

CLASSIC SCOOTERIST



MEDIA INFORMATION 2018/2019

MORTONS
MEDIA GROUP LTD



Classic Scooterist Scene concentrates on every aspect of vintage and veteran machines, whilst still keeping the enthusiast up to date with what's going on within the classic scooter world and the lifestyle that surrounds it.

Amongst the page content, the latest news is interspersed with articles on vintage machines, events and other nostalgic information. Also covered are technical and historical points, as well as providing information on well-known historical events and characters. The latest products in the market are also reviewed.

This is an enthusiast magazine that is penned by active scooterists from within the scene, who are passionate about preserving their nostalgic scooter heritage and lifestyle within a fast changing world.

Regular features include:

- Previously unpublished archive pictures
- Interactive mailbox
- Readers' scooters
- News
- Rallies and rideout reports
- Technical tips
- Club/individual profiles



ADVERTISING BOOKINGS...

Emma Buxton-Rockley

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Tel: 01507 529410 • Fax: 01507 371075

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



CIRCULATION DEMOGRAPHICS...

Readership:

- ABC1 Profile
- Over 92% male readership
- 92% of readers aged 30-60
- Over 52% household income between 20K - 40K
- Over 62% of readers have been reading the magazine over 4 years
- Over 45% enjoy touring in the UK, over 27% your abroad

Statistics:

- Over 90% of readers attend shows and events
- Over 92% of readers would travel over 100 miles for an event/ machine or spares
- Over 27% of readers live in Eire
- Over 62% of readers enter competitions in the magazine
- Over 74% of readers have responded to magazine advertisements over the last 12 months
- Over 53% of readers have purchased exhausts for their scooters over the last 6 months.

MAGAZINE FORMAT

- **Magazine:** Glossy A4 full colour
- **Average pages:** 84
- **Frequency:** Bi monthly on the 3rd Wednesday
- **Cover price:** £3.80
- **Website:** www.scooteristscene.com

ADVERTISING DEADLINES...

ISSUE	BOOKING DEADLINE	ON SALE
2018		
APR/MAY	Tues, Feb 27	Wed, Mar 21
JUNE/JULY	Tues, Apr 24	Wed, May 16
AUG/SEP	Tues, Jun 19	Wed, Jul 18
OCT/NOV	Tues, Aug 21	Wed, Sep 19
DEC/JAN	Tues, Oct 30	Wed, Nov 21
2019		
FEB/MAR	Fri, Dec 14	Wed, Jan 16
APR/MAY	Tues, Feb 26	Wed, Mar 20
JUNE/JULY	Tues, Apr 23	Wed, May 15



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 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 equaling 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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