

CLASSIC
SCOOTERIST
SCENE



MEDIA INFORMATION 2010/11

MORTONS
MEDIA GROUP LTD



Classic Scooterist Scene concentrates on every aspect of vintage and veteran machines, whilst still keeping the enthusiast up to date with what's going on within the classic scooter world and the lifestyle that surrounds it.

Amongst the page content, the latest news is interspersed with articles on vintage machines, events and other nostalgic information. Also covered are technical and historical points, as well as providing information on well-known historical events and characters. The latest products in the market are also reviewed.

This is an enthusiast magazine that is penned by active scooterists from within the scene, who are passionate about preserving their nostalgic scooter heritage and lifestyle within a fast changing world.

Regular features include:

- Previously unpublished archive pictures
- Interactive mailbox
- Readers' scooters
- News
- Rallies and rideout reports
- Technical tips
- Club/individual profiles



ADVERTISING BOOKINGS...

Zoe Thurling

zthurling@mortons.co.uk

Tel: 01507 529464 • Fax: 01507 528988

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



CIRCULATION DEMOGRAPHICS...

Readership:

- ABC1 Profile
- Over 92% male readership
- 92% of readers aged 30-60
- Over 52% household income between 20K - 40K
- Over 62% of readers have been reading the magazine over 4 years
- Over 45% enjoy touring in the UK, over 27% your abroad

Statistics:

- Over 90% of readers attend shows and events
- Over 92% of readers would travel over 100 miles for an event/ machine or spares
- Over 27% of readers live in Eire
- Over 62% of readers enter competitions in the magazine
- Over 74% of readers have responded to magazine advertisements over the last 12 months
- Over 53% of readers have purchased exhausts for their scooters over the last 6 months.

MAGAZINE FORMAT

- Magazine: Glossy A4 full colour
- Average pages: 76
- Frequency: 3rd Wednesday of each month
- Cover price: £3.30
- Website: www.scooterscene.com

ADVERTISING DEADLINES...

ISSUE	BOOKING DEADLINE	ON SALE
2010		
AUG/SEP	Wed 30 Jun	Wed 21 Jul
OCT/NOV	Fri 27 Aug	Wed 15 Sep
2011		
DEC/JAN	Wed 27 Oct	Wed 17 Nov
FEB/MAR	Wed 29 Dec	Wed 19 Jan
APR/MAY	Wed 23 Feb	Wed 16 Mar
JUN/JUL	Wed 27 Apr	Wed 18 May
AUG/SEP	Wed 29 Jun	Wed 20 Jul
OCT/NOV	Wed 31 Aug	Wed 21 Sep



ADVERTISING RATES...

	1 mth	6mth	12 mths
SIZE	£'s	£'s	£'s
6cm x 2col EIGHTH	60.00	54.00	51.00
13cm x 2col QUARTER	115.00	103.50	97.75
13 x 4 HALF	220.00	198.00	187.00
27 x 4 FULL	425.00	382.50	361.25

**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.

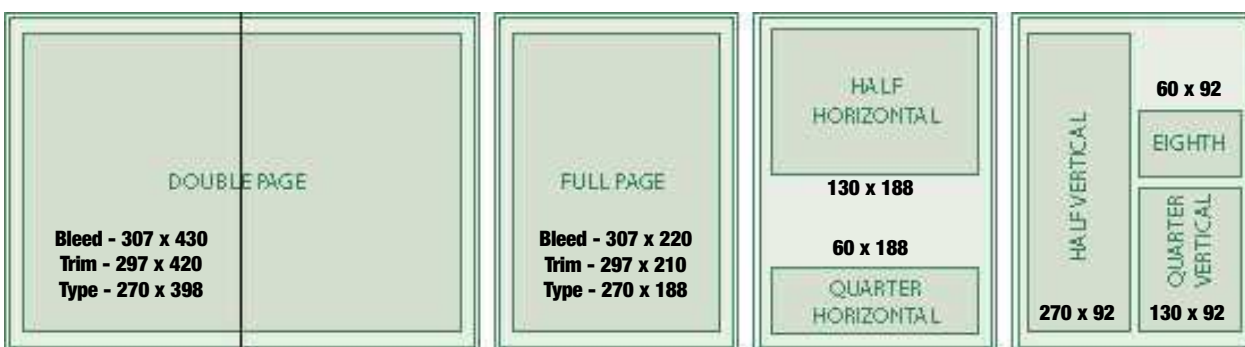
- All files should be prepared in QuarkXpress or Adobe Photoshop or Illustrator.
- Please avoid TrueType fonts.
- All files should be saved in a font-included EPS format.
- Spot colour files should be saved in CMYK format.

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...



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...

Zoe Thurling

zthurling@mortons.co.uk

Tel: 01507 529464 • Fax: 01507 528988

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