



RIDER: THAMER ENGELI



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News | Sikspak Best Whip Contest

FORTY8 created the Best Whip Contest in cooperation with Sikspak Europe

The story: (F)MX riders had the chance to create a video clip of their "Best Whip" and sent it through. We were accepting all kinds of Whips (Pancake- Turndown Whips - but no Whip-Backflips/Whipflips).

The Top 5 riders of the Sikspak Best Whip Contest won the following prizes after a voting:

- 1st - Tobias Finck (Sikspak Backpack, T-Shirt, Cap and Stickers)
- 2nd - Maxime Grégoire (Sikspak Bike Graphic Kit, T-Shirt, Cap, Stickers)
- 3rd - Fred Kyrillos (Sikspak Hoodie, T-Shirt, Cap and Stickers)
- 4th - Raoul Pozzati (Sikspak T-Shirt, Cap and Stickers)
- 5th - Benjamin Bechir (Sikspak T-Shirt, Cap and Stickers)

Interested to present the next "Best Whip Contest"?
Get in touch with us: info@forty8.com





NEWS | FORTY8 Startalk Presenter

From now on: Companies have the possibility to present the interviews of their team riders including a competition/game with some prizes.

On the right: Example of an interview with Vans team rider Kai Haase.

More examples of this format:

[>> Example DC Shoes](#)

[>> Example Vans](#)

[>> Example etnies](#)

[>> Example Skull Candy](#)

Are you interested to present a startalk interview?

Get in touch with us: info@forty8.com

Interview with Kai Haase

Interview by [Tobias Hannig](#)

PRESENTED BY

VANS



WIN VANS PRODUCTS - [CLICK HERE!](#)

A few years ago we were missing some newcomers in the german Freestyle Motocross scene. Now, 1 few years later we are happy to present some new german blood. Today we are talking with Kai Haase from Berlin. Kai, 18 years since a few months, has great riding skills, because he started riding MX in the age of three. We talked with him about his progression the last years and how he got infected with FMX.





INTRODUCTION | outlook

We have founded FORTY8 in 2000. We grew up step by step – year by year like the Freestyle Motocross sport.

Now, circa 10 years later we are proud to be a solid part of the global Freestyle Motocross scene and the most of the Freestyle Motocross Pro-Riders do know and support us.

We are cooperating with riders worldwide and are deep involved in the scene of this breathtaking FMX sport.

We steadily want to extend our range of activities and are searching for innovative companies, which are interested to cooperate with us using FORTY8 as a platform to present their company.

We can introduce your company including your products and services in our Online Magazine in different kinds.

Our outlook is to involve everyone in our strategy. You, the industry, the sportsmen and our faithful readers – your target audience.



OUR TOPICS | what's all about

FORTY8 lights up the Freestyle Motocross scene and supports the upcoming rookies. The Online Magazine includes different categories like media (videoclips, picture galleries), event coverages, interviews and stories with riders and people around the scene.

We also have categories like the biketech and the eventcalendar. Feel free to surf through the FORTY8 FMX webmagazine to get to know our wide-ranging themes.

COOPERATION | we and the industry

Our goal is to build an effective cooperation with the industry involving you in our activities and projects.

We can offer you the presentation of your products through our [Hot Stuff](#) or [Press Release](#) category and our Games and Awards.

This is a great advantage for you – the consumers are always up to date about your latest products like bikes and parts, clothing, shoes, food, mobile phones, video games etc.



AWARDS | Best Bike Design Contest

We have organized the FORTY8 **Best Bike Design Contest** to fortify our reader-relationship.

Many people took part and contributed, that this Contest was a huge success.

On the right: Companies that have supported the FORTY8 Best Bike Design Contest.

**BEST
BIKE DESIGN
CONTEST**



SUPPORTED BY:





HOW TO COMMIT THE CONSUMERS?

To commit the consumers, we have created a rubric called **VOTING** where the people can vote for their favorite stars and products. This voting is really exciting for everyone (industry, fans, sportsmen).

