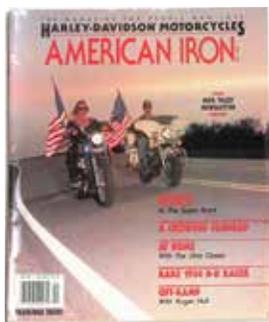


# American Iron



**2020** MEDIA KIT

# American Iron • 1989-2020 A Brief History Lesson

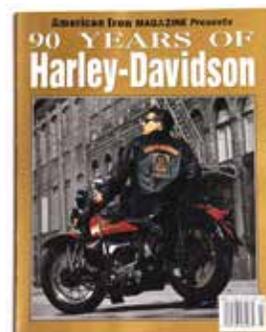


**1989**

Founded in California as the first family-friendly Harley magazine, *American Iron Magazine* is the first of its kind to “focus on the tin and not the skin.”

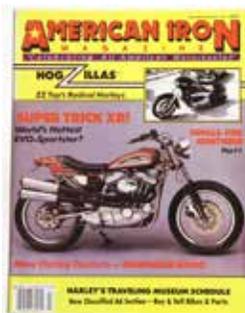
**1991**

Motorcycle enthusiast and third-generation magazine publisher Buzz Kanter buys the magazine and moves it east to Connecticut-based TAM Communications, where it is still published today.



**1993**

We expand the American Iron brand with *American Iron Magazine Presents 90 Years of Harley-Davidson*.



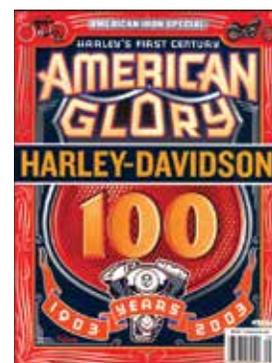
**#1** Best Seller On The Newsstand

**2004**

*American Iron Magazine* becomes the world's best selling motorcycle magazine on the newsstand.

**2003**

American Iron's *American Glory – 100 Years of Harley-Davidson* sets the record for motorcycle magazine sales on the newsstand.



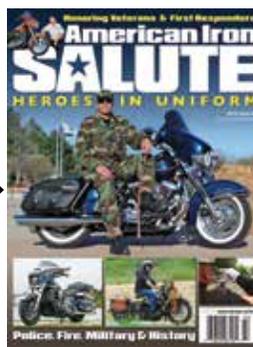
**2013**

To meet the growing demand from readers and advertisers, we expand *American Iron Magazine* from 12 issues a year to 13. (One every 4 weeks)



**2019**

We publish *American Iron Salute*, a motorcycle magazine dedicated to honoring our men and women in uniform.



## 2020 Overview

The American Iron family continues to set the highest standard in print. As we enter this year *American Iron Magazine* maintains our every four week frequency for 13 great issues a year. In addition, we publish our popular *American Iron Salute* once a year. We also maintain the AIMag.com web site, Classic American Iron forum (for classic and vintage motorcycle enthusiasts) as well as American Iron Facebook, Twitter and Instagram feeds.





## ABOUT AIM

Welcome to *American Iron Magazine*, the world's best-selling, and most respected American V-twin magazine. Published every 28 days, for 13 issues a year. More of what our active and engaged readers want. More of what our advertisers count on for the past 30 years!

Each issue includes product and motorcycle reviews, step-by-step tech, maintenance and installs, custom and classic motorcycles, new products, events and more. Active motorcycle enthusiasts have come to depend on our proven and trusted editorial for their purchases. Shouldn't you?

Why do more businesses advertise with us than every other motorcycle magazine? *American Iron Magazine* readers have the desire and the ability to purchase products and services they see in *American Iron Magazine*. We set our standards high so you can set your expectations to match.

