

## MEDIA PACK



### ADVERTISING RATES...

SIZE	1 mth £'s	3 mths £'s	6 mths £'s	12 mths £'s
3cm x 1col	33.00	30.00	28.00	27.00
6cm x 1col	61.00	55.00	52.00	49.00
6cm x 2col	110.00	99.00	94.00	88.00
12cm x 3col	263.00	237.00	224.00	211.00
17cm x 4col	349.00	314.00	297.00	279.00
20cm x 7col	424.00	382.00	361.00	339.00
39cm x 7col	771.00	694.00	656.00	617.00

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

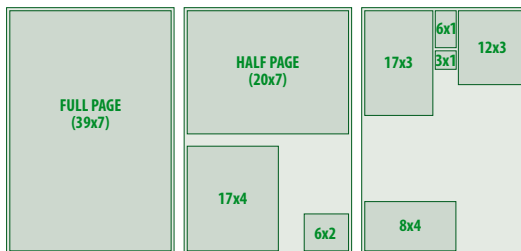
- All files should be prepared in Quark Xpress or Adobe Photoshop or Illustrator.
- Please avoid TrueType fonts.
- All files should be saved in a font-included EPS format.
- Spot colour files should be saved in CMYK format.

FOR TECHNICAL INFORMATION CONTACT:

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dhendley@mortons.co.uk

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

### ADVERTISEMENT SIZES...



#### Column Widths

- x1 = 3.4cm
- x2 = 7.2cm
- x3 = 11.0cm
- x4 = 14.8cm
- x5 = 18.5cm
- x6 = 22.2cm
- x7 = 26.2cm

### 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...

Andrew Kitchen                      akitchen@mortons.co.uk  
Tel: 01507 524004 • Fax: 01507 528988

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



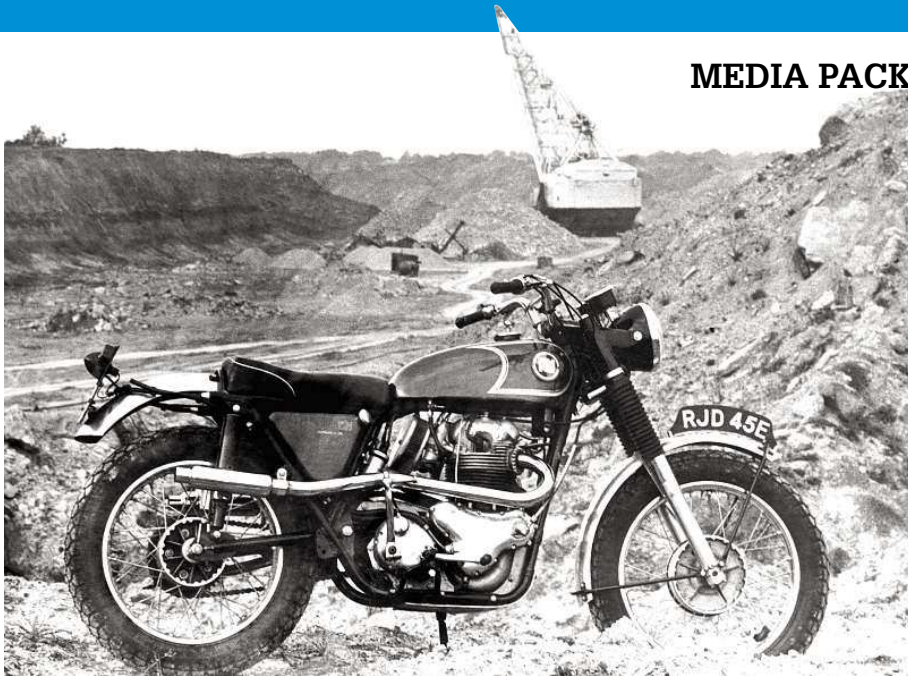
27 OCTOBER 2009 SMS



MEDIA INFORMATION 2009/10

**MORTONS**  
MEDIA GROUP LTD

## MEDIA PACK



If you're into old bikes then you must be into Old Bike Mart. It's THE publication for enthusiasts who ride, restore, rebuild, collect or are just plain interested in old motorcycles.

Traditionally the home of the older motorcycle – pioneer, veteran and vintage – Old Bike Mart is on top of the changing face of the scene and has added a slightly more modern taking the more modern focus to sections of the paper. By including Japanese and European classics from the 70s into the profile we're widening the focus of the paper and recognising that restoration is restoration regardless of the country the motorcycle originated in.

