

classic motorcycle **mechanics**



MEDIA INFORMATION 2012/2013

MORTONS
MEDIA GROUP LTD



If you think the fabulous bikes of the 60s, 70s and 80s are a half-forgotten memory, then think again – for each month Classic Motorcycle Mechanics brings you stunning photography and superb features about those glorious machines that turned old-fashioned ideas onto their heads and brought a fresh excitement into motorcycling.

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A feast of nostalgia, and essential reading for anyone who rides or is restoring a classic bike from that period, Classic Mechanics brings regular monthly advice about buying and looking after those Hondas, Yamahas, Suzukis, Kawasakis and others that we used to know. There are classic bike tests, maintenance features, showstopping machinery, an events guide and loads of reader involvement as we answer your technical questions, publish photos of your bikes and give you the stage on our letters pages that are read all over the world.

If it's a bike, a service or a spare part you're looking for, there are pages and pages of bikes and bits, a Japanese corner and a really useful services guide.



READERSHIP:

71,414



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ADVERTISING BOOKINGS...

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Tel: 01507 524004 • Fax: 01507 528988

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



EXHAUST

Exhaust header to cylinder joints can give trouble when the steel collars of the header pipes seize onto their studs.

ENGINE

Rotary disc inlet-valve induction sets the A1 Samurai apart, but time and use might have taken their toll of the wafer-thin discs.

SWINGARM

Swinging arm bushes were plastic on earlier models, but phosphor bronze and much better on their successors.

CIRCULATION DEMOGRAPHICS...

Readership:

- ABC1 Profile
- Over 96% male readership
- Over 65% of readers aged 40-49
- 96% of Mechanics readers buy the magazine for its editorial features
- 66% of Mechanics readers also own a modern motorcycle

Statistics:

- Over 57% of readers have an income of £30K or more
- Over 93% of readers attend shows connected with their hobby
- Over 58% of readers have been enjoying the magazine for 4 or more years
- Over 60% of readers tour in the UK
- 93% of readers attend shows connected with their hobby
- 90% of readers travel over 100 miles for an event/machine or spares
- Over 77% of readers have responded to 2 or more advertisements over the last 12 months

MAGAZINE FORMAT

- Magazine: A4
- Average pages: 132
- Frequency: 3rd Wednesday of the month
- Cover price: £4.10
- Website: www.classicmechanics.co.uk

ADVERTISING DEADLINES...

ISSUE	BOOKING DEADLINE	ON SALE
2012		
JUNE	Fri 27 Apr	Wed 16 May
JULY	Fri 1 Jun	Wed 20 Jun
AUGUST	Fri 29 Jun	Wed 18 Jul
SEPTEMBER	Fri 27 Jul	Wed 15 Aug
OCTOBER	Fri 31 Aug	Wed 19 Sep
NOVEMBER	Fri 28 Sep	Wed 17 Oct
DECEMBER	Fri 28 Oct	Wed 16 Nov
2013		
JANUARY	Fri 30 Nov	Wed 19 Dec
FEBRUARY	Fri 21 Dec	Wed 16 Jan

MEDIA PACK



ADVERTISING RATES...

SIZE	1 mth £'s	3 mths £'s	6 mths £'s	12 mths £'s
3cm x 1col	39.00	35.00	33.00	31.00
6cm x 1col	70.00	63.00	59.00	56.00
6cm x 2col				
EIGHTH	127.00	115.00	108.00	105.00
13cm x 2col				
QUARTER	231.00	208.00	197.00	185.00
13 x 4				
HALF	421.00	400.00	358.00	337.00
27 x 4				
FULL	765.00	688.00	650.00	612.00

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:

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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>QUARTER VERTICAL</p> <p>130 x 92</p> <p>60 x 92</p> <p>EIGHTH</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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