

Company Profile

History

What started as a one-sheet listing of vintage motorcycles and parts for sale published from a suburban Chicago home has grown to become the definitive buy/sell publication for classic motorcycle enthusiasts. Ralph "Buzz" Walneck began inserting his listings into U.S. subscriber copies of the English magazine, *Classic Bike*, in 1978 and, within five years, had grown to a 56-page magazine, initially titled *Walneck's Old Time Cycles*. Acquired by Trader Publishing Company in 1997, *Walneck's Classic Cycle* quickly expanded its distribution to include the network of retailers selling *Auto* and *Cycle Trader* magazines and improved its subscription base. With over 700 publications and 100 websites *Trader Publishing* grew larger than one of its owners, *Landmark Communications*. *Landmark Communications* and *Cox Communications* came to an agreement to split the company with all *Auto* products going to *Cox Communications* and all recreational products to be owned by *Landmark Communications* under the company name of *Dominion Enterprises*. This company split took place on September 10, 2006. Today, *Walneck's* publishes an average of 150 pages per issue, a combination of paid photo-classified and display advertising and editorial, with Buzz Walneck still at the helm as Editor-in-Chief.

Products

With the parameter of motorcycles 15 years and older, *Walneck's Classic Cycle* continues to attract targeted subscribers, newsstand buyers and both private party and commercial advertisers. The monthly publication continues to be the mainstay of this \$2.5 million business, with a 60/40 split between advertising and circulation revenues. Newsstand copy sales nationwide, sold through nearly 90,000 retail locations with a cover price of \$4.99, average 110,000 copies per issue. Each month an additional 10,000 subscribers receive a hard copy of the magazine as well as a preview (eBook) version within a few days after deadline. Another 5-10,000 copies are distributed each month through grass roots and national event participation. Moving forward, we plan to offer an exclusive e-distribution model for those subscribers who opt to go "green," thereby saving print and shipping costs to fulfill these orders and sending more of the subscription revenue straight to the bottom line. Internationally, the eBook allows us to distribute our book around the globe without additional print costs or shipping fees. Our international customers have been the primary early adopters of eBook technology.

We have more than 145,000 new and used motorcycles on *CycleTrader.com* and *Walneck's.com* — the largest databases of motorcycles on the Internet. That's the reason anyone looking for a motorcycle — looks to *Cycle Trader* and *Walneck's Classic Cycle*.

Walnecks.com and *CycleTrader.com* deliver a unique combination of advertising solutions for classic motorcycles and modern motorcycles that is unmatched in the marketplace. We are the largest and most visited online and print resource for buying and selling motorcycles. We dominate the cycle marketplace and generate more results than any other advertising source through our publishing and Internet services.