

RTW Public Service Ad/Editorial Summary 2005

Magazine	Number of Ads and Editorials				
	2002	2003	2004	2005	Total
American Iron				1	1
American Motorcyclist	9	7	12	4	32
American Rider	2	3	3	2	10
Antique Motorcycle	2	2	1	1	6
Backroads	5	5	11	11	32
BikerSport (Puerto Rico)		1		0	1
BMWMOA - Owners News	3	5	0	1	8
BMWRA -On the Level	0	2	0	0	2
Boxer Shorts	1	4	0	0	5
City Bike	2	3	3	3	11
City Cycle	7	24	12	12	55
City Pages (Minneapolis)	0	2	0	0	2
Concours Owners Group	0	2	0	2	4
Cruising Rider	0	1	3	1	5
Cycle Canada/Turbopress				0	0
Cycle News	0	2	1	6	9
Cycle World	1	1	0	1	3
Dealernews / Advanstar	1	3	0	0	4
Dirt Bike				0	0
Dirt Rider				0	0
Dual Sport News	0	1	0	0	1
Easyriders				0	0
Free 2 Wheel	2	4	2	6	14
Friction Zone	5	4	7	9	25
Gateway Gazette	0	2	3	5	10
Hack'd	2	3	1	0	6
Hot Bike	0	1	0	0	1
HSTA StaReview	1	1	2	0	4
Ironworks	3	4	0	4	11
Long Riders	0	2	2	2	6
Midwest Motorcyclist	2	5	14	8	29
Midwest Rider	7	0	0	0	7
Minnesota Motorcycle Monthly	8	19	6	16	49
Moto Guzzi Owners News				0	0
Moto-Euro				0	0
Motorcycle Consumer News	0	4	3	4	11
Motorcycle Cruiser	1	0	0	0	1
Motorcycle Industry				0	0
Motorcycle Product News	0	1	0	0	1
Motorcycle Riders Foundation Reports				1	1
Motorcycle Roads				0	0
Motorcycle Shopper				0	0
Motorcycle Times / Winding Road	2	2	2	4	6
Motorcyclist				0	0
Motorsports News	0	0	1	0	1
Oil Rag/R1100 News	3	5	1	7	16
Powersports Business	1	9	10	1	21
Red Rider				0	0
Ride Texas	1	1	2	4	8
Rider	5	6	4	8	23
Riders of Kawasaki				1	1
Road Racer X	1	2	0	0	3
Roadbike	1	1	0	3	5
Roadracing World				0	0
Scout Quarterly	2	2	2	1	7

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Sport Rider				0	0
Steppin Out	3	7	10	7	27
The Horse/Back Street Choppers				0	0
The Motorcyclists Post				0	0
The Sidecarist	4	4	4	6	18
Thunder Press	0	1	0	0	1
Trail Rider	0	2	0	1	2
US Rider News / Dixie Rider			1	2	3
Wing World	2	3	0	0	5
Woman Rider	0	1	1	0	2