

MEDIA PACK



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 sent by EMAIL, FTP, CD or DVD.

- All files should be prepared in QuarkXpress or Adobe Photoshop or Illustrator.
- Please avoid TrueType fonts.
- All files should be saved in a font-included EPS format.
- Spot colour files should be saved in CMYK format.

FOR TECHNICAL INFORMATION CONTACT:

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

Advertisement sizes...

<p>DOUBLE PAGE</p> <p>Bleed - 307 x 430 Trim - 297 x 420 Type - 270 x 398</p>	<p>FULL PAGE</p> <p>Bleed - 307 x 220 Trim - 297 x 210 Type - 270 x 188</p>	<p>HALF HORIZONTAL</p> <p>130 x 188</p> <p>60 x 188</p> <p>QUARTER HORIZONTAL</p>	<p>HALF VERTICAL</p> <p>270 x 92</p> <p>60 x 92</p> <p>EIGHTH</p> <p>QUARTER VERTICAL</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.

Advertising bookings...

Alexis Bain abain@mortons.co.uk
Jane Farquharson jfarquharson@mortons.co.uk
Tel: 01507 524004 • Fax: 01507 528988
Mortons Media Group, Media Centre,
Morton Way, Horncastle, Lincolnshire LN9 6JR

CLASSIC BIKE·GUIDE



MEDIA INFORMATION 2010/11

MORTONS
MEDIA GROUP LTD

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Classic Bike Guide is the top after dinner glossy magazine for motorcyclists who don't mind getting their hands dirty.

The core of the mag is primarily postwar British machinery, be they gleaming nut and bolt perfect restorations or round the clock hack-bikes that just keep on running, tiny commuters or road burning monsters, they've all a place in CBG - but that doesn't mean the odd continental is ignored, quite the contrary. Road tests, comprehensive technical and hands on restoration features, novice's guides to aspects of classic motorcycling, a thorough buyer's guide reflecting market prices of most marques and models, reviews and news of all the latest products, lifestyle content including readers' machines, stories and memories from the golden era of the Mods and Rockers, period music profiles, fabulous archive images, plus the chance to win a handful of top prizes - you'll find it all in CBG.

Classic Bike Guide is compiled by a team of enthusiastic and dedicated scribes, supported by equally enthusiastic and talented photographers, with time served engineers undertaking the precision work. Add to that a host of free illustrated classified adverts plus contacts for all the best, necessary services and dealers within the classic movement, it makes CBG a monthly must for any classic motorcycle fan.

Regulars also include:

- Club details
- Product news
- Competition prizes
- Show and rally reports
- Events diary
- News and gossip



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Magazine format

- Magazine - glossy A4 full colour
- Average pages - 116
- Frequency - last Thursday of each month
- Cover price - £3.75
- Magazine website - www.classicbikeguide.co.uk



Circulation demographics...

Target readership:

- ABC1 Profile
- Over 50% household income £30k
- 87% over the age of 40
- Over 97% male readership
- Over 71% of our readers have been reading the magazine over 3 years

Statistics:

- Over 78% of readers have responded to one or more magazine advertisements over the last 12 months
- Over 64% of readers enter competitions within the magazine
- Over 62% of readers tour in the UK and 42% tour outside the UK
- 94% of readers attend shows and events
- 60% of readers spend 4 hours or more a week on their hobby
- 91% of readers travel 100 miles to purchase a machine or spares
- Over 93% of readers buy the magazine for features especially "How to..."



Advertising deadlines...

ISSUE	BOOKING DEADLINE	ON SALE
2010		
JANUARY	Thurs 10th Dec	Wed 30th Dec
FEBRUARY	Fri 8th Jan	Thurs 28th Jan
MARCH	Fri 5th Feb	Thurs 25th Feb
APRIL	Fri 5th Mar	Thurs 25th Mar
MAY	Fri 9th Apr	Thurs 29th Apr
JUNE	Fri 7th May	Thurs 27th May
JULY	Fri 4th Jun	Thurs 24th Jun
AUGUST	Fri 9th Jul	Thurs 29th Jul
SEPTEMBER	Fri 6th Aug	Thurs 28th Aug
OCTOBER	Fri 10th Sep	Thurs 30th Sep
NOVEMBER	Fri 8th Oct	Thurs 28th Oct
DECEMBER	Fri 5th Nov	Thurs 25th Nov
2011		
JANUARY	Thurs 9th Dec	Tues 30th Dec
FEBRUARY	Fri 7th Jan	Thurs 27th Jan
MARCH	Fri 4th Feb	Thurs 24th Feb