

MEDIA PACK



advertising rates...

SIZE	1 mth £'s	3 mths £'s	6 mths £'s	12 mths £'s
3cm x 1col	34.00	30.00	29.00	27.00
6cm x 1col	61.00	55.00	52.00	49.00
6cm x 2col				
EIGHTH 13cm x 2col	111.00	100.00	95.00	89.00
QUARTER 13 x 4	202.00	177.00	172.00	162.00
HALF 27 x 4	368.00	331.00	312.00	294.00
FULL	668.00	602.00	568.00	535.00

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...

DOUBLE PAGE Bleed - 307 x 430 Trim - 297 x 420 Type - 270 x 398	FULL PAGE Bleed - 307 x 220 Trim - 297 x 210 Type - 270 x 188	HALF HORIZONTAL 130 x 188 60 x 188 QUARTER HORIZONTAL	HALF VERTICAL 270 x 92 60 x 92 EIGHTH QUARTER VERTICAL 130 x 92
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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...

Lee Buxton lbuxton@mortons.co.uk
 Sue Needham sneedham@mortons.co.uk
 Bernadette Humphrey bhumphrey@mortons.co.uk
Tel: 01507 524004 • Fax: 01507 529499
**Mortons Media Group, Media Centre,
 Morton Way, Horncastle, Lincolnshire LN9 6JR**

Tractor

MAGAZINE



MEDIA INFORMATION 2010/11

Tractor

27 OCTOBER 2009 SMS

MORTONS
MEDIA GROUP LTD

Tractor magazine is a celebration of the farm tractor and its development over 100 years right up to present-day machines.



As well as publishing restoration and in-depth technical features galore, we always keep abreast of the news and the many developments in the tractor and farming machinery world.

Editor Tony Hoyland is well-known in vintage and classic tractor circles as he travels the country participating in events and giving evening talks and film shows to club members during the winter months.

Regular sections include:

- Sales and auction news
- Comprehensive price guide
- Tractor model section
- Restoration features
- Technical advice
- Diary and events section



Readership Figure
Average: **52,640**



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magazine format

- Magazine: Glossy A4 full colour
- Average pages: 140
- Frequency: Monthly
- Cover price: £3.50
- Magazine website: www.tractorheritage.co.uk

circulation demographics...

readership:

- ABC1 profile
- 64% aged 41+
- Majority male readership
- 76% of those surveyed have their copy read by an additional two people
- Fall into high disposable income bracket



advertising deadlines...

ISSUE	BOOKING DEADLINE	COPY DEADLINE	ON SALE
2010			
JANUARY	Mon 16th Nov	Thurs 19th Nov	Tues 8th Dec
FEBRUARY	Fri 11th Dec	Wed 16th Dec	Tues 12th Jan
MARCH	Mon 18th Jan	Thurs 21st Jan	Tues 9th Feb
APRIL	Mon 15th Feb	Thurs 18th Feb	Tues 9th Mar
MAY	Mon 22nd Mar	Thurs 25th Mar	Tues 13th Apr
JUNE	Mon 19th Apr	Tues 22nd Apr	Tues 11th May
JULY	Mon 17th May	Thurs 20th May	Tues 8th Jun
AUGUST	Mon 21st Jun	Thurs 24th Jun	Tues 13th Jul
SEPTEMBER	Mon 19th Jul	Thurs 22nd Jul	Tues 10th Aug
OCTOBER	Mon 23rd Aug	Tues 26th Aug	Tues 14th Sept
NOVEMBER	Mon 20th Sept	Thurs 23rd Sept	Tues 12th Oct
DECEMBER	Mon 18th Oct	Thurs 21st Oct	Tues 9th Nov
2011			
JANUARY	Mon 22nd Nov	Thurs 25th Nov	Tues 14th Dec