



**BRITAIN'S BEST SELLING 4X4 MAGAZINE**

## **MARKET LEADING 4x4 MAGAZINE UNVEILS FRESH NEW LOOK**

**With a heritage that stretches back to 1982, 4x4 Magazine's relaunch is built around offering its readers unsurpassed coverage of the entire 4x4 market. Our trusted commentary and analysis of new and used vehicles is unrivalled in its depth and clarity, and readers are now provided with more "at a glance information".**

**There's a new emphasis on photography, and our fascinating 4x4 adventures from at home and around the world will inspire anyone who loves to follow the less travelled pathways.**

**Off-road driving tips from the experts helps our readers improve their off-road driving skills, and our comprehensive reviews of 4x4 equipment and accessories ensures that 4x4 Magazine is the most comprehensive cover to cover read in the 4x4 market.**

### **KEY FACTS**

- **A fresh, modern design that reflects the changing way readers want their information, easy to find facts, important highlights and stunning photography.**
- **Greater emphasis on practical advice for buying and owning new and used 4x4s.**
- **Clear and concise front section featuring the latest market news, commentary on new and used 4x4s, calendar, product news, readers' letters, first drives and road tests.**
- **More tuition content to improve our readers' off road driving technique and enjoyment.**
- **The best source of information for enthusiasts, owners and buyers of 4x4s.**
- **The most comprehensive new products and gadgets section.**
- **Inspires our readers on how and where to begin their 4x4 adventure.**
- **4x4 Magazine is Britain's biggest selling all makes 4x4 magazine, selling almost 3 times as many copies as its nearest competitor\*.**

\*Source: Total Market Database copy sales June 05-Jan 06

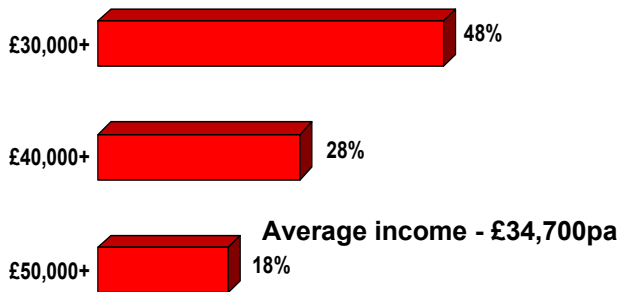
# 4x4 MAGAZINE

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## READERSHIP PROFILE

- 93% are male
- Median age of 44yrs
- 73% are social class C1C2

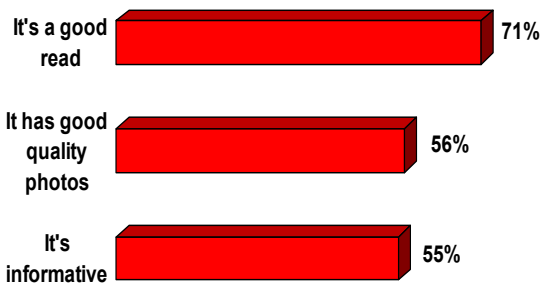
## INCOME



## LENGTH OF READERSHIP

- 48% have been reading the magazine for between 1 and 4 years
- 17% have been reading it for more than 5 years

## DESCRIPTION OF THE MAGAZINE



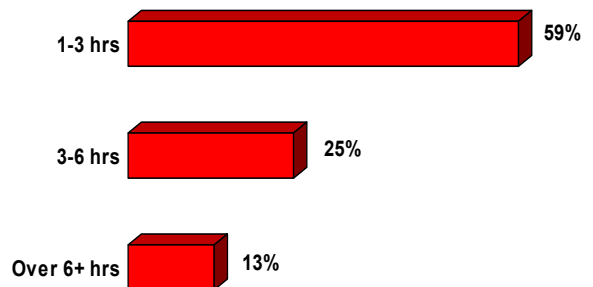
## ISSUE ENJOYMENT

- 94% of readers get very much/quite a lot of enjoyment from 4x4 Magazine

## FREQUENCY OF PURCHASE

- Nearly half purchase every issue
- 65% purchase more than 9 copies per year

## TIME SPENT READING



## ATTITUDE TO THE MAGAZINE

- 81% of readers say 4x4 is one of their favourite magazines

## ATTITUDE TO THE EDITORIAL

- 77% agree that 4x4 offers the right level of coverage for new products & features
- 69% agree that 4x4 is a unique source of products and services for me
- 64% agree with the statement "I will always read about the best new products and services first in 4x4 Magazine"

