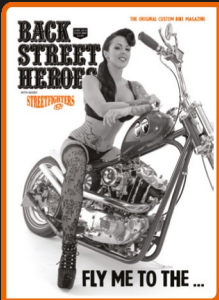
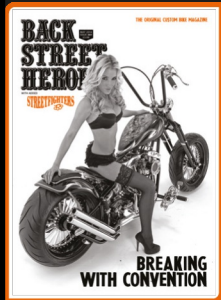


# BACK STREET HEROES

est. 1983



## MEDIA INFO 2017

BACK STREET HEROES is widely recognised as Europe's leading custom bike magazine. Now in its 33rd 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

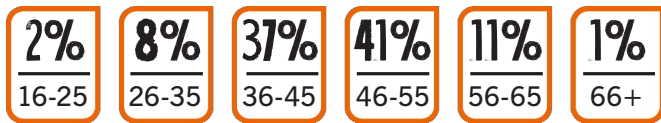
A BRIEF OVERVIEW OF OUR CORE READERSHIP:

#### GENDER:



**7% FEMALE**

#### AGE RANGE:



**SALARY:**

2%	+10K
22%	11-20K
25%	21-30K
22%	31-40K
14%	41-50K
6%	51-60K
6%	61K+

**37,800**

**READERS PER MONTH**  
BASED ON UPTO THREE PEOPLE SHARING AN ISSUE

#### NUMBER OF BIKES OWNED:



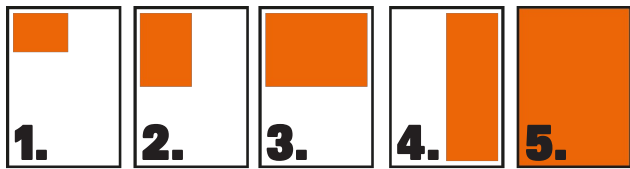
**BIKE USAGE:**

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.



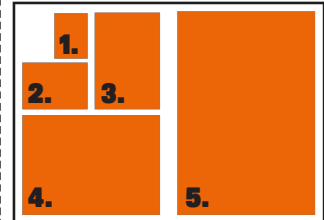
#### PRICES & SIZES:

- EIGHTH PAGE £100**  
90 X 62MM (LANDSCAPE)
- QUARTER PAGE £200**  
90 X 132MM (PORTRAIT)
- HALF PAGE HORIZONTAL £400**  
190 X 132MM (LANDSCAPE)
- HALF PAGE VERTICAL £400**  
90 X 270MM (PORTRAIT)
- FULL PAGE £800**  
216 X 303MM (Inc. 3MM BLEED)

**INSERTS** CALL FOR A QUOTE TODAY

#### CLASSIFIED RATES:

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



#### SERIES DISCOUNTS:

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

CALL TO DISCUSS SPECIAL SIZES

PLEASE CALL FOR UP TO DATE PRICES

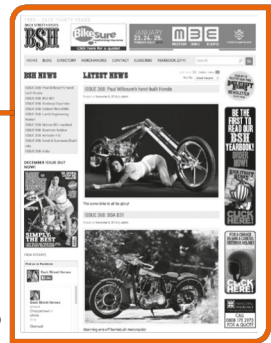
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- 12 SERIES -30%**

[WWW.BACKSTREETHEROES.COM](http://WWW.BACKSTREETHEROES.COM)

#### WEB ADVERTS:

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



- |                                      |      |
|--------------------------------------|------|
| TENNANT BANNERS (503 X 106 PIXELS)   | £300 |
| SPOTLIGHT BANNERS (180 X 150 PIXELS) | £200 |
| PRODUCTS & SERVICES                  | £50  |
| PRODUCTS & SERVICES ENHANCED         | £75  |
| ASK THE EXPERTS                      | £350 |

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

#### 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

**23,000**

AVERAGE CIRCULATION PER ISSUE



**THE WHITE HORSE**  
Bikers are welcome to this 17th Century Inn Grade II listed in the picturesque village of Eastington, Suffolk. Restaurant, large beer garden and more.  
Weekly and Monthly Events  
The White Horse, White Horse Hill, Eastington, Suffolk, IP19 9JL  
01473 328060  
www.whitehorsetatingstone.co.uk

#### 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

**ON SALE THE FIRST THURSDAY OF EVERY MONTH**

TO ADVERTISE PLEASE CONTACT RICKY NICHOLS ON 01507 529357 OR EMAIL [RNICHOLS@MORTONS.CO.UK](mailto: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