

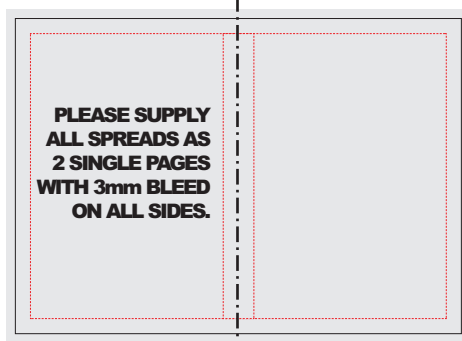
BASIC INFORMATION

As Britain's biggest-selling off-road magazine, *Dirt Bike Rider* has established a reputation as THE monthly magazine for off-road enthusiasts.

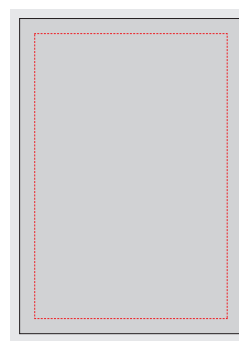
DBR has a perfect bound, glossy format and showcases the style, excitement and adrenalin of off-road motorcycling throughout the magazine. *Dirt Bike Rider* delivers the latest news and stories on motocross, supercross and the rest of the off-road motorcycle world and combines this with in-depth interviews with the leading lights of the off-road world, and authoritative tests of the latest machines on the market.

- 91% of readers own a bike and 60% actively compete in off-road events
- 76% of readers purchase DBR every month
- 81% of readers spend an hour or more reading *Dirt Bike Rider*
- 60% of readers are under 17 highlighting a young readership
- 88% of readers have internet access

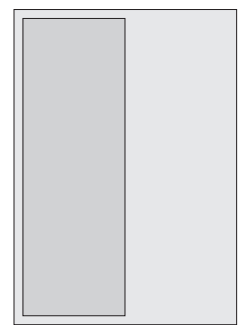
DISPLAY ADVERTS



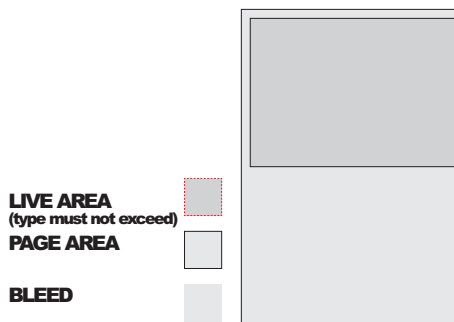
DOUBLE PAGE SPREAD
426mm x 303mm with bleed



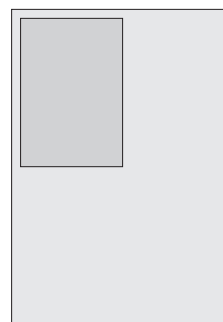
FULL PAGE
216mm x 303mm with bleed



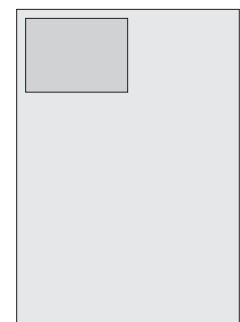
HALF PAGE (vertical)
89mm x 270mm no bleed



