



2011 RATE CARD

	1x	4x
Spread	\$3500	\$3400
Full Page	\$1840	\$1740
Half-page	\$1025	\$925
1/4-page	\$625	\$575
1/6-page	\$475	\$425

Issue Closing Dates and Mail Dates: *British Motoring* is published quarterly—Spring, Summer, Fall and Winter

British Motoring is the only American magazine dedicated to Classic British automobiles.

Published by the leading supplier of parts and accessories for the British car hobby, *British Motoring* serves those discerning individuals who love, drive, race, show, restore and enjoy classic British cars.

With the largest circulation and audience of any British enthusiast publication, *British Motoring* is devoted to sport and touring cars from Austin-Healey, MG, Jaguar and Triumph. Each full-color issue of *British Motoring* celebrates the sporting character of classic British cars and the lifestyle that complements it.

Our readers are forward-looking problem solvers interested in the latest solutions to keep their cars at their best. *British Motoring* highlights the trends and technology that enhance the British car experience. Past issues have included articles on restoration, body work and painting, supercharging, air conditioning, suspension enhancements and related upgrades that add performance, safety and comfort to the motoring experience.

AUDIENCE

British Motoring readers are affluent and enthusiastic for services and products that address their needs and highlight their preference for classic British cars. Our typical reader is a male between the ages of 30 and 50. More than a third of our readers are college graduates. More than half of our readership has a household income exceeding \$100,000 per year.

CIRCULATION

Total Distribution: 80,000

Printed quarterly and distributed free of charge to 80,000 Moss Motors customers. Additional distribution via British car shops and shows.

Products and Services of interest to British Motoring readers include:

- British Service Shops
- Home garage tools and accessories
- Fine clothing, shoes and watches
- Car club memberships and events
- Car Care products
- Beer, Wine and Spirits
- Travel Services— International/ Domestic
- Automotive Memorabilia, including art, apparel, die-cast collectibles, etc.
- Books and movies about British cars and culture



Published by
Moss Motors Ltd.
440 Rutherford Street
Goleta, California
93117 USA





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TERMS

commissions

- A 15% commission will be paid to recognized agencies if invoice is paid within 30 days.

frequency discount

- Advertising must be inserted in consecutive issues to earn general frequency discounts.
- Rates are based on total number of insertions or issues. Multiple units of space in one issue may be used to earn frequency discounts. Two-page spreads are counted as one unit for purposes of determining frequency. Unfilled contracts incur a short rate to the next higher earned rate.
- Frequency contract rates must be contracted for prior to the first insertion.

guidelines

- All Ads (copy, photos, artwork, etc.) are subject to approval of Publisher.
- No contract accepted for more than one year.
- Publisher has the right to add the word "advertisement" to any ad that creates the illusion that it is editorial material.
- Positioning of ads is at the discretion of the Publisher.
- No cancellation accepted on or after published closing date.

mechanical specifications

Print Requirements: Web offset
Magazine Trim Size: 8.125" x 10.875"

ad size

2-page spread (bleed) 16.25" wide x 10.875" high*
2-page spread 15.25" wide x 10" high
Full page (bleed) 8.125" wide x 10.875" high*
Full page 7" wide x 10" high
1/2-page 7" wide x 4.875" high
1/4 page: 3.375" wide x 4.875" high
1/6 page: 2.25" wide x 4.875" high

*Plus .125" bleed. Allow .5" margin for live matter.

Additional ad sizes and promotional opportunities are available for preferred customers on a case by case basis. Contact your British Motoring ad rep for additional information.

digital requirements

Mac/PC formatted, CD-ROM or DVD

Mac File Formats: Adobe InDesign, Acrobat, Illustrator, Photoshop.

Images/Scans: CMYK tiff, EPS, 300 dpi at final print size.

Fonts: Postscript Type 1 or Type 3

Logos/Artwork: Illustrator, EPS. Include color proof.

send all materials to:

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