

Overview

A bimonthly Southwestern publication covering:

- ◇ Road Cycling
- ◇ Mountain Biking
- ◇ Running
- ◇ Triathlons & Duathlons
- ◇ Adventure Sports
- ◇ Ultra-Endurance Events
- ◇ Nutrition
- ◇ Health & Fitness News
- ◇ Alternative Transportation
- ◇ Environmental & Access Issues

Published by:

Perimeter Bicycling Association of America, Inc.
2609 E Broadway
Tucson, Arizona 85716
(520)745-2033
Fax: (520)745-1992
Web: <http://www.perimeterbicycling.com>



Distribution

Total Distribution 30,000

◇ Direct Mail	42%
◇ Events & Retail Shops	58%
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◇ Arizona	51%
◇ California	21%
◇ Colorado/New Mexico/Nevada/Utah	8%
◇ Events and Elsewhere	20%

Unique Editorial Product

Tail Winds is written for bicyclists, runners, amateur athletes and outdoor enthusiasts who enjoy the natural world through cycling, running and outdoor adventure activities. Special feature articles include coverage of events, humorous essays, and profiles on outstanding individuals within the sporting community. Regular columns include:

Hit the Trail!, featuring the best mountain biking, running and hiking trails around the Southwest.

Start Lines, giving you the head's up on what's happening in the world of cycling, running and outdoor activities.

Coach's Corner, providing quality information on training, competition, recovery and sport psychology.

Nutrition, offering sound nutritional advice for runners, bicyclists and fitness enthusiasts.

Field Notes, reviewing the latest books about the outdoors.

Sport du Jour, introducing you to odd, extreme, and interesting sporting activities.

Finish Lines, keeping you up to date on the latest happenings in the world of cycling, running and outdoor activities.

Product Reviews, taking the guess work out of the industry's latest products.

Calendar of Events, informing you of upcoming events in Arizona, California and beyond.

Tail Winds is renowned for its intelligent, diverse and engaging editorial.

Events, Fun & Adventure for Cyclists, Runners & Outdoor Enthusiasts

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Editorial & Events

Tail Winds welcomes unsolicited articles, photos, and race results.

Each issue includes a Calendar of Events, which lists events and activities around the Southwest.

Listing an event costs \$10 per submission and must include the following:

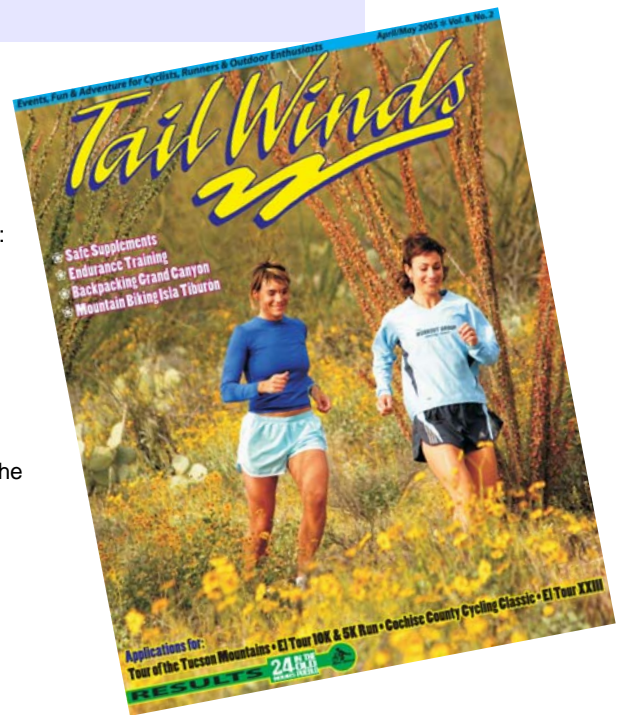
- event name
- location
- event date
- a contact phone number

Information must be received at least 30 days prior to publication.

If possible, send an event application. All event advertisers are included in the calendar.

When submitting results, include:

- event name
- location
- event date
- distances of each category
- names of outstanding volunteers, event directors and participants
- finishing times for racers
- a contact phone number



Advertising Rates

BLACK & WHITE	1x	3x	6x
Back Cover	\$1795	\$1595	\$1495
Inside Covers	1695	1495	1395
Full Page	1495	1295	1195
3/4 Page	1255	1055	955
1/2 Page	837	757	717
3/8 Page	627	567	537
1/4 Page (square and vertical)	418	378	358
1/4 Page (horizontal)	518	478	458
1/8 Page	259	239	229

GUARANTEED POSITION:

Ad positions subject to availability on 1/4 page ad or larger at a 10% premium.

