

# Off-Road Adventures

## 2011 Adventure Toys Section



Our popular Adventure Toys section features products from Dirt Bikes and ATVs, to Boats and Camping Gear. These Guides focus on the activities and products that are essential to our active readers' outdoor experiences.

Go Camping .....	34.6%
Go Fishing .....	29.5%
Go Hunting .....	20.5%
Go Power Boating .....	11.3%
Own a Motorcycle .....	31.3%
Own an ATV .....	32.2%
Own a Boat .....	18.0%
Own a Personal Watercraft.....	4.8%
Own a Snowmobile .....	5.6%



Editorial focus includes but not limited to:

- ATV'S/UTV'S
- DIRT BIKES
- RV'S
- PERSONAL WATERCRAFT
- SNOWMOBILES
- CAMPING/OUTDOOR EQUIPMENT



The editorial calendar is flexible, and can be adjusted to spotlight your product based on an acceptable advertising schedule. Discuss options with your sales representative:

**Eastern Representative .....**Tom Johnson 248-312-0164  
**Western Representative .....**Chris Connors 818-223-9880

### UPCOMING SCHEDULE

**May Issue .....**UTV Buyers Guide  
**July Issue .....**Dirt Bike Buyers Guide  
**September Issue .....**ATV Buyers Guide