test report information on new sleds and associated gear, parts and accessories than Supertrax.

### + PUTTING YOUR MESSAGE IN THE RIGHT HANDS

With targeted circulation in the U.S and Canadian snowbelt, Supertrax is the sports most widely circulated snowmobile magazine. Plus, when you add the strong affiliation of the New York Snowmobile Association and the Ontario Federation of Snowmobile Clubs, no one else reaches more hard-core enthusiasts than Supertrax. With 170,000 copies are circulated every issue, you can be assured your brand's advertising investment is being leveraged to yield the greatest results possible in attracting new and repeat business. 85% of all issues are mailed directly to active and participating snowmobile users.

### + ON TOP OF TRENDS

Being a leader in Television and web means that we're always keeping on top of the trends and reporting the most relevant content to our readers. It's also what has made Supertrax Magazine the most circulated, most read snowmobile magazine in the sport. Incrementally shifting our coverage to respond to market trends comes from knowing the marketplace and following trends ensures our readers are getting the information they want most on snowmobiles along with related aftermarket equipment.

# 2020/2021 RATES & DATES



SPECIALTY EDITION (CDA & USA)

## PRINT MAGAZINE

+ FULL COLOR RATES	CANADIAN EDITION			USA EDITION			NORTH AMERICAN EDITION (CDA/USA)		
	FREQUENCY	1X	2X	3X	1X	2X	3X	1X	2X
DOUBLE PAGE SPREAD	\$11,328	\$10,222	\$8775	\$11,328	\$10,222	\$8775	\$15,875	\$14,850	\$12,575
FULL PAGE	\$ 5,674	\$ 5,107	\$4,425	\$ 5,674	\$ 5,107	\$4,425	\$ 8,275	\$ 7,625	\$ 6,895
1/2 PAGE (V OR H)	\$ 3,519	\$ 3,167	\$2,775	\$ 3,519	\$ 3,167	\$2,775	\$ 5,025	\$ 4,475	\$ 3,875
1/3 PAGE (V OR H)	\$ 2,547	\$ 2,292	\$1,995	\$ 2,547	\$ 2,292	\$1,995	\$ 3,275	\$ 2,995	\$ 2,595
1/4 PAGE (V OR H)	\$ 2,182	\$ 1,963	\$1,775	\$ 2,182	\$ 1,963	\$1,775	\$ 2,795	\$ 2,475	\$ 2,095
1/6 PAGE (V OR H)	\$ 1,471	\$ 1,324	\$1,150	\$ 1,471	\$ 1,324	\$1,150	\$ 1,775	\$ 1,495	\$ 1,250

Rates quoted are GROSS Canadian Funds.

### + ISSUE & CLOSING DATES

EDITORIAL FOCUS	ISSUE	CLOSING	MATERIALS DUE	IN-MAIL
BUYERS GUIDE	Vol 32#1	Sept. 17, 2020	Sept. 25, 2020	Oct. 16, 2020
RIDE GUIDE	Vol 32#2	Oct. 16, 2020	Nov. 09, 2020	Dec. 07, 2020
BEST IN CLASS	Vol 32#3	Dec. 11, 2020	Dec. 21, 2020	Jan. 18, 2021

## SUPERTRAXMAG.COM

### + THE POWER OF SUPERTRAXMAG.COM

**SUPERTRAXMAG.COM** features exclusive to the web editorial reviews on snowmobiles as well as news, rumors, technical tips and inside information using the same formula that has made Supertrax International Magazine so successful at integrating sponsor messaging into every corner. Visitors will also find streaming video, polls, an events calendar and other useful tools.

**SUPERTRAXMAG.COM** generates upwards of **100,000** unique visitors per month and more than **300,000** page views per month. New trafficking software also allows advertisers to geo-target campaigns for the most effective return on investment.

**MONTHLY eBlast's** are distributed in-season and are delivered to the inboxes of more than **35,000** snowmobile owners!

SIZE	LOCATION	IMP. / MO.*
468 x 60 px	ALL PAGES	50K
728 x 90 px	ALL PAGES	80K
300 x 250 px	ARTICLE PAGES	100K
300 x 600 px	ALL PAGES	175K

**+ CONTACT OUR SALES REPRESENTATIVE FOR MORE DETAILS AND PRICING.**

### + CIRCULATION

**80,000** Copies of each Canadian Issue /  
**80,000** Copies of each USA Issue

North America Rates:  
Combined distribution of **160,000** copies  
of each issue.

