

# The Classic MOTORCYCLE



**MEDIA INFORMATION 2018**



## MEDIA PACK



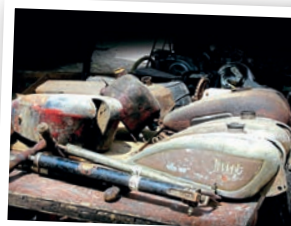
The Classic MotorCycle is a celebration of the history of motorcycling, covering every form of powered two and three-wheeler from the onset of the movement, through to the late 1970s and occasionally beyond.

**I**ncluded are road tests of classic machines, in-depth technical and restoration features, studio photography, sports roundups, as well as plenty of stories making use of the fantastic Mortons archive, which contains millions of images from the halcyon days of motorcycling.

The Classic MotorCycle is put together by a team of mainly freelance contributors, whose diversity creates a rich and eclectic mix. Though predominantly focused on British-made machinery, The Classic MotorCycle is by no means a closed club, with anything old and of interest likely to find its place.

Regular sections include:

- Technical advice
- Road tests
- News and events
- Studio photography
- Archive material
- Buyer's guide
- Sport reports



### Advertising bookings...

Sarah Mitchell-Savage    [SMitchellSavage@mortons.co.uk](mailto:SMitchellSavage@mortons.co.uk)

Tel: 01507 529418 • Fax: 01507 371075

Mortons Media Group, Media Centre,  
Morton Way, Horncastle, Lincolnshire LN9 6JR

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## Circulation demographics...

### Target readership:

- ABC1 Profile
- Over 50% household income £30k
- 63% over the age of 40
- Over 94% male readership
- Over 74% of our readers have been reading the magazine over 3 years
- 62% enjoy touring in the UK, 40% tour abroad

### Statistics:

- Over 81% of readers have responded to one or more magazine advertisements over the last 12 months
- 56% of readers subscribe to The Classic Motorcycle
- 94% of readers attend shows and events
- Over 92% of readers travel 100 miles to purchase a machine or spares
- 40% of readers own a modern motorcycle
- Over 75% of readers own more than one classic motorcycle

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### Magazine format

- Magazine – glossy A4 full colour
- Average pages – 116
- Frequency – first Friday of each month
- Cover price – £4.20
- Magazine website - [www.classicmotorcycle.co.uk](http://www.classicmotorcycle.co.uk)



### Advertising deadlines...

ISSUE	BOOKING DEADLINE	ON SALE
<b>2018</b>		
JANUARY	• Fri, Nov 10	• Fri, Dec 1
FEBRUARY	• Fri, Dec 15	• Fri, Jan 5
MARCH	• Fri, Jan 12	• Fri, Feb 2
APRIL	• Fri, Feb 9	• Fri, Mar 2
MAY	• Fri, Mar 16	• Fri, Apr 6
JUNE	• Fri, Apr 13	• Fri, May 4
JULY	• Fri, May 11	• Fri, Jun 1
AUGUST	• Fri, Jun 15	• Fri, Jul 6
SEPTEMBER	• Fri, Jul 13	• Fri, Aug 3
OCTOBER	• Fri, Aug 17	• Fri, Sep 7
NOVEMBER	• Fri, Sep 14	• Fri, Oct 5
DECEMBER	• Fri, Oct 12	• Fri, Nov 2



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## Advertising rates...

SIZE	1 mth	3 mths	6 mths	12 mths
3cm x 1col	£63.00	£57.00	£53.00	£50.00
6cm x 1col	£114.00	£103.00	£97.00	£92.00
Eighth page	£208.00	£187.00	£177.00	£166.00
Quarter page	£378.00	£340.00	£321.00	£303.00
Half page	£688.00	£619.00	£584.00	£550.00
Full page	£1250.00	£1125.00	£1063.00	£1000.00

VAT at the current rate should be added to all above prices.  
Please note that all prices quoted include full colour.

## Specifications...

Files can be submitted by email, FTP, CD or DVD.

- We require high resolution PDF files, saved as version 1.3, as per pass4press specs (see [www.pass4press.com](http://www.pass4press.com) for more information). All fonts need to be embedded, all images and logos must be CMYK and saved at 300 ppi (pixels per inch).
- Should you be unable to supply version 1.3 PDF files, you agree to allow us to convert your artwork to a flattened raster TIFF file.
- We cannot accept artwork supplied as Microsoft Word\*, Publisher, Excel, PowerPoint or Corel Draw files. Artwork from these applications should either be exported as a PDF or the components supplied separately as text and images. \*Word documents are acceptable to supply text.

### FOR TECHNICAL INFORMATION CONTACT:

Darren Hendley Tel: 01507 529292 email: [dhendley@mortons.co.uk](mailto:dhendley@mortons.co.uk)

**Mortons Media Group, Media Centre, Morton Way, Horncastle, Lincolnshire LN9 6JR**

## Advertisement sizes...

<p><b>DOUBLE PAGE</b></p> <p>Bleed - 307 x 430 Trim - 297 x 420 Type - 270 x 398</p>	<p><b>FULL PAGE</b></p> <p>Bleed - 307 x 220 Trim - 297 x 210 Type - 270 x 188</p>	<p><b>HALF HORIZONTAL</b></p> <p>130 x 188</p> <p>60 x 188</p> <p><b>QUARTER HORIZONTAL</b></p>	<p><b>HALF VERTICAL</b></p> <p>270 x 92</p> <p>60 x 92</p> <p><b>EIGHTH</b></p> <p><b>QUARTER VERTICAL</b></p> <p>130 x 92</p>
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## Terms of Acceptance and Cancellation terms

The publisher reserves the right to refuse, amend, withdraw, or otherwise deal with an advertisement at their absolute discretion and without explanation. All advertisements are accepted on the condition that the advertiser warrants that the advertisements do not in any way contravene any Act of Parliament, statutory instrument or EU Regulation and are not in any other way illegal or tortious. Although every care is taken to avoid mistakes, the publisher will not be responsible for any loss occasioned by the failure of an advertisement to appear for any cause whatever, nor do they accept liability for Printer's errors. No responsibility will be accepted for loss of, or damage to artwork. Special positions will be met subject to space availability but cannot be guaranteed; where special position charges have been contracted but the position not available, the special charge will not be levied. Payment is due within 30 days of invoice date; any amount outstanding thereafter is subject to interest equating to a monthly rate of 3%. Any cancellations must be submitted in writing to the publisher six weeks prior to publication date; any cancellations after the booking deadline will be charged for in full.

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