

# **RoadRIDER** **Cruiser** **& TRIKE**

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**Happy birthday, *Cruiser & Trike*!**

*Road Rider's Cruiser & Trike* magazine turns one with the upcoming Volume 2 No 2 April/May edition.

Having won a **Publishers Australia Bell Award** for **Most Successful Subscriptions Campaign**, the publication has clearly hit a niche that was not being serviced by other magazines and is well and truly hitting its straps as an authoritative publication.

The upcoming 1st birthday edition, with its stunning cover of the Italian CR&S DUU techno chopper, contains an inspiring mix of tech, travel, customising and human interest stories including:

- Bikes from all categories: a custom chopper, a big touring cruiser, a performance cruiser, Harley-Davidson and Suzuki project bikes and a little cruiser from Taiwan.
- Cruiser travel: from Sydney to Melbourne; Byron Bay to Darwin; and a visit to a terrific weekend destination in South Australia.
- And, finally, the weird end: a Suzuki Hayabusa chopper.

It's all topped off with the world's funniest motorcycle comic strip.

Editor-in-chief Peter Thoeming says, "*Cruiser + Trike* provides a clear demonstration of how print magazines can thrive. Not only does it contain tightly edited and professionally written articles, it also features a lot of reader input with stories, photos, questions and letters. That combines the best of the established magazine style with direct involvement with readers."

"We are thrilled to have a publication that directly addresses the guy who loves the creative world of cruisers and customising," commented Associate Publisher Janice Williams.

"When the interests of the market change you can't rest on your laurels, but must respond with product that most closely matches what the market is into. *Road Rider's Cruiser & Trike* has allowed us to break into a market of people who have their own unique aesthetic and the cash to spend on creating it."

*Road Rider's Cruiser & Trike* is published by Universal Magazines — Australia's largest niche publisher.

**For further information, call John Arens on (02) 9887 0331.**