## The Four Rs

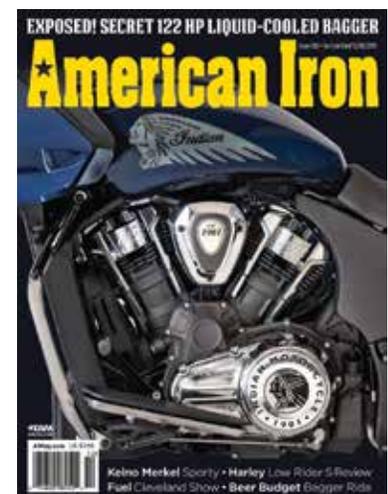
### Why More Advertisers Count On *American Iron Magazine*

**REACH** *American Iron Magazine* sells more copies on the newsstand than all other motorcycle magazines in the world. Not just V-twin magazines, but all motorcycle magazines! Our readers are active, engaged riders willing to pay for quality magazines and products.

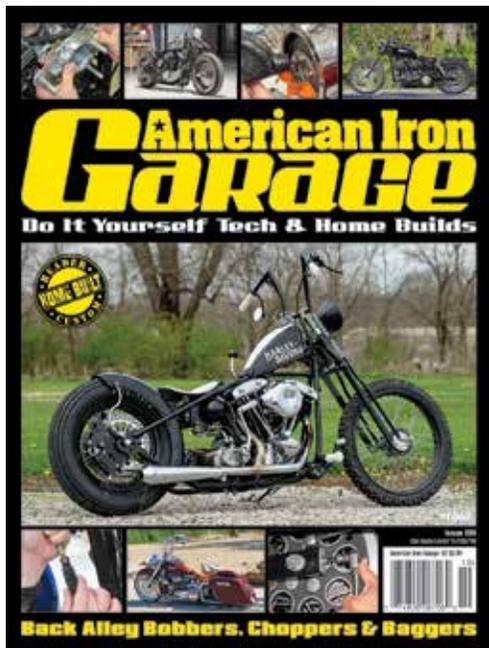
**RESPONSE** Advertisers from coast to coast agree that *American Iron Magazine* outperforms every other motorcycle magazine. This is why we have so many long-term advertisers for the past 30 years.

**RECOGNITION** Published since 1989, *American Iron Magazine* has earned the trust of riders considering a motorcycle or parts purchase. Our editors are among the most respected and influential in the business.

**RESPECT** It is not easy to earn respect in the motorcycle community, and it can't be faked. In 30 years, our editorial quality has been recognized as the most respected in the industry by more readers and advertisers.



# GARAGE & SPECIALS



## About American Iron Garage

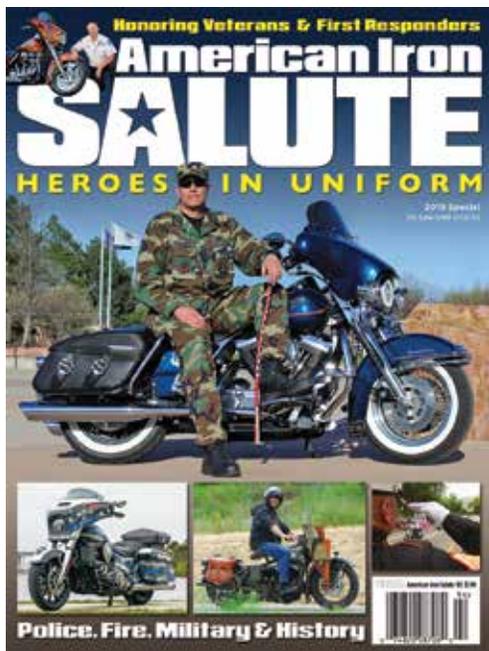
Every year more people are rolling up their sleeves and getting grease under their fingernails as they wrench on their own motorcycles. And more enthusiastic readers are discovering *American Iron Garage* magazine. This quarterly magazine has grown into the premier source for do-it-yourself and how-to information and guidance for American motorcycle enthusiasts.

