

# SCOOTERING.COM



MEDIA INFORMATION 2017/2018



## MEDIA PACK



From the classics to a modern world... Scootering Magazine began life back in 1985 and soon became THE No.1 English language scooter magazine in the world. Now in its third decade, Scootering still prides itself on remaining the most thorough publication out there.

Covering anything and everything a quality specialist magazine should from technical articles to details of events and road-testing new models, Scootering is often the first with the news and product reviews. Whether it be riding the original Lambretta twin-cylinder prototype scooter or Piaggio's latest 3-wheeled scooters, publishing exclusive interviews from the modern showbiz world or with the men who helped create the popularity of Vespa and Lambretta scooters back in the day, Scootering takes the lead.

Apart from genuine passion for the humble motor-scooter, Scootering's writers regularly ride their machines to events all over the world, putting them in the best position to offer experienced unrivalled reports and opinions on all parts of the scooter scene, both classic and modern, that the readers continue to enjoy. For many, Scootering is a way of life.



### Advertising bookings...

Gary Thomas

[gthomas@mortons.co.uk](mailto:gthomas@mortons.co.uk)

Emma Buxton-Rockley

[ebuxton-rockley@mortons.co.uk](mailto:ebuxton-rockley@mortons.co.uk)

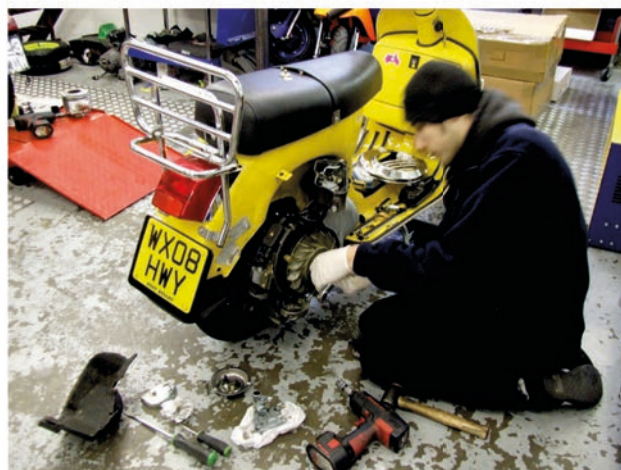
Tel: 01507 524004 • Fax: 01507 371075

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

**SCOOTERING**



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### Magazine format

- Magazine – glossy A4 full colour perfect bound
- Average pages – 164
- Frequency – fourth Thursday of each month
- Cover price – £4.10
- Magazine website – [www.scootering.com](http://www.scootering.com)

### Circulation demographics...

#### Target readership:

- ABC1 Profile
- Over 50% household income £30k
- 63% over the age of 40
- Over 94% male readership
- Over 74% of our readers have been reading the magazine over 5 years
- 62% enjoy touring in the UK, 40% tour abroad

#### Statistics:

- Over 81% of readers have responded to one or more magazine advertisements over the last 12 months
- Over 72% of readers purchase 12 issues a year
- 94% of readers attend shows and events
- Over 92% of readers travel 100 miles to purchase a machine or spares
- 40% of readers own a modern scooter
- Over 70% of readers own a classic scooter



### Advertising deadlines...

ISSUE	BOOKING DEADLINE	ON SALE
<b>2018</b>		
APRIL	Thu, Mar 8	Thurs, Mar 29
MAY	Thu, Apr 5	Thurs, Apr 26
JUNE	Thu, May 3	Thurs, May 24
JULY	Thu, Jun 7	Thurs, Jun 28
AUGUST	Thu, Jul 5	Thurs, Jul 26
SEPTEMBER	Thu, Aug 2	Thurs, Aug 23
OCTOBER	Thu, Sep 6	Thurs, Sep 27
NOVEMBER	Thu, Oct 4	Thurs, Oct 25
DECEMBER	Thu, Nov 1	Thurs, Nov 22
<b>2019</b>		
JANUARY	Thu, Nov 29	Thurs, Dec 20
FEBRUARY	Thu, Jan 3	Thurs, Jan 24
MARCH	Thu, Feb 7	Thurs, Feb 28
APRIL	Thu, Mar 7	Thurs, Mar 28
MAY	Thu, Apr 4	Thurs, Apr 25

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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](http://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 files, 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:**

Darren Hendley Tel: 01507 529292 email: [dhendley@mortons.co.uk](mailto:dhendley@mortons.co.uk)

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### 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>270 x 92</p> <p>60 x 92</p> <p><b>EIGHTH</b></p> <p><b>QUARTER VERTICAL</b></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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