

# CMAA



## HEARTBEAT

MAGAZINE

# MEDIA KIT



# CMA HISTORY



The Christian Motorcyclists Association is a non-profit, interdenominational organization, dedicated to reaching people for Christ in the highways and byways through motorcycling. CMA was born in 1975 by Herb Shreve. Since its beginning, CMA has had over 145,000 applicants for membership and over 1,000 chapters chartered in the United States. Also, through the CMA International Ministry, CMA is represented in over twenty-five countries throughout the world.

CMA has experienced many changes throughout the years with God's guidance and blessing. In 2000, John Ogden Sr. was appointed the CEO/Chairman of the Board of Directors. Under the leading of the Holy Spirit, John Sr. implemented a team strategy throughout the ministry of CMA according to the principles taught by Jesus in the New Testament.



**John and Becky Ogden**  
CMA CEO/Chairman of the Board

# ***HEARTBEAT*** *Facts*



The *HeartBeat* is available as an e-version on a public website allowing for unlimited views and a global reach.

The *HeartBeat* is a monthly publication with a circulation of 20,000 magazines within the United States.

We also send the *HeartBeat* out internationally to twenty plus countries.

The *HeartBeat* circulation is consistent and secure. Our magazine is also used by our readers as a ministering tool; therefore, our readers are not limited to members only.

*HeartBeat* readers come from all income brackets and multiple motorcycling groups. For example, cruisers, sport bikes, touring, and quads. We have a wide range of readers who love their motorcycles and want the best for the motorcycle they have or for the one they are looking to purchase. Many of them are just getting into motorcycling and are looking for the "perfect" bike.

**HEARTBEAT**

# General Advertising Rates



## ***Black and White***

<b>Ad Size</b>	<b>4 Issues</b>	<b>6 Issues</b>	<b>12 Issues</b>
1	\$625	\$500	\$375
1/2	\$356	\$285	\$214
1/4	\$194	\$155	\$116
1/8	\$150	\$120	\$90
1/16	\$94	\$75	\$56

## ***Full Color***

<b>Ad Size</b>	<b>4 Issues</b>	<b>6 Issues</b>	<b>12 Issues</b>
1	\$812	\$650	\$488
1/2	\$525	\$420	\$315
1/4	\$312	\$250	\$188
1/8	\$238	\$190	\$142
1/16	\$125	\$100	\$75

All prices are per issue.

# General Advertising Deadlines



## ***Submission Deadlines***

### **2012/2013 Issue**

### **Due Date**

January 2013

November 5, 2012

February 2013

December 3, 2012

March 2013

January 3, 2013

April 2012

February 3, 2012

May 2012

March 3, 2012

June 2012

April 4, 2012

July 2012

May 4, 2012

August 2012

June 3, 2012

September 2012

July 5, 2012

October 2012

August 3, 2012

November 2012

September 5, 2012

December 2012

October 4, 2012

# Advertising Specs



**Half Page Ad**  
H: 7.65 x 4.875  
V: 4.875 x 7.65

**Full Page Ad**  
H: 7.65 x 9.75

**1/4 Page Ad**  
H: 4.875 x 3.75  
V: 3.75 x 4.875

**1/8 Page Ad**  
H: 3.75 x 2.375  
V: 2.375 x 3.75

**1/16 Page Ad**  
H: 1.875 x 2.375  
V: 2.375 x 1.875

**Classified Ads  
are available.  
Size Varies.**

**HEARTBEAT**

# Contact Information



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