For example the "Rider of the year" voting with over 1200 votes.

The users of the FORTY8 Freestyle MX Online Magazine will come back soon, because they want to see, who will win the votings. It is a kind of interactivity, because the people can influence the results of the votings.

TECHNIQUE | success control

The FORTY8 Freestyle MX Online Magazine has a ad-server banner system where the industry can place their different ads. You can log in your own account and view the actual statistics (ad-views and ad-clicks of your banner).

You receive anytime actual and detailed statistics of your campaign for your own success control.

You can log in your own account and download the statistics in different file formats, for example Microsoft Excel[®].



STATISTICS 2011 | the facts

You can receive a monthly update of the actual server statistics.

As you can see, FORTY8 is growing step by step the last years.

Month	Different Visitors	Amount of visits	Pages
January	22303	28553	175253
February	24506	36608	185205
March	23605	32505	186504
April	26484	29556	208556
May	25556	30625	195625
June	22525	28507	185507
July	26507	27854	184540
August	25854	31581	176356
September	27845	32546	187655
October	24232	35953	193942
November	25536	32492	201393
December	27345	34403	203913
Overall	302298	381183	2284449

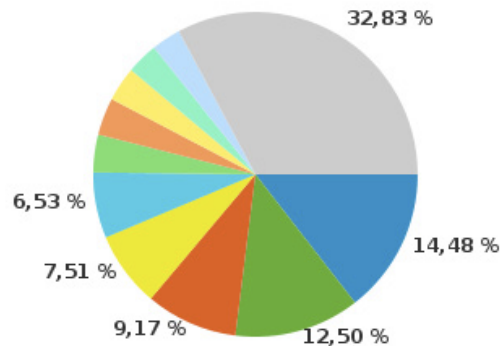


GEOGRAPHICAL LOCATIONS | the facts

Our latest user-survey (dated 03/2012) indicates that people from 159 countries are visiting the FORTY8 Freestyle MX Online Magazine.

On the right the Top 10 countries

1.	Germany	14,48 %
2.	United States	12,50 %
3.	United Kingdom	9,17 %
4.	France	7,51 %
5.	Italy	6,53 %
6.	Brazil	3,76 %
7.	Canada	3,72 %
8.	Spain	3,44 %
9.	Switzerland	3,15 %
10.	Poland	2,91 %





BANNER ADVERTISING | Categories

The prices of the banners are depending on the three different categories below:

Category A	Category B	Category C
Home/Newsflash	Eventcoverage	Newsarchive
Newsletter (on request)	Startalk	Pressreleases
	Columns	Biketech
	Media Corner	Links
	Eventcalendar	Awards
	Hot Stuff	Votings
	Downloads	Merchandising



BANNER ADVERTISING | Fixed Banner price / month

Website	Fullsize Banner	Skyscraper	Big Skyscraper	Super Banner	Tandem / Branding
Category A	€ 120,-	€ 140,-	€ 180,-	€ 200,-	€ 350,-
Category B	€ 80,-	€ 120,-	€ 140,-	€ 180,-	€ 300,-
Category C	€ 60,-	€ 80,-	€ 120,-	€ 160,-	€ 260,-

BANNER ADVERTISING | Banner Price / CPM = 1000 ad views

Website	Fullsize Banner	Skyscraper	Big Skyscraper	Super Banner	Tandem / Branding
Category A	€ 16,-	€ 20,-	€ 22,-	€ 24,-	€ 40,-
Category B	€ 12,-	€ 16,-	€ 18,-	€ 20,-	€ 36,-
Category C	€ 8,-	€ 12,-	€ 14,-	€ 16,-	€ 28,-



