

classic motorcycle **mechanics**

— ALL THAT'S BEST IN MODERN CLASSIC MOTORCYCLING —



MEDIA INFORMATION 2018/2019

MORTONS
MEDIA GROUP LTD



If you think that all those fabulous bikes of the 1960s, 70s and 80s are a half-forgotten memory, then think again – for every single month *Classic Motorcycle Mechanics* brings you stunning photography and superb features about those glorious machines that turned old-fashioned ideas onto their heads and brought a fresh excitement into motorcycling.

A feast of nostalgia, and essential reading for anyone who rides or is restoring a classic bike from that period, *Classic Motorcycle Mechanics* brings regular monthly advice about buying and looking after those Hondas, Yamahas, Suzukis, Kawasakis and others that we used to know.

There are classic bike tests, maintenance features, showstopping machinery, an events guide and loads of reader involvement as we answer your technical questions, publish photos of your bikes and give you the stage on our letters pages that are read all over the world.

If it's a bike, a service or a spare part you're looking for, there are pages and pages of bikes and bits, a Japanese corner and a really useful services guide.



ADVERTISING BOOKINGS...

Rob Bee: 01507 529575 rbee@mortons.co.uk
Lee Buxton: 01507 529453 lbuxton@mortons.co.uk

Mortons Media Group, Media Centre,
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EXHAUST

Exhaust header to cylinder joints can give trouble when the steel collars of the header pipes seize onto their studs.

ENGINE

Rotary disc inlet-valve induction sets the A1 Samurai apart, but time and use might have taken their toll of the wafer-thin discs.

SWINGARM

Swinging arm bushes were plastic on earlier models, but phosphor bronze and much better on their successors.

CIRCULATION DEMOGRAPHICS...

Readership:

- ABC1 Profile
- Over 96% male readership
- Over 65% of readers aged 40-49
- 96% of *Mechanics* readers buy the magazine for its editorial features
- 66% of *Mechanics* readers also own a modern motorcycle

Statistics:

- More than 57% of readers have an income of £30k or greater
- Over 93% of readers attend shows connected with their hobby
- Over 58% of readers have been enjoying the magazine for four or more years
- Over 60% of readers tour in the UK
- 90% of readers travel more than 100 miles for an event/machine or spares
- Over 77% of readers have responded to two or more advertisements over the last 12 months

MAGAZINE FORMAT

- Magazine: A4
- Average pages: 132
- Frequency: Third Wednesday of the month
- Cover price: £4.20
- Website: www.classicmechanics.com

ADVERTISING DEADLINES...

ISSUE	BOOKING DEADLINE	ON SALE
2018		
APRIL	Thu, Mar 1	Wed, Mar 21
MAY	Thu, Mar 29	Wed, Apr 18
JUNE	Thu, Apr 26	Wed, May 16
JULY	Thu, May 31	Wed, Jun 20
AUGUST	Thu, Jun 28	Wed, Jul 18
SEPTEMBER	Thu, Jul 26	Wed, Aug 15
OCTOBER	Thu, Aug 30	Wed, Sep 19
NOVEMBER	Thu, Sep 27	Wed, Oct 18
DECEMBER	Thu, Nov 1	Wed, Nov 21
2019		
JANUARY	Thu, Nov 29	Wed, Dec 19
FEBRUARY	Wed, Dec 19	Wed, Jan 16
MARCH	Thu, Jan 31	Wed, Feb 20
APRIL	Thu, Feb 28	Wed, Mar 20

MEDIA PACK



SPECIFICATIONS...

Files can be sent by EMAIL, FTP, CD or DVD

- All files should be prepared in QuarkXpress or Adobe Photoshop, Illustrator or InDesign.
- Please avoid TrueType fonts.
- All files should be saved in a font-included PDF/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 Ltd, 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

QUARTER HORIZONTAL

60 x 188

HALF VERTICAL

270 x 92

60 x 92

EIGHTH

QUARTER VERTICAL

130 x 92

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.

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