

RealClassic



MEDIA INFORMATION 2018/2019

MORTONS
MEDIA GROUP LTD

MEDIA PACK



RealClassic is written by experienced motorcyclists and authoritative writers. We also encourage classic bike riders to tell their own stories, and give our experienced contributors the leeway to examine in depth the bikes and histories which fascinate them.

Real Classic's regular contributors include authors, experts and historians - like our editor and shed specialist Frank Westworth, pre-war pioneer Jacqueline Bickerstaff, custom-creator Oddie, ace tester Paul Miles and life-long writer/rider Rowena Hoseason.

RealClassic is read by grass-roots classic bike riders, owners and enthusiasts: the people with disposable income to spend on their hobby. This has been recognised by the UK's leading club, the VMCC, who chose to distribute their merchandise brochure with *RealClassic*. Tools specialist Frost also opted to promote their catalogue via *RealClassic*, and the organisers of the prestigious Classic Motor Show at the NEC selected *RealClassic* as their media partner.

RealClassic is available to an international audience through a newstrade presence in Australia, Canada, New Zealand and the USA.

Real Classic reached 52,694 classic motorcycle enthusiasts online in February 2017 via the new *Real-Classic.co.uk* site and social media feeds. (data: 28 days from Jan 30 to Feb 26)



RealClassic reaches the most active segment of the classic motorcycling market. Our format of direct sale to our readers brings us into regular contact with active, affluent owners of classic bikes.

RealClassic magazine features the very best British motorcycles from all eras, plus charismatic Continental machines and an occasional outing on Oriental exotica.

RealClassic is firmly grounded in the real world. Its articles are written by real life riders and reflect far more than a simple road test ever can. We're never scared of getting grubby in the shed (and we even admit it when things go horribly wrong).

Advertising bookings...

Helen R Martin

hmartin@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...

Target readership:

- The typical RC reader is male, aged 40 to 70, with a considerable disposable income.
- A significant proportion own a modern motorcycle as well as one or more classic motorcycles.
- RC readers travel significant annual mileages on their machines, and so buy more consumable items for their bikes.

Statistics:

- 44% of readers are looking for a finished complete motorcycle
- 56% of readers are looking for a restoration project
- Typically 101 readers per issue are looking to buy a motorcycle

Magazine format

- Magazine – glossy full colour
- Average pages – 116
- Frequency – first Monday of each month
- Cover price – £3.60
- Magazine website - www.real-classic.co.uk

Advertising deadlines...

2018

MARCH	• Wed, Feb 14	• Mon, Mar 5
APRIL	• Wed, Mar 7	• Mon, Apr 2
MAY	• Wed, Apr 18	• Mon, May 7
JUNE	• Wed, May 16	• Mon, Jun 4
JULY	• Wed, Jun 13	• Mon, Jul 2
AUGUST	• Wed, Jul 18	• Mon, Aug 6
SEPTEMBER	• Wed, Aug 15	• Mon, Sep 3
OCTOBER	• Wed, Sep 12	• Mon, Oct 1
NOVEMBER	• Wed, Oct 17	• Mon, Nov 5
DECEMBER	• Wed, Nov 14	• Mon, Dec 3

2019

JANUARY	• Mon, Dec 17	• Mon, Jan 7
FEBRUARY	• Wed, Jan 16	• Mon, Feb 4
MARCH	• Wed, Feb 13	• Mon, Mar 4



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Specifications...

Files can be submitted by email, FTP, CD or DVD.

- We require high resolution PDF files, saved as version 1.3, as per pass4press specs (see www.pass4press.com for more information). All fonts need to be embedded, all images and logos must be CMYK and saved at 300 ppi (pixels per inch).
- Should you be unable to supply version 1.3 PDF file, you agree to allow us to convert your artwork to a flattened raster TIFF file.
- We cannot accept artwork supplied as Microsoft Word*, Publisher, Excel, PowerPoint or Corel Draw files. Artwork from these applications should either be exported as a PDF or the components supplied separately as text and images. *Word documents are acceptable to supply text.

FOR TECHNICAL INFORMATION CONTACT:

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Advertisement sizes...

<p style="text-align: center;">DOUBLE PAGE</p> <p>Bleed - 307 x 430 Trim - 297 x 420 Type - 270 x 398</p>	<p style="text-align: center;">FULL PAGE</p> <p>Bleed - 307 x 220 Trim - 297 x 210 Type - 270 x 188</p>	<p style="text-align: center;">HALF HORIZONTAL</p> <p style="text-align: center;">130 x 188</p> <p style="text-align: center;">60 x 188</p> <p style="text-align: center;">QUARTER HORIZONTAL</p>	<p style="text-align: center;">HALF VERTICAL</p> <p style="text-align: center;">270 x 92</p> <p style="text-align: center;">60 x 92</p> <p style="text-align: center;">EIGHTH</p> <p style="text-align: center;">QUARTER VERTICAL</p> <p style="text-align: center;">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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