

MEDIA PACK



ADVERTISING RATES...

SIZE	1 mth £'s	6 mths £'s	12 mths £'s
6cm x 2col EIGHTH	231.00	220.00	209.00
13cm x 2col QUARTER	429.00	407.00	385.00
13 x 4 HALF	825.00	784.00	742.00
27 x 4 FULL	1595.00	1516.00	1435.00
DOUBLE	3190.00	3030.00	2871.00

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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Mortons Media Group Ltd, 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>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

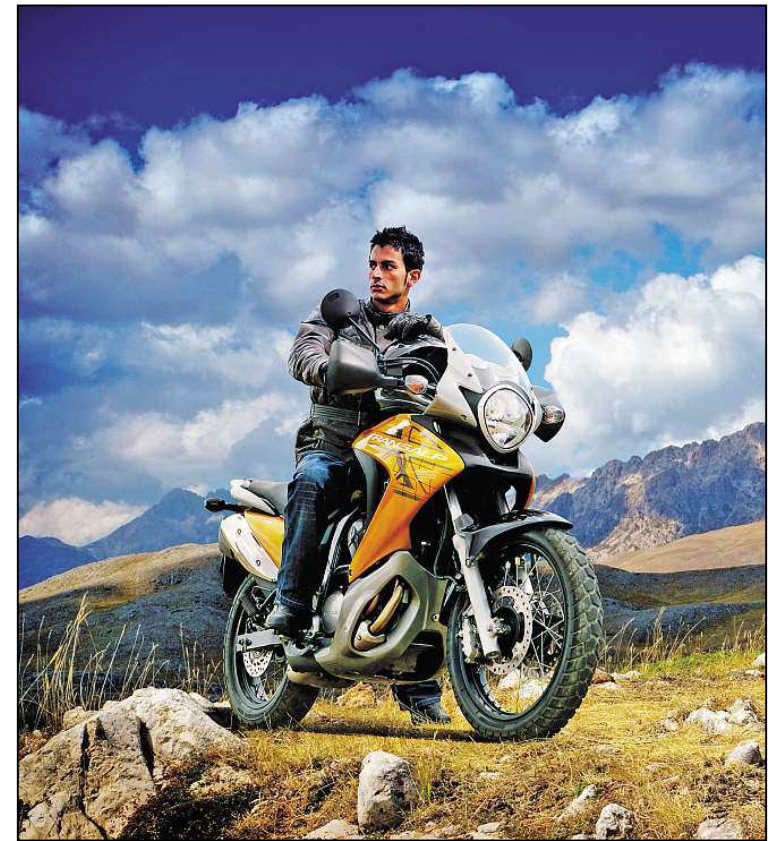
The publisher reserves the right to refuse, amend, withdraw, or otherwise deal with an advertisement at their absolute discretion and without explanation. All advertisements are accepted on the condition that the advertiser warrants that the advertisements do not in any way contravene any Act of Parliament, 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.

ADVERTISING BOOKINGS...

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Mortons Media Group, Media Centre,
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MOTORCYCLE

SPORT & LEISURE THE QUALITY MONTHLY



MEDIA INFORMATION 2010-2011

MORTONS
MEDIA GROUP LTD

MOTORCYCLE
SPORT & LEISURE THE QUALITY MONTHLY



Motorcycle Sport & Leisure is Britain's longest-running motorcycle publication and brings a unique perspective on motorcycling of all types to a large audience.

Each month features from all around the globe combine with in-depth tests of every type of motorcycle from humble scooter to factory superbike and everything between. The best motorcycle travel writers in the business make sure that MSL is at the forefront of great rides, routes and things to do on your motorcycle, both at home or abroad.

By carving its own path MSL is the only choice for the discerning motorcyclist who wants a quality monthly.



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CIRCULATION DEMOGRAPHICS...

READERSHIP:

- ABC1 Profile
- Over 97% male readership
- Over 73% of readers aged of 40-59
- 66% enjoy touring in the UK with 53% tour abroad
- Over 68% household income of £30k with 25% with income of over £50k
- 84% of our readers have been reading the magazine over 3 years

STATISTICS:

- 66% of readers expect to purchase a new motorcycle in the next year
- Over 92% of readers travel over 100 miles for events/machines/spares
- 89% of readers attend shows and events
- Over 67% of readers have responded to two or more magazine advertisements in the last 12 months
- Over 87% of readers have breakdown cover

MAGAZINE FORMAT

- Magazine: Glossy A4 full colour
- Average pages: 132
- Frequency: First Friday of each month
- Cover price: £3.75
- Website: www.mslmagazine.co.uk

ADVERTISING DEADLINES...

ISSUE	BOOKING DEADLINE	ON SALE
2010		
JANUARY	Fri 13 Nov	Fri 4 Dec
FEBRUARY	Mon 14 Dec	Fri 8 Jan
MARCH	Fri 15 Jan	Fri 5 Feb
APRIL	Fri 12 Feb	Fri 5 Mar
MAY	Fri 12 Mar	Fri 2 Apr
JUNE	Fri 16 Apr	Fri 7 May
JULY	Fri 14 May	Fri 4 Jun
AUGUST	Fri 11 Jun	Fri 2 Jul
SEPTEMBER	Fri 16 Jul	Fri 6 Aug
OCTOBER	Fri 13 Aug	Fri 3 Sep
NOVEMBER	Fri 10 Sep	Fri 1 Oct
DECEMBER	Fri 15 Oct	Fri 5 Nov
2011		
JANUARY	Fri 12 Nov	Fri 3 Dec
FEBRUARY	Wed 15 Dec	Fri 7 Jan