BANNER ADVERTISING | Technical facts

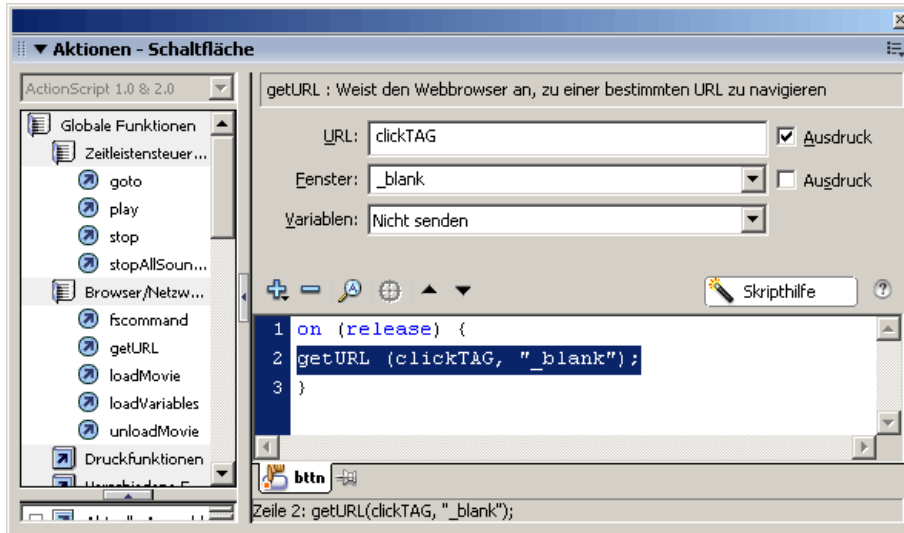
Type	Size	Max. size SWF	Max. size GIF, JPG
Fullsize Banner	468 x 60 pixel	30 KB	15 KB
Skyscraper	120 x 600 pixel	30 KB	25 KB
Big Skyscraper	160 x 800 pixel	35 KB	30 KB
Superbanner	800 x 90 pixel	30 KB	25 KB
Tandem / Branding	960 x 90 pixel and 160 x 800 pixel	35 KB and 35 KB	25 KB and 25 KB

- Delivery as GIF, JPG 3 days before the campaign starts
- Delivery as Flash, HTML 5 days before the campaign starts

For details, how the ad-banners are placed on the website, please visit: <http://www.forty8.de/banneroptions.html>

BANNER ADVERTISING | Flash banner linking

Every Flash ad-banner should be linked like this example:





FLASH – data

Please notice the max. Flash-size for the banners (page 12)

- Clicktracking must be possible
- Actionscript only use „on (release)“, **no** on (press)
- Linking with clicktag (page 13)
- Version: Flash Version 6 recommended
- please deliver SWF & FLA Files inclusive fonts (true type) and specification of Flash version and exportversion

FLASH – linking

Flash getURL:

Instead getURL("http://www.somewhere.com") please insert getURL(clicktag)

Please always use for the target window „_blank“

FLASH – important information:

- „clicktag“ has to be typed in small letters and defined as value.
- If the link is embedded in a movie clip, „clicktag“ „_root.clicktag“



DETAILS FOR THE BANNER-DELIVERY

The delivery-Email has to contain the following data:

- Name of customer
- Name of the campaign
- Period of the campaign
- Name of Category (e.g. Newsflash, Eventcoverage etc.)
- Ad-format
- Contact person for consultation

Please send the banners always to the following Email address: info@forty8.com

Also send an order fax to the following fax number: +49 7946 943485



CONDITIONS OF PAYMENT

Payment always before the campaign starts by using bank transfer.

Name of bank: **Sparkasse Hohenlohekreis**
74613 Oehringen
Germany

Bank code number: **622 515 50**
Account number: **235 617**
IBAN: **DE72 6225 1550 0000 2356 17**

Payee: **Tobias Hannig**
Schulstr. 42/3
70771 Leinfelden-Echterdingen
Germany

Optionally you can pay by cheque. All bank charges contributes the customer.



SUPPORT | enjoy our service

We can provide you a full service. We are building ad-banners, flyers, video-clips etc. for your campaign.

We also have connections to photographers and are able to make an all in one price for your advertising campaign.

If you need further information about the FORTY8 FMX webmagazine, please feel free to contact us.

We are looking forward to cooperate with you in the near future.

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CONTACT us | get connected

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