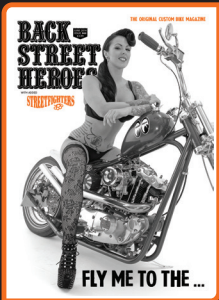
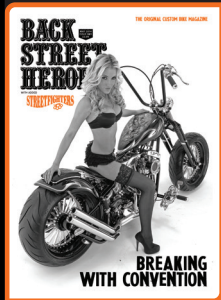


THE ORIGINAL CUSTOM BIKE MAGAZINE

BACK STREET HEROES

est. 1983



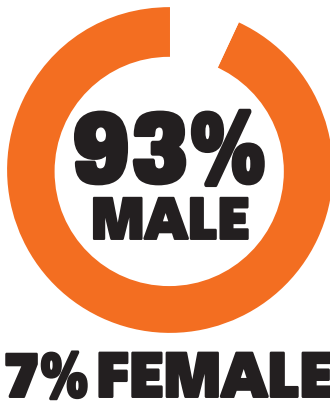
MEDIA INFO 2017

BACK STREET HEROES is widely recognised as Europe's leading custom bike magazine. Now in its 31st year, the magazine's unconventional pages have reflected contemporary custom bike-building styles as well as documenting the associated subculture and lifestyle. The magazine has a remarkably Dedicated following that ensures your adverts are placed in a unique position; reaching out to a readership who have known and trusted BACK STREET HEROES for such a long time.

READER PROFILE

A BRIEF OVERVIEW OF OUR CORE READERSHIP:

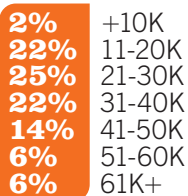
GENDER:



AGE RANGE:



SALARY: £



37,800

READERS PER MONTH
BASED ON UPTO THREE PEOPLE SHARING AN ISSUE

NUMBER OF BIKES OWNED:



BIKE USAGE:
8% WORK & LEISURE
24% COMMUTING & LEISURE
17% WORK, COMMUTING & LEISURE
1% JUST WORK

50%
JUST FOR LEISURE

ADVERTISING RATES & SPECIFICATIONS

DISPLAY ADVERTS: ALL ADVERTS SHOULD BE SUPPLIED SAME SIZE. CMYK @ 300 DPI, IN TIFF, JPEG OR PDF FILE FORMATS.



PRICES & SIZES:

- EIGHTH PAGE £150**
90 X 62MM (LANDSCAPE)
- QUARTER PAGE £300**
90 X 132MM (PORTRAIT)
- HALF PAGE HORIZONTAL £600**
190 X 132MM (LANDSCAPE)
- HALF PAGE VERTICAL £600**
90 X 132MM (PORTRAIT)
- FULL PAGE £1260**
216 X 303MM (Inc. 3MM BLEED)

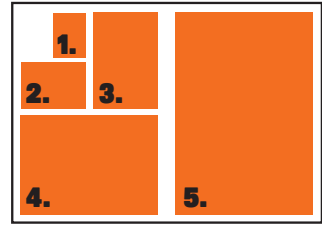
SERIES DISCOUNTS:

- 4 SERIES -15%**
- 6 SERIES -22.5%**
- 12 SERIES -30%**

CALL TO DISCUSS SPECIAL SIZES

INSERTS

CALL FOR A QUOTE TODAY
ADVERTS ARE PLACED UNDER A HEADING RELATING TO THE BUSINESS SECTOR, PLEASE REFER TO THE MAGAZINE FOR EXAMPLES.



- 1/16 £75
 - 1/8 £150
 - 1/4 £300
 - 1/2 £600
 - FULL £1260
- PLEASE CALL FOR OTHER SIZES

- SERIES DISCOUNTS:
- 4 SERIES -8%**
 - 6 SERIES -15%**
 - 12 SERIES -22%**

WWW.BACKSTREETHEROES.COM

WEB ADVERTS:

FOR THE MOST UP-TO-DATE FIGURES ON OUR EVER-INCREASING ONLINE TRAFFIC, PLEASE CALL US.

- TENNANT BANNERS (728 X 90 PIXELS) £300
- SPOTLIGHT BANNERS (180 X 150 PIXELS) £200
- PRODUCTS & SERVICES £50
- PRODUCTS & SERVICES ENHANCED £75
- ASK THE EXPERTS £350

SERIES DISCOUNTS:

- 4 SERIES -5%**
- 6 SERIES -12%**
- 9 SERIES -19%**
- 12 SERIES -25%**



WEBLINK:

A DEDICATED SECTION IN THE MAGAZINE FOR THE ADVERTISING OF COMPANY WEBSITES, PRICES FOR ALL ADS ARE BASED ON A SIZE OF 60 X 40MM, SUBJECT TO A 4-MONTH MINIMUM BOOKING. PLEASE REFER TO THE MAGAZINE FOR EXAMPLES

£65 FOR A MAGAZINE WEB ADVERT

£100 FOR BOTH A MAGAZINE WEB ADVERT AND ONLINE LISTING

ON SALE THE FIRST THURSDAY OF EVERY MONTH



CLUBS & EVENTS LISTINGS

STAND OUT ADVERTS IN OUR VERY BUSY AND COMPREHENSIVE EVENTS LISTINGS SECTION OF THE MAGAZINE, £18 PER COLUMN CENTIMETER, BASED ON A WIDTH OF 43MM.

90%
OF OUR READERS ATTEND MORE THAN 8 EVENTS EACH YEAR

23,000

AVERAGE CIRCULATION PER ISSUE

TO ADVERTISE PLEASE CONTACT RICKY NICHOLS ON 07775 753966 01507 529357 OR EMAIL RNICHOLS@MORTONS.CO.UK

BACK STREET HEROES, MORTONS MEDIA, MORTON WAY, HORNCastle, LN9 6JR

Charts & Figures Source: Back Street Heroes Reader Survey. All prices are subject to VAT