

2024 MEDIA INFORMATION & ADVERTISING KIT

Trials has for 18 years been the authoritative voice on everything connected with motorcycle trials. Written by experts with deep roots in the world of trials it brings the best coverage of this two-wheeled sport from machine tests, rider profiles, product reviews and technical topics to in-depth interviews with the people involved, international and national competition reports.

However you want to reach the audience of motorcycle trials riders, motorcycle owners old and new, and enthusiasts then **Trials** can provide you with the route to market. Whether you sell bikes, parts, tools, spares, clothing, protective equipment, videos or books, or are promoting an event, we can help you reach your audience. Our aim is simple: we want to understand your needs and objectives and put together the best possible set of marketing activity to support you.



AUDIENCE REACH

E Marketing Campaigns...

Online advertising packages are tailored to meet advertisers needs. We offer various options for advertising your products in the digital domain which now includes Solus eNewsletters. This is your opportunity to speak directly to our audience with your exclusive content.

To discuss your personalised eMarketing Campaign, or to get a quote for a regular booking, email d.oliver@tmxnews.co.uk or call David Olver on 07891 017056.

Website...

Let us help you promote your business online at www.trialmaguk.com, where visitors can find information on all aspects of the sport. Packed with interesting stories from the past and present, competition coverage and general news, www.trialmaguk.com is also an ideal place to advertise your products & services. www.trialmaguk.com is growing rapidly and close to going over 8,000 unique visitors per month.

Social Media...

Trials Facebook and Instagram channels have a combined readership of over 54k followers.

Magazine Circulation...

10 issues per year and over 3.5k average monthly circulation (print & digital), Trials is available from numerous newsagents and specialist retail outlets and by postal subscription. Circulation is growing rapidly with investment in all channels with extensive investment in digital promotion campaigns for subscriptions, a trebling of newsagent outlets and new digital formats.

Publication and Copy Dates

Issue	Copy Deadline	Publication Dates
April 2024	16th February 2024	29th March 2024
May 2024	15th March 2024	26th April 2024
July 2024	17th May 2024	28th June 2024
August 2024	14th June 2024	26th July 2024
September 2024	19th July 2024	30th August 2024
August 2024	29th May 2024	28th June 2024
September 2024	26th June 2024	26th July 2024
October 2024	16th August 2024	27th September 2024
December 2024	18th October 2024	29th November 2024
January 2025	15th November 2024	27th December 2024
February 2025	20th December 2024	31st January 2025

Technical information...

Printing: Four colour process lithographic printing

Binding: Saddle stitched, two wires

Copy format: To be supplied as a high-resolution (minimum 300dpi) PDF via email or WeTransfer or your preferred electronic means.

Advertising Ad Sizes spec:

Double page spread trim size: 420 x 297mm

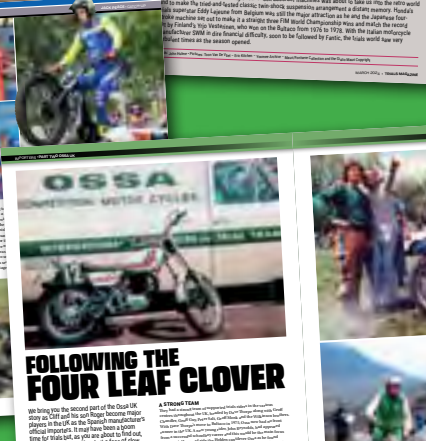
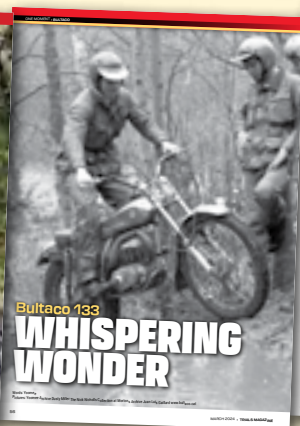
Full page trim size: 297 x 210mm

Please add 3mm bleed around all sides for Full Page and DPS bleed ads.

Half page horizontal: 130 x 190mm

Half page vertical: 269 x 91mm

Quarter page: 130 x 91mm



Design Service available...

Would you like to change your advertising style but don't know how or don't have the time? Let us do it for you! We have a full design studio, our own graphic designers and a wealth of marketing and design skills. This can all work for you – free of charge – please speak to David Olver or Samantha Furniss for further details.

Contacts...

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