



**CLASSIC  
AMERICAN**

# Media Information

## 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, but soon became a regular on newsagents shelves proving that there was a very strong market a market for an entire magazine dedicated to nothing but American vehicles. 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.



## Key Facts

**#1**

UK's only American Car Magazine

**1000's**

1000's of car sales each year

**72%**

over 72% of readers responded to ads in Classic American

**1900 - Present**

Classic American covers American cars from the early 1900's to current.

**25  
Million  
miles**

Readers travel over 25 million miles a year in their classic american cars

**74%**

74% of our readers have been reading the magazine for over 5 years

## Contact us

**Andrew Bruce**

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**Mortons Media Group**

Media Centre, Morton way, Horncastle,  
Lincolnshire, LN9 6JR

**MORTONS**  
MEDIA GROUP LTD

For terms of acceptance, cancellation and specifications see our website:  
[www.classic-american.com/advertise](http://www.classic-american.com/advertise)





### Magazine

The UK's best loved American car magazine and number one for 31 years!



### Digital editions

Available for iPad, Android and even online, meaning our reach beyond the UK is global.



### Website

Our website contains unique content, augmenting both print and digital platforms.



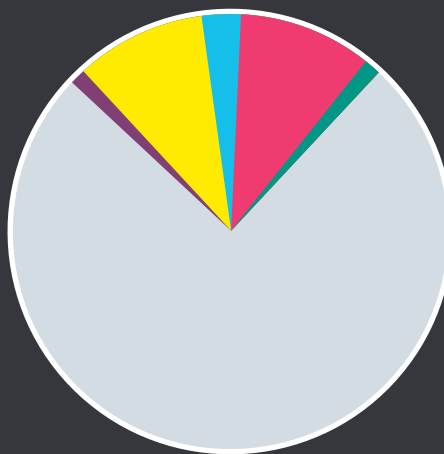
### American Classic Diecasts

We have been advertising with Classic American for four years overseen by Jordan and she has guided us through what was a very new medium for us.

Our sales have steadily increased month by month with a very definite return on our investment. From our experience, we would not hesitate recommending contacting Classic American. With their guidance you will soon see your monthly sales increase as ours did.

**CLASSIC  
AMERICAN**

Potential monthly reach: **47976**



■ Print 36000 ■ Instagram 616 ■ Facebook 5193  
■ Newsletter 950 ■ Website 4867 ■ Digital mag 350

## Advertising deadlines

Issue	Booking/Copy Deadline	On Sale
2021		
JANUARY	Thurs, Nov 26	Thurs, Dec 17
FEBRUARY	Thurs, Dec 21	Thurs, Jan 21
MARCH	Thurs, Jan 28	Thurs, Feb 18
APRIL	Thurs, Feb 25	Thurs, Mar 18
MAY	Thurs, Mar 25	Thurs, Apr 15
JUNE	Thurs, Apr 29	Thurs, May 20
JULY	Thurs, May 27	Thurs, Jun 17
AUGUST	Thurs, Jun 24	Thurs, Jul 15
SEPTEMBER	Thurs, Jul 29	Thurs, Aug 19
OCTOBER	Thurs, Aug 26	Thurs, Sep 16
NOVEMBER	Thurs, Sep 30	Thurs, Oct 21
DECEMBER	Thurs, Oct 28	Thurs, Nov 18

## Advertising rates per issue

Size	1 month	3 months	6 months	12 months
Outside Back Cover	£1000	£900	£810	£729
Inside Front Cover	£900	£810	£729	£656
Inside Back Cover	£850	£765	£689	£620
Full Page	£800	£720	£640	£560
Half Page	£475	£425	£380	£330
Quarter Page	£250	£225	£200	£175
Eighth Page	£150	£135	£120	£105

### 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.**



### Farm Fresh Garage

We have been advertising with Classic American magazine since early 2016, when myself & David Gilder purchased the company on 1st May 2018 we had no hesitation in continuing to advertise with the magazine. They hit our target audience perfectly. I personally look forward to continue working with Andy as we both understand what we are looking to do and achieve as a business.