DEADLINES:

Tail Winds is published bi-monthly:

January/February; March/April; May/June; July/August; September/October; November/December

Closing date for advertising materials is usually the 13th day of the month prior to issue date. This date may vary depending on many factors, so please contact your Tail Winds sales representative or call (520) 745-2033 for the exact date advertising materials will be due.

ADDITIONAL CHARGES:

Full Color: Add \$295

Production Charges add:

Design, layout and typesetting and revisions,
\$35.00 per hour: 1/2 hour minimum.

Spot Color:

\$70.00 black plus one

DISCOUNTS:

10% discount is available to all non-profit organizations.
15% discount to approved advertising agencies



Ad Production Notes

Publication trim size: 11-1/4" x 13-1/2"

Printing: Newsprint web offset - 4 color process/black (4/1)

Screen: 85-line (lpi, dpi)

Advertising Materials are accepted in the following formats:

Digital Ad Files: (preferred)

High-Res Adobe Acrobat files. We can also accept digital files in TIF or JPEG formats, 300 dpi.

Color Film: We no longer accept film.

Black and White Camera-Ready:

High -Res Adobe Acrobat files are best (see above) but a high contrast laser print that can be scanned will work. Contact us for assistance.

Spot Color

Please use only Cyan as your second color as this will separate properly. The actual printed spot color will be determined by publisher.

Notes

Please keep in mind that emailing size is limited to around 3mg or less. At this time we do not have ftp capability but we can download large work if an ftp site is available to you. Zip drive and CD are also accepted.

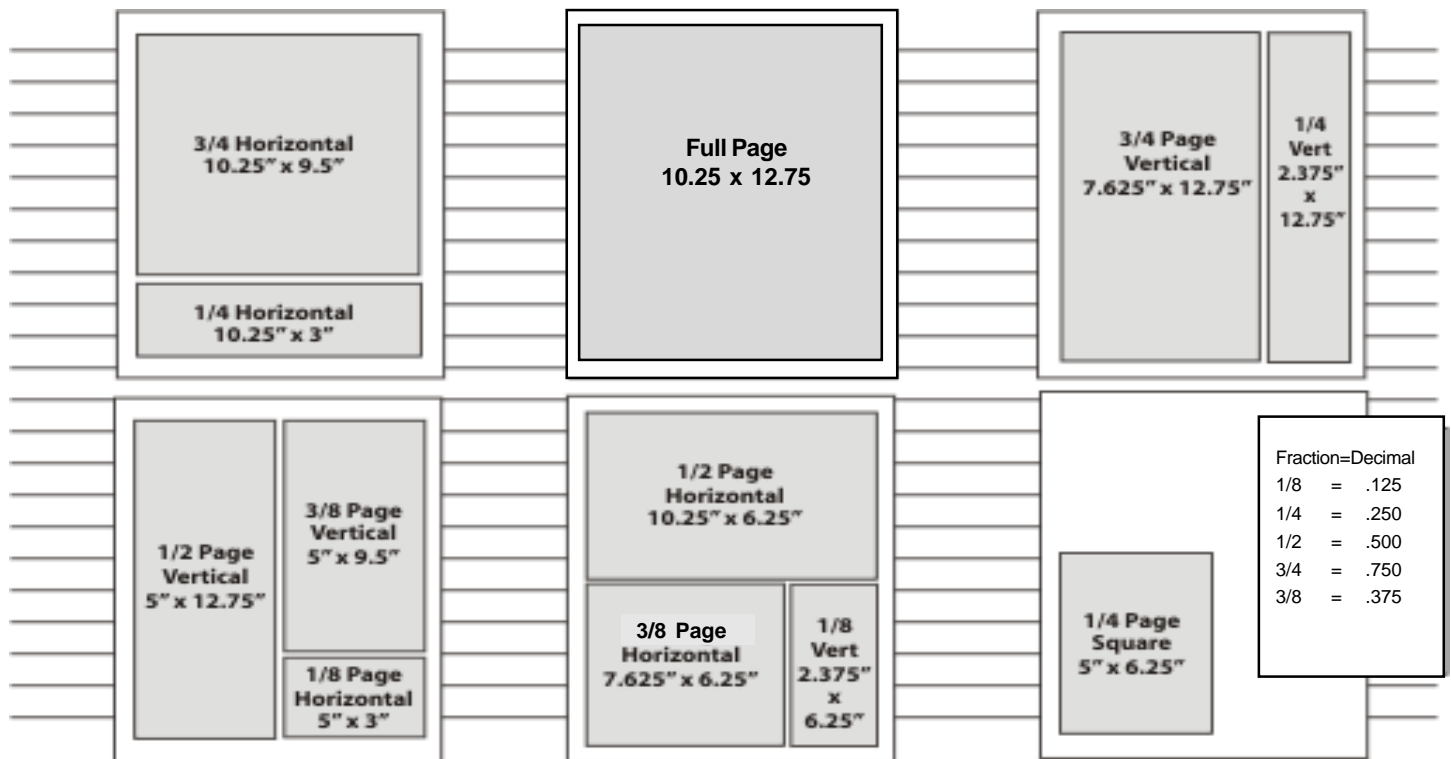
For your convenience color laser prints are accepted for content, however, there is a possibility that the final printed ad may not reproduce exactly as indicated in the proof you provided. A reasonable variation in color may exist between color proofs and the completed job; however, the quality of color shall fall within the standards acceptable in the printing industry (SWOP).