HALF PAGE (horizontal)
132mm x 183mm no bleed



1/4 PAGE
132mm x 89mm no bleed



1/8 PAGE
64mm x 89mm no bleed

PRODUCTION SCHEDULE 2006/7

ISSUE	MARKETPLACE	PRE-PRESS	R.O.P	ON SALE
FEBRUARY	27-DEC-05		30-DEC-05	13-JANUARY-06
MARCH	24-JAN-06		27-JAN-06	10-FEBRUARY-06
APRIL	21-FEB-06		24-FEB-06	10-MARCH-06
MAY	28-MAR-06		31-MAR-06	14-APRIL-06
JUNE	25-APRIL-06		28-APRIL-06	12-MAY-06
JULY	23-MAY-06		26-MAY-06	09-JUNE-06
AUGUST	27-JUNE-06		30-JUNE-06	14-JULY-06
SEPTEMBER	25-JULY-06		28-JULY-06	11-AUGUST-06
OCTOBER	29-AUG-06		01-SEPT-06	15-SEPTEMBER-06
NOVEMBER	26-SEPT-06		29-SEPT-06	13-OCTOBER-06
DECEMBER	24-OCT-06		27-OCT-06	10-NOVEMBER-06
JANUARY	28-NOV-06		01-DEC-06	15-DECEMBER-06
FEBRUARY	02-JAN-07		05-JAN-07	19-JANUARY-07

ACCEPTABLE FORMATS

PDFs

We only accept font embedded PDFs. They must be created in Acrobat 4 or less through Distiller using "Press Optimised" (PDF 1.3) settings.
Photoshop PDFs are not acceptable.

COLOURS

All elements of your artwork must be CMYK or greyscale. Photoshop EPS or TIFF, hi-res PDF according to our printer settings (call or email for our settings) or maximum quality JPEGs at 300dpi.

PROOFS

When supplying digital adverts please supply an accurate printed proof in colour.

REGISTRATION MARKS

Are required on full page adverts.

