

Reach Real Riders... You Know, The Kind With Real Jobs!

ON THE PEGS

**YOU CAN
DOMINATE**

**FULL PAGE,
FULL SPREAD OPTIONS
WITH LINKS!**

**WIN
ON A
BUDGET**

**GET
BETTER
RESULTS**

IMPROVE YOUR FOCUS

REMEMBER WHEN ADS WERE FUN AND PART OF THE EXPERIENCE?



MISSION STATEMENT

For almost half a century, *On the Pegs* has been a specialized monthly publication dedicated to showcasing all levels of off-road racing from the most grassroots competition in the United States, to headliner events the world over, covering everything from mototrials, enduros, GNCC's, sprint enduros, the ISDE, and much more.

On the Pegs digital magazine brings off-road racers and riders face to face with the latest in production models, performance upgrades, and accessories to make the most of their time on the bike.

BRIEF HISTORY



THE LEGACY CONTINUES

Steph Vetterly continues the legacy of *On the Pegs* as the latest Editor-in-Chief

2021

2014

Trials & Enduro News becomes *On the Pegs* and transitions to a digital publication

Trials Competition passes to the Patrick family, then to Shan Moore, who renames the publication *Trials & Enduro News*

1990-2010's

1980's

Plonkers Press renamed to *Trials Competition*, edited by Curt Comer

THE BEGINNING

On the Pegs started life as a national trials newspaper called *Plonkers Press*, edited by Jeanie Flippin

1960's



BRAND OVERVIEW

YEARLY PAGEVIEWS

1,200,000 +

WWW.ON-THE-PEGS.COM

COUNTRIES REACHED



70+



EMAIL SUBSCRIBERS

2,600 +

SOCIAL MEDIA

6,700 + followers

82% OPEN RATE
17.5% CLICK RATE



ADVERTISING RATES

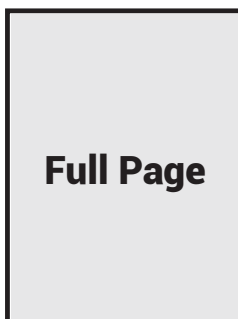


Advertising with ***On The Pegs*** puts your company and your products in front of a readership that is active in the sport [60% of our readers are racers, 40% are off-road riders], a sport that gets a big part of their discretionary income. We provide the option to include links which connect directly to a featured product or to your site's homepage. Specialized publications reach a specialized audience, which means your advertising dollars target exactly the people you are looking for... hardcore off-road riders.

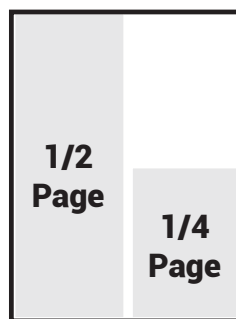
AD SIZE	DIMENSIONS	RATE PER ISSUE*
2-PAGE SPREAD w/ optional link	14" wide x 9.25" high	\$400
FULL PAGE w/ optional link	7" wide x 9.25" high	\$250
1/2 PAGE	3.5" wide x 9.25" high or 7" wide x 4.6" high	\$100
1/4 PAGE	3.5" wide x 4.6" high	\$50



2-Page Spread

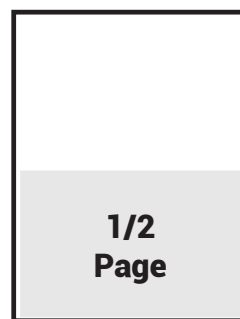


Full Page



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Page**

**1/4
Page**



**1/2
Page**



AD SUBMISSION CONTACT

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