

CLASSIC AMERICAN

THE UK'S **NO. 1** ALL AMERICAN CAR AND LIFESTYLE MAGAZINE



MEDIA INFORMATION **2018**



www.classic-american.com



About Us

Classic American has been the market leader in its area for over two decades. It first appeared on the shelves in 1988 as a one-off publication from its parent title Street Machine. Street Machine in those days featured a very popular section entitled 'Yanks' and there was a belief that there may in fact be a market for an entire magazine dedicated to American cars. How right they were, Classic American sold like hot cakes right from the beginning!

Although initially a quarterly title only coming out four times a year with many sections in black and white, it soon went full colour, bi-monthly and eventually monthly. Likewise the pagination has increased over the years from its original 100 pages up to its current 132+ page format. Over the years the title has been owned by a number of publishers from EMAP to Auto Trader. However, its current owner, Mortons Media, are determined to build on its success, being experts in promoting and growing specialist titles like Classic American.

Since its acquisition by Mortons, Classic American has benefitted from the economy scales which come with sharing resources with a portfolio of other similarly-sized magazines. Most importantly though, 24 years after its inception, Classic American is still serving the American car community in the UK and abroad; with its bright, lively editorial and the most exhaustive advertising and private classifieds - it's no wonder they call it 'The Bible' of the American car scene!



How we are so far in 2017

The latest sales figures from WHSmith show that Classic American has a **76% market share** over all other specialist American car magazines that they stock, and that's without sales from our other outlets.

Not only are we classed as the **biggest selling publication in this market**. Coupled with generous advertising rates of up to **30% discount for series bookings** we offer great value for money to the American automotive community.



Classic American goes from strength to strength with our current circulation figure standing at an average **20,500 copies a month**. To give you a breakdown of where the **sold copies** go... **15,100** are distributed here in the UK, **1,700** are exported, and we have **3,900** subscribers.

Our marketing activity is in no way slowing down either... since buying Classic American, Mortons have

Advertising bookings...

Rebecca Storr rkstorr@mortons.co.uk ☎ 01507 529416
Jordan Stocks jstocks@mortons.co.uk ☎ 01507 529582

Mortons Media Group, Media Centre,
Morton Way, Horncastle, Lincolnshire LN9 6JR
Tel: 01507 524004 • Fax: 01507 371075



given the magazine a facelift, yet not lost any of the content that our loyal readers enjoy so much.

It is easier than ever to get your hands on our latest issue now that we are sold in all **550 WH Smith stores** and **200 Travel shops**, key supermarket chains (**Tesco, Asda, Sainsburys, Morrisons and McColls**) and all good independent newsagents.

Did you know that of the key retail multiple groups in the UK, Classic American is **stocked in 45% more stores** than American Car magazine.

All of this is in addition to our promotional activity at the UK's leading American car shows, along with special promotions with retailers that have been ongoing throughout the year. This is something we will carry on in 2015 so that we continue to maintain our position as market leader.



Advertising deadlines 2017/2018

Issue	Booking/Copy Deadline	On Sale
2018		
APRIL	Thurs, Feb 22	Thurs, Mar 15
MAY	Thurs, Mar 29	Thurs, Apr 19
JUNE	Thurs, April 26	Thurs, May 17
JULY	Thurs, May 31	Thurs, Jun 21
AUGUST	Thurs, Jun 28	Thurs, Jul 19
SEPTEMBER	Thurs, Jul 26	Thurs, Aug 16
OCTOBER	Thurs, Aug 30	Thurs, Sep 20
NOVEMBER	Thurs, Sep 27	Thurs, Oct 18
DECEMBER	Thurs, Oct 25	Thurs Nov 15
2019		
JANUARY	Thurs, Nov 29	Thurs, Dec 20
FEBRUARY	Mon, Dec 17	Thurs, Jan 17
MARCH	Thurs, Jan 31	Thurs, Feb 21
APRIL	Thurs, Feb 28	Thurs, Mar 21

Circulation demographics...

- Average household income range 15k – £60k
- Over 94% male readership aged between 25-65 years
- Over 74% of our readers have been reading the magazine over 5 years
- Over 81% of readers have responded to one or more magazine advertisements over the last 12 months
- Over 92% of readers purchase 12 issues a year
- 90% of readers attend shows and events
- Over 92% of readers travel 100 miles to purchase a machine or spares
- 80% of readers own one or more classic American cars
- 91% of readers stated the Service Directory is important to them
- Distributed in WHSmith, Sainsburys, Morrisons, Budgens, CO-OP, Tesco, Asda, Costcutter, McColls, Easons, NISA.



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 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:

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



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</p> <p>EIGHTH</p> <p>QUARTER VERTICAL</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 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 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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