### + TERMS

**PRICING:** Prices indicated as per issue based on frequency

**TERMS:** Net 30 on receipt of invoice.  
3% per month late charge

**INSERTS:** Rates available on request

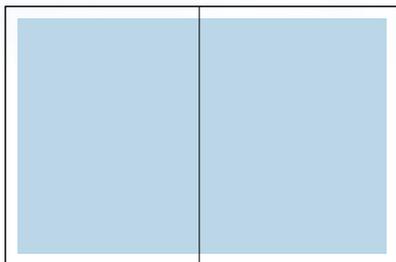
\*IMP. / MO. - Impressions per month guaranteed per advertising banner position.

**SUPERTRAX**  
INTERNATIONAL

# VARIETY OF DIFFERENT SIZES FOR YOUR ADVERTISEMENT NEEDS

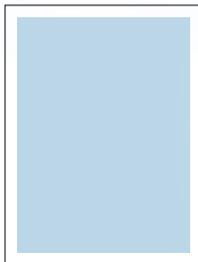
  SPECIALTY EDITION (CDA & USA)

# 2020/2021 AD SPECS



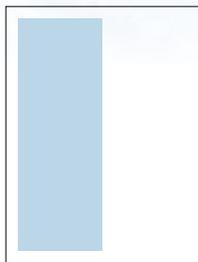
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Bleed: minimum 0.125" bleed on all sides.  
Include crop marks.



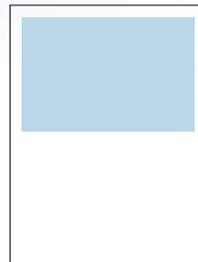
## FULL PAGE

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Include crop marks.



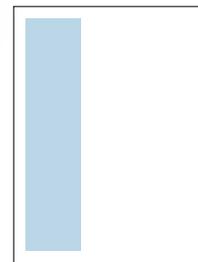
## HALF PAGE VERTICAL

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Include crop marks.



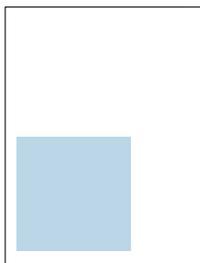
## HALF PAGE HORIZONTAL

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Include crop marks.



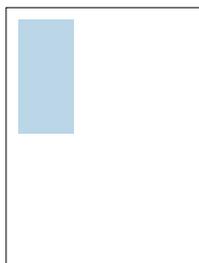
## THIRD PAGE VERTICAL

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Include crop marks.



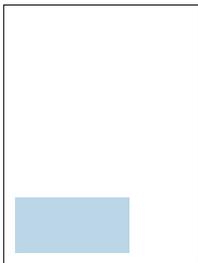
## THIRD PAGE HORIZONTAL

4.7 x 4.7"



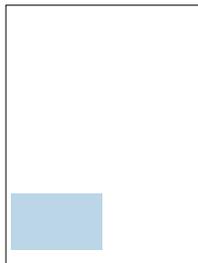
## SIXTH PAGE VERTICAL

2.275 x 4.7"



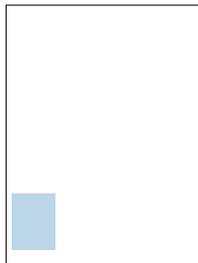
## SIXTH PAGE HORIZONTAL

4.7 x 2.275"



## EIGHTH PAGE

3.75 x 2.31"



## SIXTEENTH PAGE

1.81 x 2.31"

Supertrax Magazine is printed on a full Web press on coated stock - a saddle stitched publication. Supertrax Magazine uses the direct-to-plate pre-press process. We require all advertising to be submitted in digital format under the following specifications: PDF files submitted digitally is most desirable. All photos should be a minimum 300 DPI (150 LPI) resolution. Files sent by e-mail cannot exceed 9 megabytes. File upload information available upon request. A four color digital proof must accompany all color files. Supertrax Magazine cannot be held responsible for defective files submitted by advertisers, therefore, we request all ads be carefully inspected and output tested before submission.