

# **CLASSIC** **DIRTbike** **MAGAZINE**



**MEDIA INFORMATION 2018/2019**

**MORTONS**  
MEDIA GROUP LTD





**Classic Dirt Bike is THE place to catch up on all that's good in the off-road world. Covering trials, scrambles and enduros from the most evocative era of motorcycle sport with solos and sidecars represented. Going from the British dominance of the late 50s to the big bucks Japanese teams of the 80s the eclectic mix of machinery takes in both two and four strokes.**

Best of all, the bikes featured are raced, trialled and enduro'd by their owners as the classic sporting scene happens every weekend. Inside Classic Dirt Bike you'll find people features as we catch up with the stars of then and now, regular columns by British and world champions, technical features on rebuilds, event reports as CDB gets into the thick of the action for the full story from all over the world by people who ride. If it's classic and off-road then it's in Classic Dirt Bike.



Regular sections include:

- Tech features
- Product pages
- News from the scene
- Events
- Profiles
- Bike tests



## ADVERTISING BOOKINGS...

Helen R Martin

[hrmartin@mortons.co.uk](mailto:hrmartin@mortons.co.uk)

Tel: 01507 529574 • Fax: 01507 371075

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



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## CIRCULATION DEMOGRAPHICS...

### Readership:

- ABC1 Profile
- Over 66% household income of £30k, with 14% having an income over £50k
- 80% of readers over the age of 40

### Statistics:

- Over 85% of readers attend shows and events
- Classic Dirt Bike is a subscription only publication, so every reader has made a positive choice to read and be part of the team
- 100% of readers travel over 100 miles for an event/machine or spares
- 80% of readers have responded to one or more magazine advertisements over the last 12 months
- Over 66% of readers spend 6 hours or more a week on their sport

## MAGAZINE FORMAT

- Magazine: Glossy A4 full colour
- Average pages: 84
- Frequency: Quarterly
- Cover price: £5.50
- Website: [www.classicdirtbike.co.uk](http://www.classicdirtbike.co.uk)

## ADVERTISING DEADLINES...

ISSUE	BOOKING DEADLINE	ON SALE
<b>2018</b>		
ISSUE 47	Fri, Apr 27	Thurs, May 17
ISSUE 48	Fri, Jul 27	Thurs, Aug 16
ISSUE 49	Fri, Oct 26	Thurs, Nov 15
<b>2019</b>		
ISSUE 50	Fri, Feb 1	Thurs, Feb 21
ISSUE 51	Fri, Apr 26	Thurs, May 16
ISSUE 52	Fri, Jul 26	Thurs, Aug 15
ISSUE 53	Fri, Nov 1	Thurs, Nov 21

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## 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...

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

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