*American Iron Garage* is a uniquely positioned magazine that provides motorcycle enthusiasts with tech, maintenance, and repair information to keep their rides running strong and looking good. We offer the information and advice for our readers to personalize, upgrade and fix their American bikes. Catering to real-world riders, every issue of *American Iron Garage* includes step-by-step product installs, features of home-built customs, useful technical skills, as well as new tool and products.

*American Iron Garage* is the magazine for motorcycle do-it-yourselfers from beginners to moderate skill levels. Our focus is on repairing, maintaining and customizing motorcycles. This is the magazine for active riders who buy products and tools designed to improve their ride.

## About American Iron Salute

Over the last 30 years we at *American Iron Magazine* have produced special issues and annual magazines dedicated to specific topics. In 2016 we launched *American Iron Salute: Heroes In Uniform*, a tribute to those who serve our country as soldiers, police officers, vets, and first responders. The response from our readers has been so overwhelming, we turned it into an annual issue. Featuring a variety of custom tribute bikes, in-depth articles on motorcycling and the military, the history behind Harleys and Indians in service, and product reviews of brands that proudly support our servicemen and women.





# READER PROFILE

## The typical *American Iron Magazine* reader:

- ◆ Owns more than one Harley, Indian and/or Victory
- ◆ Rides more than 7,000 miles per year
- ◆ Has over 20 years riding experience
- ◆ Spends more than \$2,500 per year on bike maintenance and care
- ◆ Does some wrenching/modifying
- ◆ Reads *American Iron Magazine* cover to cover at least once, and many keep their issues as prized reference material

**Owns at least one motorcycle** 97%

**Owns more than one motorcycle** 46%

**Purchased new**

0 13%  
 1 25%  
 more than 1 62%

**Days ridden in the last 12 months**

Under 100 24%  
 100 to 199 48%  
 More than 200 28%

**Years of riding experience**

Less than 1 3%  
 1 to 3 7%  
 4 to 10 15%  
 11 to 20 17%  
 More than 20 years 58%

**Miles ridden in the last 12 months**

Up to 3,000 14%  
 3,000 to 6,999 40%  
 More than 7,000 46%

**Type of riding**

Racing 2%  
 Commuting 21%  
 Touring 35%  
 Cruising 42%

**Reads the entire magazine cover to cover**

Always 85%  
 Sometimes 8%  
 Seldom 7%

## DEMOGRAPHIC

**Gender**

Men 87%  
 Women 13%

**Median Age**

Under 35 18%  
 35-49 44%  
 Over 50 38%

**Education Completed**

High School 48%  
 College 39%  
 Post Grad 13%

**Household Income**

Under \$25,000 3%  
 \$25,000-\$49,000 21%  
 \$50,000-\$74,000 31%  
 \$75,000-\$99,000 21%  
 Over \$100,000 24%





# EDITORIAL CALENDAR

**Frequency:** 13 issues of *American Iron Magazine* a year and four issues of *American Iron Garage*.

**Distribution:** Worldwide (print and digital editions)

<b>American Iron</b>	<b>Ad Sales Close</b>	<b>Artwork Due</b>	<b>On Sale</b>
384	11/6/19	11/13/19	1/7/20
385	12/3/19	12/9/19	2/4/20
386	1/2/20	1/7/20	3/3/20
387	1/19/20	2/5/20	3/31/20
388	2/26/20	3/4/20	4/28/20
389	3/25/20	4/1/20	5/26/20
390	4/22/20	4/29/20	6/23/20
391	5/20/20	5/27/20	7/21/20
392	6/17/20	6/24/20	8/18/20
393	7/15/20	7/22/20	9/15/20
394	8/12/20	8/19/20	10/13/20
395	9/9/20	9/16/20	11/10/20
396	10/6/20	10/13/20	12/8/20
<b>American Iron Garage</b>			
120	2/12/20	2/19/20	4/14/20
220	4/8/20	4/15/20	6/9/20
320	7/1/20	7/8/20	9/1/20
420	9/23/20	9/30/20	11/24/20
<b>American Iron Salute</b>	8/28/20	9/4/20	10/29/20



