

MEDIA PACK



Advertising rates...

SIZE	1 mth	3 mths	6 mths	12 mths
3cm x 1col	£49.00	£43.00	£40.00	£38.00
6cm x 1col	£85.00	£75.00	£71.00	£67.00
Eighth page	£145.00	£131.00	£124.00	£118.00
Quarter page	£253.00	£227.00	£214.00	£203.00
Half page	£440.00	£396.00	£373.00	£351.00
Full page	£763.00	£687.00	£649.00	£611.00

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
Tel: 01507 529292
dhendley@mortons.co.uk

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...

Gary Thomas gthomas@mortons.co.uk
Sarah Mitchell-Savage smitchell-savage@mortons.co.uk
Tel: 01507 524004 • Fax: 01507 528988
Mortons Media Group, Media Centre,
Morton Way, Horncastle, Lincolnshire LN9 6JR

SCOOTERING



MEDIA INFORMATION 2010/11

MORTONS
MEDIA GROUP LTD

SCOOTERING

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From the classics to a modern world... Scootering Magazine began life back in 1985 and soon became THE No.1 English language scooter magazine in the world. Now in its third decade, Scootering still prides itself on remaining the most thorough publication out there.

Covering anything and everything a quality specialist magazine should from technical articles to details of events and road-testing new models, Scootering is often the first with the news and product reviews. Whether it be riding the original Lambretta twin-cylinder prototype scooter or Piaggio's latest 3-wheeled scooters, publishing exclusive interviews from the modern showbiz world or with the men who helped create the popularity of Vespa and Lambretta scooters back in the day, Scootering takes the lead.

Apart from genuine passion for the humble motor-scooter, Scootering's writers regularly ride their machines to events all over the world, putting them in the best position to offer experienced unrivalled reports and opinions on all parts of the scooter scene, both classic and modern, that the readers continue to enjoy.

For many, Scootering is a way of life.



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Magazine format

- Magazine – glossy A4 full colour
- Average pages – 148
- Frequency – fourth Thursday of each month
- Cover price – £3.75
- Magazine website – www.scootering.com

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 5 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
- Over 72% of readers purchase 12 issues a year
- 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 scooter
- Over 70% of readers own a classic scooter



Advertising deadlines...

ISSUE	BOOKING DEADLINE	ON SALE
2010		
JANUARY	Fri 4th Dec	Thurs 29th 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 26th Aug
OCTOBER	Fri 10th Sep	Thurs 30th Sep
NOVEMBER	Fri 8th Oct	Thurs 28th Oct
DECEMBER	Fri 5th Nov	Thurs 25th Nov
2011		
JANUARY	Fri 10th Dec	Thurs 30th Dec
FEBRUARY	Fri 7th Jan	Thurs 27th Jan

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