

Classic Racer



GET UP TO SPEED
MEDIA INFORMATION 2018/2019

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Classic Racer - feel the noise

Recreating the golden years of motorcycle road racing, from the pioneer days through to the 1990s, *Classic Racer* captures the atmosphere from history-making races, profiles racing legends and champions the classic competition of today.

With a heady mix of no-holds-barred, previously unpublished interviews with racing legends, track tests by riders who can really test a race bike on the most exotic and unusual race bikes and unrivalled event coverage, *Classic Racer* has something for everyone interested in racing.

Classic Racer is a truly international magazine that understands what racing is all about. With the world's best writers from the UK, USA, and Europe making regular contributions, and an editor with a lifetime in the sport, no other magazine has more authority.

Regular features include:

- Racer tests on exotica and clubman machines alike, spanning from the 1920s to the 1990s.
- In-depth interviews with real-life legends from around the world, and with those that make classic racing what it is today.
- Regular archive based features with incredible images drawn from the world's finest motorcycle experts.
- Trade tales profiling those who keep classic racing's wheels turning today.
- Classic race coverage of all the major championships, from around the world.
- Technical articles written by those who know what makes a race bike tick.
- On-the-spot coverage of the very best in nostalgia events from around the globe.



ADVERTISING BOOKINGS...

Kieron Deekens kdeekens@mortons.co.uk
Tel: 01507 529576

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
- Over 76% of our readers have been reading the magazine more than three years.

Statistics:

- Over 85% of readers attend shows and events
- Over 57% of readers subscribe to *Classic Racer*, the remainder pick up their copy from a newsagent each issue
- 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 45% of readers tour in the UK, and 60% of these tour outside the UK
- Over 66% of readers spend six hours or more a week on their hobby.

MAGAZINE FORMAT

- Magazine: Glossy A4 full colour
- Average pages: 100
- Frequency: Bi monthly
- Cover price: £4.50
- Website: www.classicracer.com

ADVERTISING DEADLINES...

ISSUE	BOOKING DEADLINE	ON SALE
2018		
MAY/JUN	Thurs, Mar 29	Thurs, Apr 19
JUL/AUG	Thurs, May 31	Thurs, Jun 21
SEP/OCT	Thurs, Jul 26	Thurs, Aug 16
NOV/DEC	Thurs, Sep 27	Thurs, Oct 18
2019		
JAN/FEB	Thurs, Nov 29	Thurs, Dec 20
MAR/APR	Thurs, Jan 31	Thurs, Feb 21
MAY/JUN	Thurs, Mar 28	Thurs, Apr 18
JUL/AUG	Thurs, May 30	Thurs, Jun 20
SEP/OCT	Thurs, Jul 25	Thurs, Aug 15
NOV/DEC	Thurs, Sep 26	Thurs, Oct 17

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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:

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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>60 x 92</p> <p>EIGHTH</p> <p>QUARTER VERTICAL</p> <p>270 x 92 130 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 tortuous. 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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