



RealClassic

Media Information 2019/20

About us

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 Odgie, 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.



Key Facts

47%

47% of readers are looking for a finished and completely ready to ride motorcycle

53%

53% of readers are looking for a restoration project to complete themselves

140

Typically 140 readers per issue are looking to buy a motorcycle which equates to over £500k

52%

Just over half of the readers own both classic and modern motorcycles

50%

Half of the readers ride all year round. The remainder store their motorcycles over winter

71%

71% of readers have purchased goods or services directly due to advertisements in *Real Classic*

Contact us

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For terms of acceptance, cancellation and specifications see our website:
www.real-classic.co.uk



Magazine

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



Digital editions

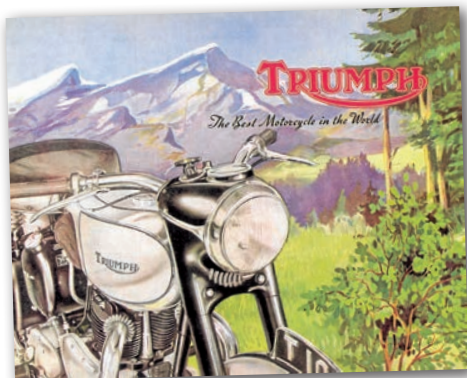
Real Classic reached 52,694 classic motorcycle enthusiasts online in February 2017 via the new Real-Classic.co.uk site and social media feeds. (data: 28 days from Jan 30 to Feb 26)

"Real Classic 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 deadlines

Issue	Booking/Copy Deadline	On Sale
2019		
AUGUST	Wed, Jul 17	Mon, Aug 5
SEPTEMBER	Wed, Aug 14	Mon, Sep 2
OCTOBER	Wed, Sep 18	Mon, Oct 7
NOVEMBER	Wed, Oct 16	Mon, Nov 4
DECEMBER	Wed, Nov 13	Mon, Dec 2
2020		
JANUARY	Mon, Dec 16	Mon, Jan 6
FEBRUARY	Wed, Jan 15	Mon, Feb 3
MARCH	Wed, Feb 12	Mon, Feb 20
APRIL	Wed, Mar 18	Mon, Apr 6
MAY	Tue, Apr 15	Mon, May 4



Advertising rates per issue

Size	1 month	3 months	6 months	12 months
Sixteenth page	£31.00	£28.00	£27.00	£25.00
Eighth page	£56.00	£51.00	£48.00	£45.00
Square	£75.00	£68.00	£64.00	£60.00
Quarter page	£110.00	£99.00	£94.00	£88.00
Half page	£188.00	£169.00	£159.00	£150.00
Full page	£369.00	£332.00	£313.00	£295.00

Classified Service Directory

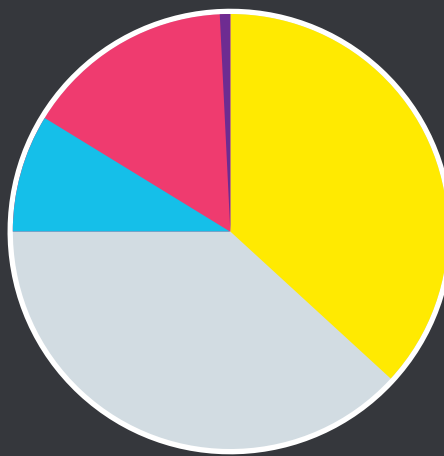
All are one column (44mm) wide, discounts for multiple bookings. VAT at the current rate should be added to all above prices. Please note that all prices quoted include full colour.



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

Potential monthly reach: **17183**



■ Print 7050 ■ Facebook 1830
■ Newsletter 966 ■ Website 7067 ■ Digital mag 235