# AD RATES

## Print

**American Iron Magazine, AI Salute & Indian Illustrated**

4-color	1x	6x	14x
Full Page	\$5,300	\$4,600	\$4,000
2/3 Page	\$4,200	\$3,700	\$3,200
1/2 Page	\$2,900	\$2,500	\$2,200
1/3 Page	\$2,300	\$2,000	\$1,700
1/4 Page	\$1,600	\$1,400	\$1,200
1/6 Page	\$1,300	\$1,100	\$950
1/8 Page	\$900	\$800	\$700
1/12 Page	\$700	\$600	\$500

**American Iron Garage**

4-color	1x	4x
Full Page	\$4,000	\$3,000
2/3 Page	\$3,200	\$2,400
1/2 Page	\$2,200	\$1,700
1/3 Page	\$1,700	\$1,300
1/4 Page	\$1,200	\$900
1/6 Page	\$950	\$750
1/8 Page	\$700	\$500
1/12 Page	\$500	\$400

**Combination discounts are available.** Contact your sales representative for details.

**Insert and special units.** Rates and mechanical specifications upon request.

**Bleed.** No additional charge.

**Premium/special positions and spreads.** Rates upon request.

**Event Sponsorships.** Contact your sales representative for details.

## Online

**AIMag.com banner ads**

Size	Placement	Monthly
300 x 90 pixels	Side Column	\$300
300 x 180 pixels	Side Column	\$400
468 x 60 pixels	Banner Ad	\$500
728 x 90 pixels	Banner Ad	\$500

**Contact us** for special engagements like home page takeovers, video pre-rolls, topic sponsorships, and targeted landing pages.





# AD SPECS

<b>Full Page</b>	7.875" x 10.5" (trim) 7.375" x 10" (live) 8.125" x 10.75" (bleed)	<b>1/3 Square</b>	4.7" x 4.75" 5.2" x 5.375" (bleed)
<b>2/3 Vertical</b>	4.7" x 9.5" 5.25" x 10.75" (bleed)	<b>1/4 Vertical</b>	3.5" x 4.75"
<b>1/2 Vertical</b>	4.7" x 7.125" 5.25" x 7.75" (bleed)	<b>1/4 Horizontal</b>	4.75" x 3.475"
<b>1/2 Horizontal</b>	7.125" x 4.75" 8.125" x 5.375" (bleed)	<b>1/6 Vertical</b>	2.27" x 4.75"
<b>1/3 Vertical</b>	2.27" x 9.5" 2.77" x 10.75" (bleed)	<b>1/6 Horizontal</b>	4.75" x 2.25"
		<b>1/8 Vertical</b>	2.27" x 3.475"
		<b>1/8 Horizontal</b>	3.5" x 2.25"
		<b>1/12</b>	2.27" x 2.25"

## PRODUCTION SPECS

**Trim Size:** 7.875" x 10.5" Keep all live matter 1/4" away from trim.

**Bleed:** Allow 1/8" for bleed.

**Printing Method:** Webb offset

**Binding Method:** Perfect Bound

## DIGITAL FILE FORMATS

- InDesign, Photoshop, tif, eps, and Acrobat PDF/x1a 2001 files. (File resolution should be no less than 300 dpi.)
- Total max density (CMYK) cannot exceed 300%.
- Include document layout, art, font files, and proof.
- Proofs are required with all submissions.

