

Old BIKE

A U S T R A L A S I A

2024-25 MEDIA KIT



7 ISSUES PER YEAR

COVER PRICE:

\$12.99 inc GST (AU)

DISTRIBUTED
IN AUSTRALIA
& NEW ZEALAND

TOP QUALITY
PRINT PRODUCTION

DEDICATED
NATIONAL &
INTERNATIONAL
READER BASE

● AUSTRALIA'S NO.1
MAGAZINE DEDICATED
TO THE BOOMING
CLASSIC BIKE SCENE

● EDITOR:
JIM SCAYSBROOK OAM

● INDUSTRY LEADING
MARKETING PLATFORM
FOR NEW PRODUCTS

● HIGH ENGAGEMENT
SOCIAL MEDIA
& WEBSITE
PLATFORMS

Old BIKE AUSTRALASIA

DEADLINES

Issue No.	Bookings	Material	On Sale
OBA 118	10 October	17 October	7 November
OBA 119	21 November	28 November	2 January 2025
OBA 120	30 January 2025	6 February	27 February
OBA 121	20 March	27 March	17 April
OBA 122	8 May	15 May	5 June
OBA 123	3 July	10 July	31 July
OBA 124	21 August	28 August	18 September

RATES

*All prices in \$AU excluding GST.

Page Size	Casual	3 x	7 x
Double Spread	\$2,350	\$2,100	\$1,900
Full Page	\$1,500	\$1,250	\$1,100
Half Page	\$850	\$750	\$650
Third Page	\$650	\$600	\$550
Quarter Page	\$500	\$425	\$350
Eighth Page	\$275	\$240	\$200

MECHANICAL DETAILS

*In millimetres - Height x Width

Insertion	Trim	Copy	Bleed
Double Spread	297 x 450	267 x 420	307 x 460
Full Page	297 x 225	267 x 198	307 x 235
Ad Size	Dimensions*	Bleed	
Half Page Vertical	267 x 97	20mm all around	
Half Page Horizontal	131 x 198	20mm all around	
Third Page Vertical	267 x 64	Nil	
Third Page Horizontal	87 x 198	Nil	
Quarter Page	131 x 97	Nil	
Eighth Page	60 x 97	Nil	

OLD BIKE AUSTRALASIA AD CREATION

When advertising is to be created by Old Bike Australasia, all supplied material must meet OBA's advertising guidelines which are available from your advertising representative.

SUPPLIED MATERIAL: All images, logo and text copy to be embedded. For best reproduction we require all ads to be supplied as a high-resolution PDF files set to the the PDF/X-3 standard. Resolution 300 dpi. Colour CMYK. Total ink weight 280-300%.

FONTS: All fonts must be embedded in supplied PDFs. Old Bike Australasia supports Opentype fonts and PC Postscript fonts only.

APPLICATIONS SUPPORTED: Indesign, Photoshop, Illustrator, QuarkXpress.

MATERIAL DELIVERY OPTIONS:

Email - We accept files under 10mb. Please note booking number and magazine title in the subject field and email to.... mclancy@chevron.com.au

FTP - Please send files over 10mb via a file sharing service (ie. Dropbox, Hightail) and email your sales representative once the file has been uploaded.

ADVERTISING TERMS AND CONDITIONS: Go to our website at www.nextmedia.com.au



Old Bike Australasia (OBA) is the only Australian publication that caters for local interests in virtually every segment of classic motorcycling and provides a unique vehicle for advertisers in this large and affluent market.

Former motocross champion, racer and the author of eight books on Australian motorcycling, Jim Scaysbrook spearheads the editorial content. Combining a wide range of feature articles, each issue of OBA includes stories on famous bikes, forgotten circuits, personality profiles, club and event listings and classic and historic race reports.

OBA reaches a reader demographic that covers everyone from life-long riders, to those who cherish their motorcycling experiences from the 1970s.

In short, the magazine's main target is the 35-55 year old male. With the kids gone and the mortgage paid, they now have the time and money to restore the bike they could never afford when they were young. OBA readers also purchase a large number of new bikes, especially tourers. They buy riding gear, tyres, insurance, lubricants and other accessories, and have the disposable income to take holidays - both local and overseas - dine out, and purchase a wide variety of consumable products and services.

ADVERTISING CONTACTS

MAT CLANCY

National Advertising Sales Manager

Mobile: 0415 783 939

Office: 02 9901 6156

Email: mclancy@chevron.com.au

BERNIE SUMMERS

Advertising Sales Representative (Qld & Tas)

Mobile: 0409 048 099

Email: bernie.bummers@gmail.com

SEND YOUR MATERIAL TO...

EMAIL mclancy@chevron.com.au

(files under 10mb) - larger files can be shared via Hightail, Dropbox etc.





Australasia's only magazine dedicated to the booming Classic bike scene has a companion website...

www.ldbikemag.com.au

ldbikemag.com.au continues our excellent coverage of classic motorcycle riding, racing and restoration featuring archived articles from back issues of our print magazine including famous bikes, forgotten circuits and personality profiles, plus previews of our latest issue, current news, product reviews and more.

ldbikemag.com.au can help expand your marketing reach with prominent digital advertising on our web-based feature pages suitably tailored for desktop, laptop and mobile platforms.

Contact us to claim your spot now.

DIGITAL ADVERTISING RATES & SPECIFICATIONS

MASTHEAD/BILLBOARD 970 x 250

LEADERBOARD 728 x 90

Ad Description	Size in Pixels	Rate per month
Masthead/Billboard	970 x 250	\$650
Leaderboard	728 x 90	\$550
Half Page Feature	300 x 600	\$450
MREC	300 x 250	\$250

**MREC
(MEDIUM RECTANGLE)
300 x 250**

**HALF PAGE
FEATURE
300 x 600**

For further advertising specifications including content delivery go to **www.nextmedia.com.au/ad-specs/** and click on your desired desktop or mobile advert size to view the details. If you need further information please contact your sales representative.

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