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V-Twin Media Scene



“Many a small thing has been made large by the right kind of advertising.”
-Mark Twain

Changing Print Scene Reflects I-Net Expansion

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Great Pub, Better Buy!



Aussie pub OzBike opens up the entire territory down under to v-twin marketing. Publisher/ad mgr. Stephan Yardley is available to take your insertion. More good news! They're totally up to speed when it comes to accepting digital files via the internet. E-mail "info@ozbike.com.au", visit their web at www.ozbike.com.au, or pick up the phone (and guess day and time) and dial 02-9660-5999.

If we're showing up on your fax and you'd rather we wouldn't, please let us know and we won't.

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What A Month!

Powersports Expo 2000 in mid-February took the chill off winter with a big dose of nifty new stuff, revamped old stuff, and great expectations for the season ahead.

It takes at least three days to handle Indy. This monster threatens to overwhelm the senses – like walking. Memorable was newcomer Mike Berg's Minx line of off-the-scale, way high dollar bar blasters, Keith Ruxton's retro trio for Chrome Specialties catalog of goodies.

Bike Week 2000

We watched the Daytona 200 from the comfort and hospitality of Cycle World's trackside suite. The last time we took in a race was nearly 30 years ago; Dick Hammer rode a goofily modified XR (flat track bars, leg out through the corners) in the then 100. He fell once or twice, broke a bone or three, got up, finished the race.

It's amazing to watch 60-second tire change technology when at home it still takes two days to get old rubber off and new rubber on. That, and no more leather helmets.

IronWorks Retro Futurama

Editor Dennis Stemp hit one out of the park with his twin-carb special build project Knucklehead bobster, the "Flyin' Fossil". From our view in the cheap seats, it's still going.

During construction, this blaster was touched by virtually everyone in the industry. The attention paid to fit and finish is perfection. Wait'll they get a load of this one down at the old biker's rest home and social hall.

Say Goodbye – WAAAHH!...

...to longtime standout pub Big Twin. One of the most respected magazines in the v-twin field, the first coffee table big bike book now moves to an annual schedule, to the disappointment, even dismay, of those of us who wallowed in the clean, contemporary design and wonderful reproduction values – not to mention the astute writing of editors Paul Dean and Beau Pacheco. Brian Blades killer photo essays were real eye candy as well, a nice match to the superior large format production value. We're gonna' miss 'ya!

And G'Day, Mate...

...to Thunder Downunder Aussie OzBike, a miracle of creation considering Anarctica's

practically out their back door and the joint's crawling with penguins.

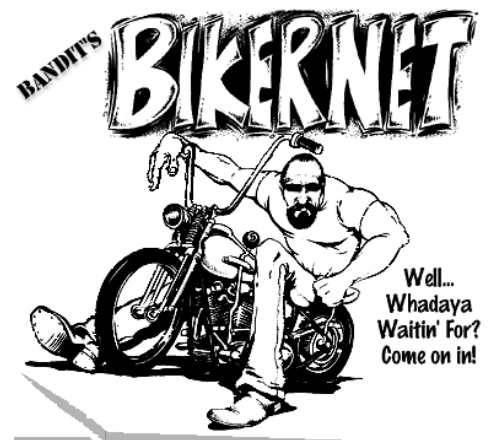
Publisher Steve Yardley cranks out a remarkably fresh book on an almost monthly basis, in large part due to a sense of humor that can cope with doing business at 4 a.m. OzLand time without confusing their Tuesdays with our Mondays. Or is that Leap Year Wednesdays with Blue Moon Sundays?

What A Difference A Mac Makes!

Tastes great, more filling! American Iron's cool new look is long overdue and very welcome. Creative Director Chuck Queener's revamp is easy on the eyes, making full use of Photoshop tricks without OD'ing on digital excess.

That You, Bandit?

Former and forever Easyriders' editor Keith Ball's new challenge is to boldly stride over the 21st century threshold with his Bikernet web site. (Watch that first step!)



We like it 'cause it loads quickly, has honest-to-goodness online editorial content (Bandit's Sturgis run last fall is a classic,) and provides clean links to industry stalwarts like JIMS and CCI. Get the picture at www.bikernet.com

Siebenthaler Creative Services provides high-performance advertising and public relations to the V-twin industry.

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