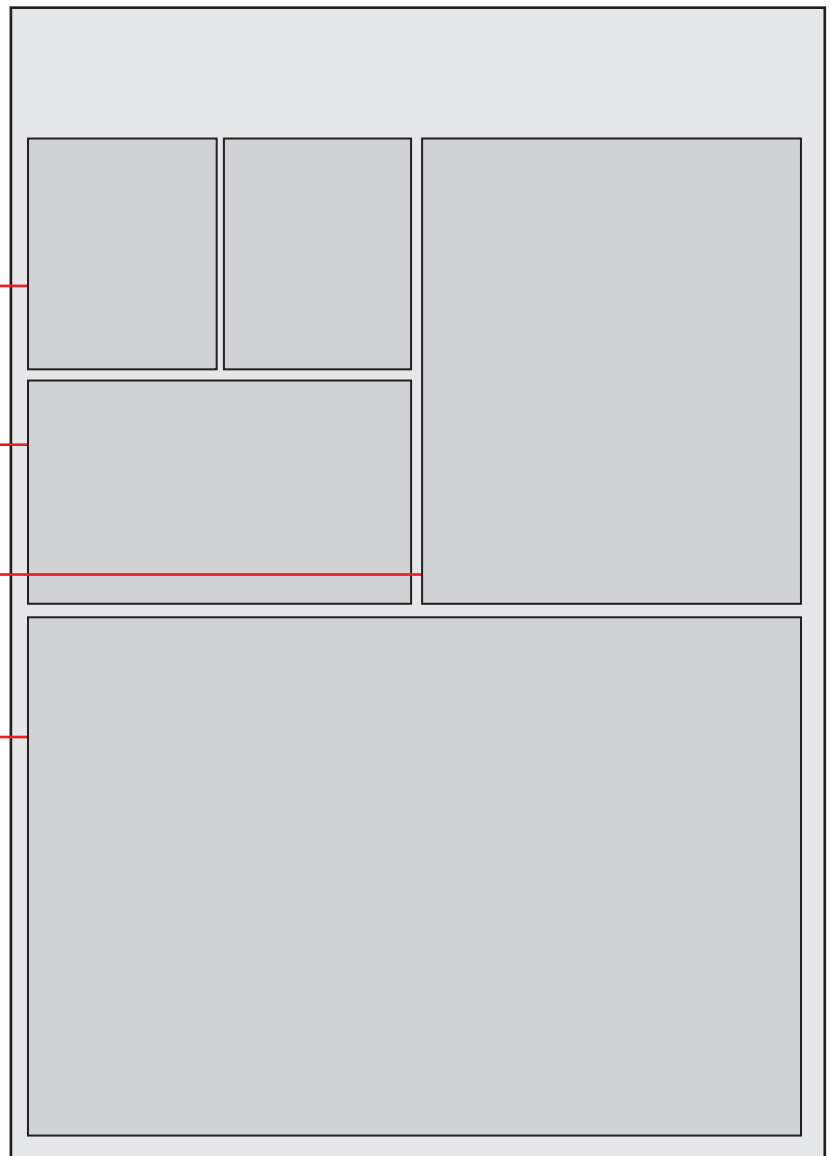
MARKETPLACE ADVERTS

SINGLE COLUMN
1/16 PAGE
42mm x 62mm

1/8 PAGE
62mm x 89mm

1/4 PAGE
128mm x 89mm

1/2 PAGE
128mm x 183mm



CONTACT PEOPLE

Editor -
Sean Lawless (01524) 834077

Commercial Manager -
Jo Lingwood (01524) 834009

New Media Manager -
Jude Oakley (01524) 834065

Marketing and Production -
Rick Wilkinson (01524) 834013

Operations Manager -
Steve Duncan (01772) 554515

Managing Director -
Guy Phillips (01524) 834076

Advertising email -
dbr.ads@dirtbikerider.co.uk

www -
dirtbikerider.com

DBR, Victoria Street, Morecambe,
Lancashire LA4 4AG

TERMS AND CONDITIONS OF ACCEPTANCE OF ADVERTISEMENTS (WEBSITE AND MAGAZINE)

The magazine, DirtBike Rider and related Website are produced and published by Lancaster & Morecambe Magazines Ltd of 12 Victoria Street, Morecambe, Lancashire, LA4 4AG

Orders for insertion of advertisements in the magazine, DirtBike Rider and/or the related Website are accepted subject to the following conditions. For the avoidance of doubt, in these terms the words "published" or "publication" shall mean published in any magazine, magazine and/or on any Website(s) owned and produced by the publisher.

- (1)** The placing of an order constitutes a warranty from the advertiser and/or advertising agency to the publisher:
- That the advertisement is legal, decent, honest and truthful, complying with the British Codes of Advertising and Sales Promotion, with any relevant codes of practice and with the requirements of current legislation; and
 - That the advertisement is not defamatory and does not infringe the copyright, moral rights or any other rights of any third party.
- (2)** Advertisements appearing on DirtBike Rider Websites may contain only hyperlinks or metatags linking to the advertiser's own Website. (No hyperlinks or metatags may be included in any advertisements save with the express prior permission of the publisher).
- (3)** The advertiser and/or advertising agency agrees to indemnify the publisher in respect of all costs, claims, damages, or other charges arising directly or indirectly as a result of the publication of the advertisement(s).
- (4)** While every endeavor will be made to meet the wishes of advertisers, the publisher does not guarantee the publication of any particular advertisement or its publication on any particular date.
- (5)** (i) In the event of any error, misprint or omission in the publication of an advertisement or part of an advertisement (however caused) the publisher will either re-publish the advertisement or relevant part of the advertisement as the case may be or make a reasonable refund or adjustment to the cost. No re-publication, refund or adjustment will be made where the error, misprint or omission does not materially detract from the advertisement.
- (ii) In no circumstances shall the total liability of the publisher for any error, misprint or omission exceed (a) the amount of a full refund of any price paid to the publisher for the advertisement in connection with which liability arose or (b) the cost of a further or corrective advertisement of a type and standard reasonable comparable to that in connection with which liability arose.
- (iii) It is the responsibility of the advertiser/advertising agency to check the first appearance of any series of advertisements and notify the publisher immediately of any errors. The publisher assumes no responsibility for the reception of errors unless notified by the advertiser.
- (iv) Save as set out above, the publisher accepts no liability in respect of any loss or damage occasioned directly or indirectly as a result of publication of any advertisement or any loss or damage occasioned directly or indirectly by any total or partial failure (however caused) of publication of any advertisement or of any title of Website in which any advertisement is scheduled to appear.
- (6)** Without prejudice to the foregoing, the publisher accepts no liability in respect of any loss or damage alleged to have arisen through delay in forwarding or omitting to forward replies to box numbers to the advertiser (however caused). The advertiser hereby authorises the publisher to return to its originator or destroy any communication which, in the reasonable opinion of the publisher, should not be delivered to the advertiser.
- (7)** The publisher reserves the right to:
- Refuse any advertisement or if already accepted to cancel the order at any time by giving reasonable notice before the next insertion, but in that event the advertiser/advertising agency shall not be liable for payment of the difference (if any) between the rates for the series specified in the order and the usual price for the series of insertions which has appeared when the order is stopped;
 - require any alteration it considers necessary or desirable in any advertisement.