Ad Dimensions

Size (in inches)	Width	Height
Full page	10-1/4	12-3/4
3/4 page horizontal	10-1/4	9-1/2
3/4 page vertical	7-5/8	12-3/4
1/2 page horizontal	10-1/4	6-1/4
1/2 page vertical	5	12-3/4
3/8 page horizontal	7-5/8	6-1/4
3/8 page vertical	5	9-1/2
1/4 page horizontal	10-1/4	3
1/4 page vertical	2-3/8	12-3/4
1/4 page square	5	6-1/4
1/8 page horizontal	5	3
1/8 page vertical	2-3/8	6-1/4

Tabloid Format-Bleed not available

Ad Sizes



Tail Winds

Events, Fun & Adventure for Cyclists, Runners & Outdoor Enthusiasts

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Demographics

READER SURVEY RESULTS (7/08)

- 27% Female
- 73% Male
- 62% Have called, visited or bought products/services from Tail Winds advertisers
- 43% Said that up to three people, other than themselves read Tail Winds
- 43% Said they participate in up to five events a year

EDUCATION

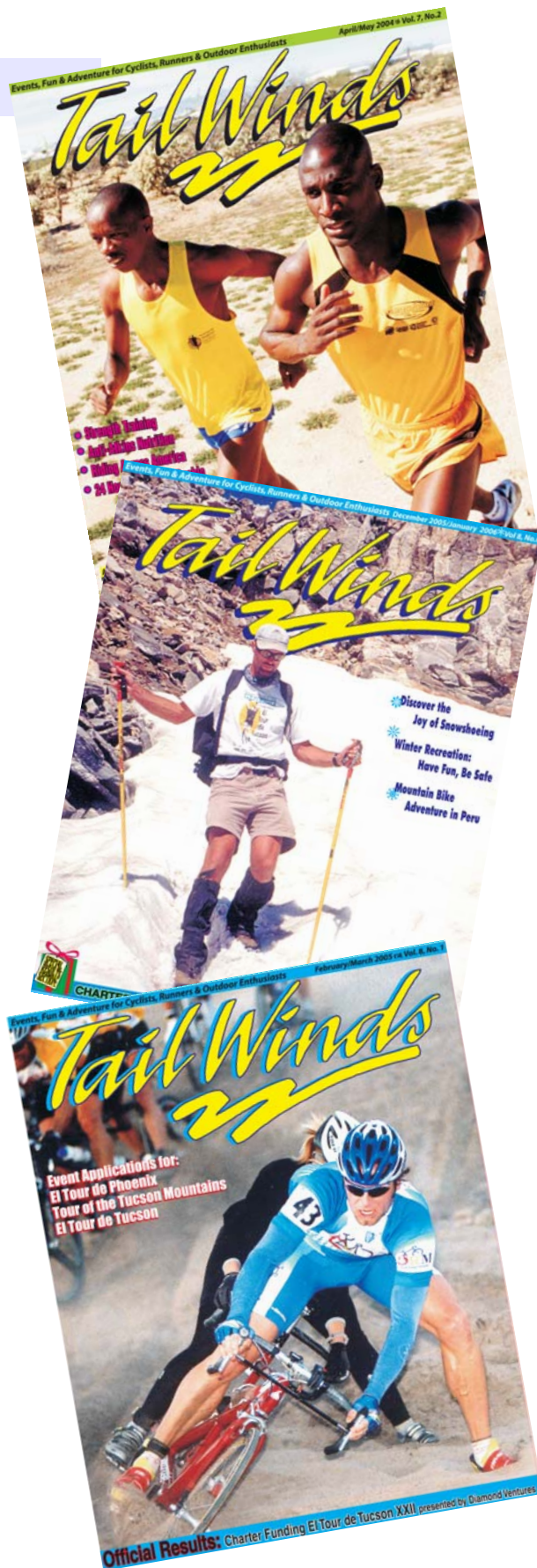
- 75% Completed college or graduate work

EVENT PARTICIPATION

- 43% Said they participate in up to five events a year

AVERAGE HOUSEHOLD INCOME

- 68% Have an average household income of between \$75,000 to over \$100,000/year



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