

2015



Editorial Calendar

Monthly Columns:

Confessions of a Customer
Eric Anderson

Tech Tips
Cyclepedia Press LLC

Shifting Gears
Robin Hartfiel

Dealer Anonymous
Unknown Dealer

Pre-Owned Monthly Recap
Jim Woodruff

New Inventory Recap/Product Mix
CDK Global

Dealership Solutions
C.J. Pedler

Service Manager
C.R. Gittere

Apparel Pro
Alisa Clickenger

Operations Manager
Kevin Butler

January

V-Twin Issue: V-Twin Expo *Bonus Distribution, Advertiser Booth Previews*

Cover: V-Twin/Show-Related Cover

Primary Features: 2014 Reader's

Choice Product Awards, Creating Community at Your Dealership

Apparel: Biker Life Style Leathers

Consumables: Chrome & Performance Accessories (V-Twin Market)

OEM Update: Harley-Davidson

Dealer Profile:

Kate Ribar/Renegade Harley-Davidson

Distributor Profile: Custom

Chrome

Ad Closing: 12/14

Ad Materials Due: 12/19/2014

February

Off-Road Issue: Developing Your Dirt Bike Customer Base

Apparel: Off-Road/MX Gear

Consumables: Dual Sport and Dirt Bike Tires

OEM Update: KTM or Husqvarna

Dealer Profile: Don & Bernadette Waddill/ Performance Cycle Denver

Distributor Profile: Western

Power Sports

Ad Closing: 1/19

Ad Materials Due: 1/27

March

Cover Feature: Powersports Industry Profile

Feature: Used Motorcycle Market; Auctions

Product Focus: Electronic Aids (Cameras, Bluetooth Communications, Navigation Systems)

Apparel: Wet Weather Riding Gear

OEM Update: BMW

Dealer Profile: David Swezey/Ride West BMW

Distributor Profile: MTA

Ad Closing: 2/13

Ad Materials Due: 2/20

April

Cover Feature: Using Track Days to Sell Sportbikes

Product Focus: Full-Face Helmets, Helmet Construction

Apparel: Track Day Gear

Consumables: Oils and Lubricants

OEM Update: EBR

Dealer Profile: Harley-Davidson of Youngstown

Distributor Profile: Sullivans

Ad Closing: 3/13

Ad Materials Due: 3/16

May

Cover: Commuter Market Update

Product Focus: Open-Face/Jet Helmets

Apparel: Commuter Gear

Parts & Accessories: Tires & Wheels

Service: Dealer Management Systems and Service Dept. Software

OEM Update: Vespa

Dealer Profile: Rick Roush Motor Sports

Distributor Profile: Scooter Parts Distributor

Ad Closing: 4/24

Ad Materials Due: 4/28

June

Vintage Issue: Tapping Into The Vintage Bike Market; AMA Vintage Days

Product Focus: Batteries

Apparel: Women's Gear Roundup

Parts & Accessories: Suspension

OEM Update: Royal Enfield

Dealer Profile: Mark Williams/Montgomery Motorcycle Company

Distributor Profile: EMGO

Ad Closing: 5/19

Ad Materials Due: 5/21





2015

July

Feature: Creating Killer Dealership Events
Apparel: Apparel Construction Techniques
Parts & Accessories: Exhausts
Service: Tools & Equipment
Consumables: Cleaners and Polishes
OEM Update: Kawasaki
Dealer Profile: J&W Cycles
Distributor Profile: Parts Unlimited

Ad Closing: 6/8
 Ad Materials Due: 6/10

August

Feature: How to Compete with Online Retail
Product Focus: Touring Bikes/Harley FLs
Apparel: Touring Gear
Consumables: Touring Tires
OEM Update: Indian Motorcycles
Dealer Profile: Terry Rymer/Black Hills Harley-Davidson
Distributor Profile: Drag Specialties

Ad Closing: 7/1
 Ad Materials Due: 7/6

September

***AIMExpo Show Issue:** Bonus Distribution, Advertiser Booth Previews
Product Focus: Sportsman Gear - ATV/UTV Accessories
Apparel: Helmets (Scooter, Off-Road)
Consumables: Filters (Air, Fuel and Oil)
OEM Update: KYMCO
Dealer Profile: Solano Cycle
Distributor Profile: Tucker Rocky

Ad Closing: 8/7
 Ad Materials Due: 8/12

October

***SEMA Show Issue:** Bonus Distribution, Advertiser Booth Previews/Bikefest Vegas
Feature: Top Managers
Product Focus: Specialty Tires
Apparel: Boots and Gloves
Parts and Accessories: Seating
OEM Update: Victory
Dealer Profile: Las Vegas Harley-Davidson
Distributor Profile: Midwest or Mid-USA

Ad Closing: 9/1
 Ad Materials Due: 9/8

November

***Dealer Expo Issue:** Show Preview, Advertiser Booth Highlights
Feature: Top Salesmen
Product Focus: Luggage and Bags
Apparel: How to Upsell Helmets
Parts and Accessories: Sportbike Gear
OEM Update: Ducati
Dealer Profile: Tom Hicks/Southern California
Distributor Profile: Marshall Distributing

Ad Closing: 10/9
 Ad Materials Due: 10/14

December

***Special Edition:** 2014 Highlights, Products, News
***Print/Online Buyer's Guide:** 2015 MPN Buyer's Guide is the most comprehensive guide to products and services in the industry for more than 40 years. Receive up to three categories for free with updated listing.
All Display Ads Receive:
 - Free Bonus Impact logo ads
 - Free boldfacing in each product category
 - Free "see our ad on page _" prompt directs buyers to your ad
 - Free year-long online logo listing
 Ad Closing: 11/4
 Ad Materials Due: 11/9

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