

# Mailing List Dealernews

Available for Rental 14,176 \$125/M  
(Counts Subject to Change)

## Who They Are

Target your marketing message directly to decision-makers in the North American powersports industry with the Dealernews Mailing List from Advanstar Communications. The Dealernews mailing list includes owners, partners, presidents, vice-presidents, store managers, parts managers, service managers, sales managers, and other buyers and influencers at motorcycle and powersports retail outlets and service shops..

## What They Buy

These highly targeted professionals are ready prospects for your products and services:

- Street and touring bikes
- American big twin
- ATVs and off-road bikes
- Personal watercraft & snowmobiles
- ... and ALL of the aftermarket parts and accessories that go with them.

## Why They Subscribe

Dealernews gives readers the most timely and comprehensive information on industry trends, developments and events. Each month retailers get a look at the latest products on the market. Cover stories profile best practices and great business ideas of successful retailers. Finally, Dealernews gives readers essential sales data they need to operate their businesses — which is not available anywhere else.



Contact Sandy Sailes-Colbert  
(800-225-4569) Ext. 2822 • [scolbert@advanstar.com](mailto:scolbert@advanstar.com)  
Direct Telephone 440-891-2697 Fax 440-891-2740

For advertising opportunities visit [www.dealernews.com](http://www.dealernews.com)

Quality Leads  
Targeted Penetration  
Guaranteed Value  
Proven Results

Minimum Order  
\$350 + format +shipping

List Source  
Subscribers available are from a BPA  
International audited publication



Telemarketing List  
Base Rate + \$185/M  
Mail/Phone/E-Mail Lists  
Combination Discounts Available  
Call for Rates

Selections  
Base Rate + \$15/M  
Job Title/Function  
Business/Industry  
Business Address  
Geography  
Gender  
Max Per Site

Addressing/Format Options  
E-mail File \$55/flat  
Mag Tape \$35/flat  
Diskette \$55/flat  
Cheshire Labels NC  
Peel & Stick Labels \$10/M  
Key Codes \$3/M  
Splits \$25/ea  
Barcoding (labels) \$6/M \$30 min

Updating Cycle  
Lists are updated quarterly. Please call for the most current counts.

Guaranteed 98% Mail Deliverability

Terms and Conditions  
Rented for one time use only. Sample mailing piece required, subject to approval.

Cancellations  
\$10/M running charges plus \$50 cancellation fee.  
List must be returned within 90 days or full rental charges apply.



# eMail List Dealernews

Email Addresses Available

5,193

\$400/M

(Counts Subject to Change)

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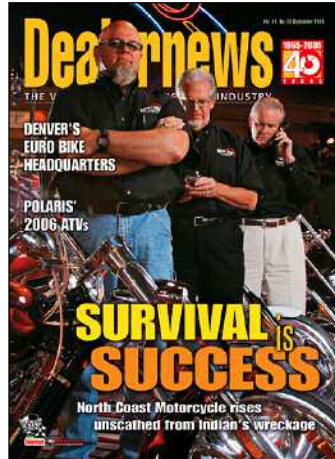
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Quality Leads  
Targeted Penetration  
Guaranteed Value  
Proven Results

## Minimum Order

3000 Names

## List Source

Subscribers available are from a BPA International audited publication



## Mail/E-Mail/Phone Lists

Combination Discounts Available  
Call for Rates

## Selections

Base Rate + \$15/M  
Job Title/Function  
Business/Industry  
Business Address  
Geography  
Gender  
Max Per Site  
All Other Selects \$15/M-\$25/M

## How to Rent an Advanstar E-Mail List

All orders must be in writing. Please mail, fax or e-mail a letter or purchase order with the following information:

- Selections
  - Quantity of names requested
  - Test names and corresponding e-mail addresses
  - Target date you need the e-mail message sent
  - Sample of the e-mail message
  - Prepayment if requested for a first time renter
- A signed e-mail list rental contract is required with each order before transmission.

## Updating Cycle

Lists are updated quarterly. Please call for the most current counts.

## Cancellations

A \$150 cancellation fee applies if the broadcast is cancelled after delivery of the list to the service bureau and receipt of the approved message.

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ADVANSTAR  
L I S T S

[www.advanstarlists.com](http://www.advanstarlists.com)

# Dealernews

## Circulation Breakdown by Job Title

Owner/Partner/President/VP  
District Manager  
General Manager/Store Manager  
Parts Manager  
Sales Manager  
Service Manager  
Sales Rep/Road Rep  
Accessories Manager  
Service Writer  
Marketing or Merchandising Manager  
Buyer or Purchasing Manager

## Circulation Breakdown by Business/Industry

### Dealer/Retailer of:

Motorcycles (new & used), Motor Scooters, Mopeds, ATVs,  
Personal Watercraft, Parts & Accessories, and Snowmobiles

### Wholesale Distributor of:

Vehicles only  
Parts & Accessories only

### Manufacturers & Manufacturers who Distribute:

Vehicles only  
Parts & Accessories only

## Circulation Breakdown by # of Employees

26 or more  
6 - 25  
1 - 5

## Breakdown by Types of Snowmobiles Carried

Bombardier  
Polaris  
Yamaha  
Arctic Cat  
Ski-Doo  
Other Snowmobiles/Used Snowmobiles

## Breakdown by Types of Motorcycles Carried

Buell  
BMW  
Harley-Davidson  
Honda  
Kawasaki  
Suzuki  
Yamaha  
Ducati  
Polaris  
Triumph  
Victory  
Aprilia  
Husquarvna  
Indian  
KTM  
Moto-Guzzi  
Other Motorcycles/Used Motorcycles

## Breakdown by Types of ATVs Carried

Honda  
Yamaha  
Kawasaki  
Polaris  
Suzuki  
Arctic Cat  
Bombardier  
Other ATVs/Used ATVs

## Breakdown by Types of Personal Watercraft Carried

Yamaha  
Kawasaki  
Polaris  
Sea-Doo  
Other Personal Watercraft



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