(8) An advertising agency may cancel any unexpired part of an order without penalty in the event of the death or failure of its client.

(9) The copyright for all purposes in all artwork, copy and other material which the publisher or his employees have originated, contributed to or reworked shall vest in the publisher.

(10) The placing of an order by an advertiser, or an advertising agency on behalf of a client, constitutes an assurance that all necessary authority and consents have been secured in respect of the use in the advertisement(s) (a) of pictorial or other representations of (or purporting to be of) living persons, and of references to any words attributed to living persons and (b) any material the copyright in which vests in a third party.

(11) Any material submitted by the advertiser is held by the publisher at the advertiser's risk and should be insured by the advertiser against loss or damage from whatever cause. The publisher reserves the right to destroy without notice all such property after the date of its last appearance in an advertisement unless the advertiser has given instructions to the contrary.

(12) Orders cannot be cancelled once the publisher has commenced to carry out the order in accordance with the first publication date requested by the advertiser. In other cases the publisher will require four clear working days' notice of cancellation of any order or unexpired part of an order, or in the case of an advertisement which by reason of its position is chargeable at a premium rate, not less than twenty-eight clear working days' notice. All cancellations must be notified in writing. Email notification of cancellation is not acceptable.

(13) The rate payable for transmission of any advertisement shall be in accordance with the Publisher's current rates from time to time save as otherwise agreed with the Publisher. All gross advertising rates (except classified lineage and semi-display) are subject to a 0.1% Advertising Standards board of Finance (ASBOF) levy, payable by advertisers to help finance the self-regulatory system administered by the Advertising Standards Authority.

(14) Unless credit terms have been agreed, payment must be received in full no later than 14 days prior to insertion. Payment may be made by cheque and major credit cards including; Barclaycard, VISA, Switch and Mastercard.

(15) The publisher reserves the right to disclose the name and address of advertisers and/or agencies to the police, trading standards officials, or any other relevant authority and, where the publisher in its sole discretion deems it reasonable, to other third parties.

(16) Advertising orders are issued by an advertising agency as a principal and must be on the agency's official form. When copy instructions not constituting an official order are issued, they shall be clearly marked "Copy instruction - not an order".

(17) The terms of the Terms of the Recognition agreement between the Newspaper Society, or between the Newspaper Society and the Newspaper Proprietors Association and recognised advertising agencies are deemed to be incorporated in these conditions of acceptance of advertisement orders for the publication and transmission of all advertisements accepted from the recognition advertising agency.

Without prejudice to the generality of these terms, these conditions of acceptance specifically extend to any personal guarantee given by the Directors or any other person on behalf of a recognised agency at the time of recognition in respect of any unsatisfied liabilities of the agency in the event of the agency's liquidation or insolvency. Such guarantee is part of these conditions of acceptance.

(18) The placing of an order for the insertion of an advertisement shall amount to an acceptance of the above conditions and any conditions stipulated on an agency's or advertiser's order form or elsewhere by an agency or an advertiser shall be void insofar as they are in conflict with them.

(19) These terms and conditions shall be governed by and construed in accordance with the laws of England and Wales.