Old Bike Mart is the one stop shop front for all those important bits and pieces, services, information and help that any one hoping to keep a classic in tip-top condition will need. The massive reader's adverts section is enthusiastically scoured by subscribers as soon as the paper hits their doormat. The services guide is equally eagerly scanned as the parts just purchased may need, blasting, polishing, welding, grinding, repairing or plating. Our advertisers enjoy the benefits of being at the heart of the old motorcycle scene and it's no idle boast that wherever old motorcycles are ridden, Old Bike Mart is read.

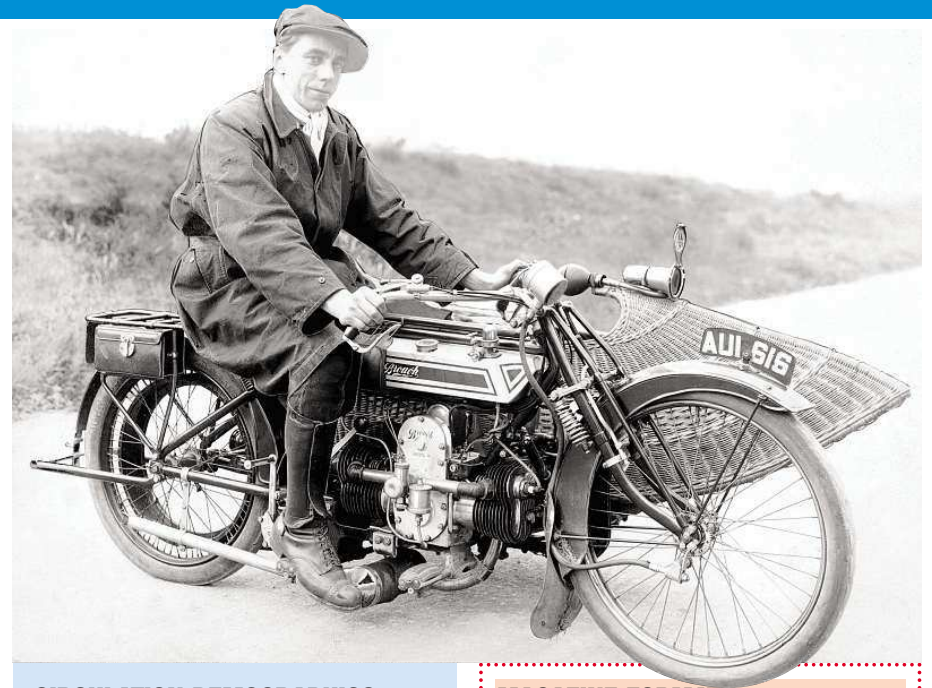


SUBSCRIPTION COPIES: **32,500**

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### CIRCULATION DEMOGRAPHICS...

#### Readership:

- ABC1 Profile
- 100% male readership
- Over 93% of readers aged 40+
- Over 28% readers live in the North of England
- Over 66% of readers have been enjoying Old Bike Mart for more than 5 years
- Subscription only newspaper

#### Statistics:

- 70% of Old Bike Mart readers have responded to 2 or more advertisements in the last 12 months
- Over 55% of readers have an income of £30k or more
- Over 63% of readers tour in the UK with 45% touring outside the UK
- 97% of readers attend shows connected with their hobby
- Over 63% of readers spend 4 or more hours a week on their hobby with 15% spend 12 hours or more
- 54% of readers also own a modern motorcycle

### MAGAZINE FORMAT

- Newspaper: Tabloid
- Average pages: 48
- Frequency: 1st Saturday of the month
- Subscription only
- Website: [www.oldbikemart.co.uk](http://www.oldbikemart.co.uk)

### ADVERTISING DEADLINES...

ISSUE	BOOKING DEADLINE	ON SALE
<b>2009</b>		
DECEMBER	Fri 20 Nov	Sat 5 Dec
<b>2010</b>		
JANUARY	Fri 11 Dec	Sat 2 Jan
FEBRUARY	Fri 22 Jan	Sat 6 Feb
MARCH	Fri 19 Feb	Sat 6 Mar
APRIL	Fri 19 Mar	Sat 3 Apr
MAY	Fri 16 Apr	Sat 1 May
JUNE	Fri 21 May	Sat 5 Jun
JULY	Fri 18 Jun	Sat 3 Jul
AUGUST	Fri 23 Jul	Sat 7 Aug
SEPTEMBER	Fri 20 Aug	Sat 4 Sep
OCTOBER	Fri 17 Sep	Sat 2 Oct
NOVEMBER	Fri 22 Oct	Sat 6 Nov
DECEMBER	Fri 19 Nov	Sat 4 Dec

