

MEDIA PACK



Advertising rates...

SIZE	1 mth £'s	6 mths £'s	12 mths £'s
6cm x 1col SIXTEENTH	63.00	57.00	53.00
6cm x 2col EIGHTH	113.00	102.00	97.00
13cm x 2col QUARTER	206.00	185.00	175.00
13 x 4 HALF	376.00	338.00	319.00
27 x 4 FULL	683.00	615.00	581.00

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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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...

Michelle Percival mpercival@mortons.co.uk

Tel: 01507 524004 • Fax: 01507 528988

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

TWIST & GO



MEDIA INFORMATION 2010/11

MORTONS
MEDIA GROUP LTD

TWIST & GO

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Things move fast in today's modern world. To keep pace with this, Twist & Go helps to keep you up to date with all that's going on in the scooter and light motorcycle markets.

A variety of the latest models are selected and tested in each issue. These are complemented with articles on various aspects of riding which include commuting, customising, technical tips, product tests and the rider's lifestyle. A comprehensive 'What Scooter' section details new models, whilst a 'Used Scooter Price Guide' gives an indication of second-hand prices. No other riding and lifestyle magazine comes close in this corner of the market and Twist & Go's readership extends far beyond UK boundaries. Twist & Go leads the way, where other magazines can only follow.

Regular features include:

- News and market developments
- Road tests
- The Garage (technical advice)
- What Scooter guide
- Custom scooters
- What's on
- Used price guide
- Girl on a scooter



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Circulation demographics...

Readership:

- BCC1 Profile
- Over 97% male readership
- 34% of readers are under 20 years of age with 40% of readers aged between 20 and 40
- Over 55% of readers have been reading the magazine for more than 2 years
- Over 47% of readers enjoy touring in the UK

Statistics:

- Over 71% of readers attend shows and
- Over 72% of readers would travel 100 miles for an event/machine or spares
- Over 80% of our readers subscribe to Twist and Go
- 78% of readers enjoy the magazine news items and specialist features
- Over 57% of readers have responded to magazine advertisements over the last 12 months
- Over 44% of readers are looking to buy their next scooter within the next year

Magazine format

- Magazine: Glossy A4 full colour
- Average pages: 116
- Frequency: 3rd Wednesday of each month
- Cover price: £3.60
- Website: www.twistngo.com

Advertising deadlines...

ISSUE	BOOKING DEADLINE	ON SALE
2010		
JAN/FEB	Wed 25 Nov	Wed 16 Dec
MAR/APR	Wed 27 Jan	Wed 17 Feb
MAY/JUN	Wed 31 Mar	Wed 21 Apr
JUL/AUG	Wed 26 May	Wed 16 Jun
SEP/OCT	Wed 28 Jul	Wed 18 Aug
NOV/DEC	Wed 29 Sep	Wed 20 Oct
2011		
JAN/FEB	Wed 24 Nov	Wed 15 Dec
MAR/APR	Wed 26 Jan	Wed 16 Feb
MAY/JUN	Wed 30 Mar	Wed 20 Apr
JUL/AUG	Wed 25 May	Wed 15 Jun
SEP/OCT	Wed 27 Jul	Wed 17 Aug
NOV/DEC	Wed 28 Sep	Wed 19 Oct

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