

ROLLER DERBY

Roller derby... Have you heard of it?

You probably already know that the popularity of action sports is growing, but did you know that roller derby is one of the fastest growing sports in the country? Over the past couple years, the number of independent skater-owned and operated derby leagues has multiplied so quickly that there are now well over 350 leagues in North America, and many being formed overseas. With more and more media coverage hitting the airwaves and newsstands, roller derby is on its way to being a household name as a legitimate, positive, and exciting sport. You can be a part of it!

BLOOD & THUNDER MAGAZINE

Blood & Thunder Magazine was created in 2006 by two women who met on the roller derby track. Lindy "Robin Graves" Hartsfield and Dale "Black Dahlia" Rio joined forces and with the help of many other members in the derby community, *Blood & Thunder Magazine* was born as the first and biggest roller derby magazine.

Blood & Thunder Magazine comes out quarterly and is distributed by Ingram Periodicals and Source Interlink, and is

ADVERTISE IN BLOOD & THUNDER MAGAZINE

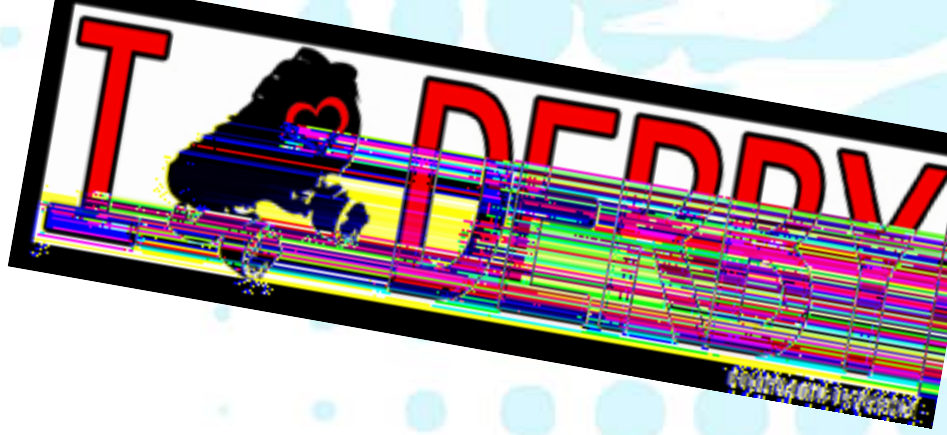
available on newsstands everywhere; Hastings, Borders, and independent bookstores, as well as derby bouts across America. Our circulation is currently 5,000 copies with plans to increase by Summer 2009.

Take a look at our recent survey results to see more about who reads Blood & Thunder Magazine.

82% of our readers are female where the average age is 25.
88% of our readers are involved directly in roller derby as either a skater, a referee, or volunteer. 83% of our readers drink alcohol.
66% of our readers seek out organic and/or handmade items.
Our readers purchase an average of eight energy drinks per month. 81% of our readers purchase at least two albums and/or songs per month. 89% purchase items on the internet.

Our readers are healthy and active, wear a lot of deodorant, use feminine products, watch movies, read books, wear makeup, and like fashion, pop culture, and music, and most of all, they support companies that support roller derby...

Will your company benefit from advertising with B&T????



RATES

SIZE	Full Color	2 Color	B/W
FULL PAGE	\$1200*	\$800	\$600
1/2 PAGE	\$800	\$600	\$500
1/4 PAGE	\$600	\$500	\$300
1/8 PAGE	\$500	\$300	\$150
MINI	\$200	\$150	\$75**



SPECIFICATIONET SCR

DEADLINES

Spring..... January 1st
Summer.... April 1st
Fall..... July 1st
Winter..... October 1st