



Media Information 2019/20

About us

If you're into old bikes then you must be into Old Bike Mart. It's THE publication for enthusiasts who ride, restore, rebuild, collect or are just plain interested in old motorcycles. Traditionally the home of the older motorcycle – pioneer, veteran and vintage – Old Bike Mart is on top of the changing face of the scene and has added a slightly more modern taking the more modern focus to sections of the paper. By including Japanese and European classics from the 70s into the profile we're widening the focus of the paper and recognising that restoration is restoration regardless of the country the motorcycle originated in. Old Bike Mart is the one stop shop front for all those important bits and pieces, services, information and help that any one hoping to keep a classic in tip-top condition will need. The massive reader's adverts section is enthusiastically scoured by subscribers as soon as the paper hits their doormat. The services guide is equally eagerly scanned as the parts just purchased may need, blasting, polishing, welding, grinding, repairing or plating.



Key Facts



Over 55% of readers have an income of £30k or more



Subscription copies: average



93% of readers aged 40+



97% of readers attend shows connected with their hobby



Over 54% of readers also own a modern motorcycle



70% of OBM readers have responded to 2 or more adverts in the last 12 months

Contact us

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For terms of acceptance, cancellation and specifications see our website:
www.oldbikemart.co.uk/advertise



Guaranteed Readers

As OBM is subscription only, we have 25,000 guaranteed readers who are potential customers for you!



Additional Copies

We regularly print extra copies of OBM to go into our other Classic titles, this means you're not just hitting the OBM Readership. Over the last 12 months we've printed an average of 8,500 extra copies per issue!



Website

Our website receives an average of 8,960 unique visitors per month!



Hitchcocks – Testimonial

"With an ever-growing customer base we find that a majority of new customers who find us for the first time through the motorcycle press – whether they are coming to us for Royal Enfield parts or Amal carburettors – tell us they discovered Hitchcocks Motorcycles through our monthly adverts in the pages of OBM – not forgetting our small ads in the OBM year planner." – Richard Ross, Hitchcocks Motorcycles



Potential monthly reach: **39760**



■ Print 25000 ■ Facebook 3012
■ Newsletter 2490 ■ Website 8960 ■ Digital mag 298

Advertising deadlines

Issue	Booking/Copy Deadline	On Sale
2019		
AUGUST	Fri, Jul 19	Sat, Aug 3
SEPTEMBER	Fri, Aug 23	Sat, Sep 7
OCTOBER	Fri, Sep 20	Sat, Oct 5
NOVEMBER	Fri, Oct 18	Sat, Nov 2
DECEMBER	Fri, Nov 22	Sat, Dec 7
2020		
JANUARY	Fri, Dec 13	Sat, Jan 4
FEBRUARY	Fri, Jan 17	Sat, Feb 1
MARCH	Fri, Feb 21	Sat, Mar 7

Advertising rates per issue

Size	1 month	3 months	6 months	12 months
3cm x 1col	33.00	30.00	28.00	27.00
6cm x 1col	61.00	55.00	52.00	49.00
6cm x 2col	110.00	99.00	94.00	88.00
12cm x 3col	263.00	237.00	224.00	211.00
18cm x 4col	349.00	314.00	297.00	279.00
18cm x 7col	424.00	382.00	361.00	339.00
37cm x 7col	771.00	694.00	656.00	617.00

Classified Service Directory

All are one column (34mm) wide, discounts for multiple bookings. VAT at the current rate should be added to all above prices. Please note that all prices quoted include full colour.