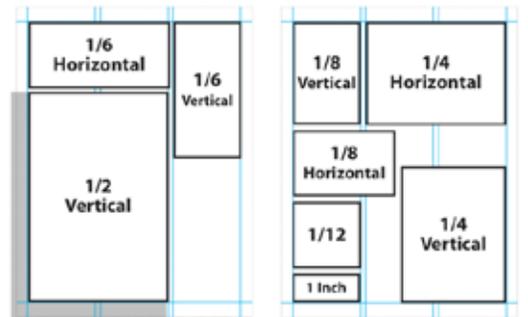
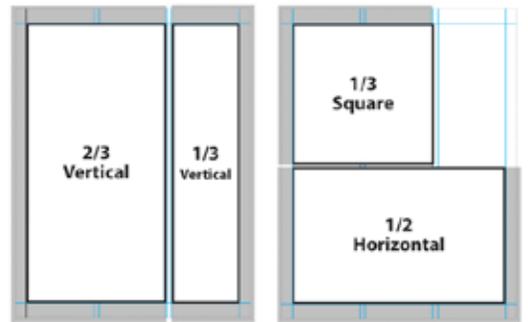
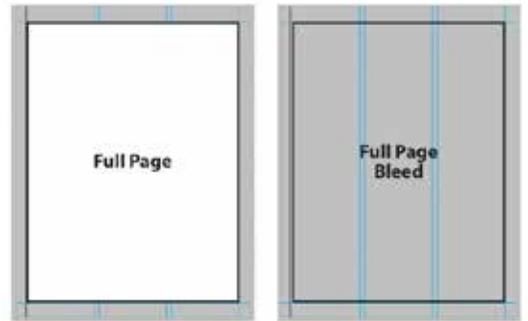
## MEDIA LABELING REQUIREMENTS

All materials submitted should be clearly labeled with the following information:

- Advertiser
- Publication date and magazine name
- Contact name and phone number
- An itemized list of contents (files, images, fonts, etc.)

## FTP Submissions

Call 203/425-8777 ext. 114 or email RosemaryC@TAMCommunications.com for instructions.





# TERMS & CONTACTS

## Payment Terms

Net 30 days. A 2% discount is offered for payment within 10 days of invoice date. Payment is required with contract for all new advertisers unless credit has been established with TAM. Prepayments are due by ad close date.

## Agency Discount

Commission is 15% to all recognized advertising agencies provided account is paid within 30 days of invoice date. Publisher reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for such moneys due and payable for advertising in *American Iron Magazine* and *American Iron Garage*.

## Contract Terms & Conditions

- A** All advertisements are subject to publisher's approval. The publisher reserves the right to reject or terminate any advertisement at any time.
- B** The advertiser and its agency, if there is one, each represent that it is authorized to publish the entire contents and subject matter contained in its advertisement, including the names, portraits, and/or pictures of living persons, any trademark, service mark, or copyrighted material, any testimony contained in any advertisement submitted to and published by the publisher.
- C** In consideration of the publisher's acceptance of such advertisements for publication, the agency and the advertiser will indemnify and save harmless the publisher against any loss, liability, damage, and exposure of any nature arising out of copying, printing, or publishing of its advertisement.
- D** The publisher reserves the right to change rates upon notice at any time.
- E** Publisher shall not be liable for copy and/or key changes unless provided with complete replacement negatives.
- F** Cancellations or changes in orders must be submitted in writing and are not accepted after close date.
- G** Advertisements set to simulate editorial style must be labeled "advertisement."
- H** Positioning of ads is at the discretion of the publisher except in cases where specific positions are contracted.
- I** Submission of advertisement constitutes acceptance of all rates and conditions set forth herein.
- J** Any contract cancelled before completion will be assessed a cancellation fee of 20% of all future net amounts that were contracted to run.

## Shipping/Mailing Instructions

All advertising contracts, insertion orders, ad materials, and inquiries should be directed to:

TAM Communications, Inc., 37 North Ave, Suite 208, Norwalk, CT 06851  
Phone: **203/425-8777** • Fax: 203/425-8775

TAM Communications, Inc.  
37 North Ave, Suite 208  
Stamford, CT 06905  
Phone: 203/425-8777  
Fax: 203/425-8775

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Buzzk@AmericanIronMag.com

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TerryO@TAMCommunications.com

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