

# MOTORCYCLE

FOR THE LOVE OF THE RIDE

SPORT & LEISURE



MEDIA INFORMATION **2018/2019**

**MORTONS**  
MEDIA GROUP LTD



## MEDIA PACK



Motorcycle Sport & Leisure is Britain's longest-running motorcycle publication and brings a unique perspective on motorcycling of all types to a large audience.

Each month features from all around the globe combine with in-depth tests of every type of motorcycle from humble scooter to factory superbike and everything between. The best motorcycle travel writers in the business make sure that MSL is at the forefront of great rides, routes and things to do on your motorcycle, both at home or abroad.

By carving its own path MSL is the only choice for the discerning motorcyclist who wants a quality monthly. Its now even easier to access MSL, simply scan this QR barcode to instantly be taken to [pocketmags.com](http://pocketmags.com).

Here you can download the digital version of MSL for your tablet!



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Available on the  
App Store



ANDROID APP ON  
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## CIRCULATION DEMOGRAPHICS...

### READERSHIP:

- ABC1 Profile
- Over 97% male readership
- Over 73% of readers aged of 40-59
- 66% enjoy touring in the UK with 53% tour abroad
- Over 68% household income of £30k with 25% with income of over £50k
- 84% of our readers have been reading the magazine over 3 years

### STATISTICS:

- 66% of readers expect to purchase a new motorcycle in the next year
- Over 92% of readers travel over 100 miles for events/machines/spares
- 89% of readers attend shows and events
- Over 67% of readers have responded to two or more magazine advertisements in the last 12 months
- Over 87% of readers have breakdown cover

## ADVERTISING BOOKINGS...

**Sam Lawson** [slawson@mortons.co.uk](mailto:slawson@mortons.co.uk)

Tel: 01507 529468

Fax: 01507 371075

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

## MAGAZINE FORMAT

- **Magazine:** Glossy A4 full colour
- **Average pages:** 132
- **Frequency:** First Friday of each month
- **Cover price:** £4.20
- **Website:** [www.mslmagazine.co.uk](http://www.mslmagazine.co.uk)
- **Digital:** Apple Newsstand & Android



## ADVERTISING DEADLINES...

ISSUE	BOOKING DEADLINE	ON SALE
2018		
MAY	<b>Fri, Mar 16</b>	Fri, Apr 6
JUNE	Wed, Apr 11	Fri, May 4
JULY	Wed, May 16	Fri, Jun 8
AUGUST	Wed, Jun 13	Fri, Jul 6
SEPTEMBER	Wed, Jul 11	Fri, Aug 3
OCTOBER	Wed, Aug 15	Fri, Sep 7
NOVEMBER	Wed, Sep 12	Fri, Oct 5
DECEMBER	Wed, Oct 10	Fri, Nov 2
2019		
JANUARY	Wed, Nov 14	Fri, Dec 7
FEBRUARY	Wed, Dec 5	Fri, Jan 4
MARCH	Wed, Jan 9	Fri, Feb 1
APRIL	Wed, Feb 6	Fri, Mar 1
MAY	Wed, Mar 13	Fri, Apr 5
JUNE	Wed, Apr 10	Fri, May 3
JULY	Wed, May 15	Fri, Jun 7
AUGUST	Wed, Jun 12	Fri, Jul 5

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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>60 x 188</p> <p><b>QUARTER HORIZONTAL</b></p>	<p><b>HALF VERTICAL</b></p> <p>60 x 92</p> <p><b>EIGHTH</b></p> <p><b>QUARTER VERTICAL</b></p> <p>270 x 92</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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8 FEBRUARY 2018