## INTERESTED IN READING

- 86% of readers are very/quite interested in reading about new 4x4s

Source: Reader Survey 2004

### AVERAGE PRINT RUN

UK newtrade and subscriptions = 28,100

Overseas export and subscriptions = 1,100

TOTAL = 29,200

For further information please contact 4x4 Magazine on 0208 726 8325

[www.4x4i.com](http://www.4x4i.com)

## PRODUCTION SPECIFICATIONS

AD SIZE	DETAILS	HEIGHT (mm)		WIDTH (mm)
DPS	Supply as two separate whole pages			
WHOLE PAGE Trim		297mm	x	210mm
WHOLE PAGE Bleed		303mm	x	216mm
Type Area				
HALF PAGE		277mm	x	190mm
HORIZONTAL/LANDSCAPE		136mm	x	190mm
VERTICAL/PORTRAIT		277mm	x	92mm
QUARTER	Horizontal/Landscape	65mm	x	190mm
VERTICAL/PORTRAIT		136mm	x	92mm
EIGHTH	Horizontal/Landscape	62mm	x	92mm

Web Offset Litho. Full colour separated positives, 133 screen (48/54 metric), right reading emulsion side down plus proofs and progressives.

## DIGITAL ADVERTISEMENT SPECIFICATION

- **APPLICATIONS** Quark Xpress Version 3.3 (or later), PHOTOSHOP 5, ILLUSTRATOR 8 EPS (FONTS CREATED IN OUTLINES), FREEHAND 8 EPS (FONTS CREATED IN OUTLINES)
- **STORAGE MEDIA** Standard 3.5" HD Floppy Disk 1.4MB (Mac Format) CD ROM, Zip Disk (100MB), DVD
- **AD FOLDER CONTENT** Quark Xpress Document (Text & Layout) ALL INDIVIDUAL IMAGES/PICS/LOGOS, ALL FONTS USED
- **IMAGES** TIFF, JPEG, ILLUSTRATOR EPS, COLOUR SEPERATED TO CMYK, INCLUDING ALL SPECIAL COLOURS
- **FONTS** All fonts must be supplied, including EPS files
- **SCANS** Resolution 300DP(SS)
- **ISDN**

Filename:	Magazine Title/Advertiser
Maximum Size:	30MB
Hardcopy Faxed:	020 9887 0937

Colour Proof: Motoring Group Production, Leon House, IPC Media, 10<sup>th</sup> Floor, East, 233 High Street, Croydon, Surrey. CR9 1HZ.

Line 1: 020 7657 6573 (Leonardo) Line 2: 020 7407 3283 (ISDN MANAGER) PDF Files with NOT be accepted

ALL FILES MUST BE MACINTOSH COMPATIBLE & ACCOMPANIED BY A COLOUR HARD COPY

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## ADVERTISING RATES

### FREQUENCY

1                      6                      12

### DISPLAY

DPS	£2,130	£2,073	£1,948
PAGE	£1,110	£1,054	£999
½ PAGE	£600	£570	£540
¼ PAGE	£332	£316	£300
⅛ PAGE	£192	£183	£173
SCC	£23	£21	£19

### CLASSIFIED

DPS	£1,669	£1,619	£1,501
PAGE	£874	£830	£787
½ PAGE	£474	£451	£427
¼ PAGE	£259	£247	£233
⅛ PAGE	£143	£135	£129
SCC	£18	£16	£14

## SPECIAL POSITIONS

### COVERS (FULL COLOUR)

### FREQUENCY

1                      6                      12

OUTSIDE BACK	£1,404	£1,334	£1,264
INSIDE FRONT	£1,291	£1,226	£1,162
INSIDE BACK	£1,178	£1,116	£1,060

## WEBSITE ADVERTISING

468 x 60 pixels	£120 per month	120 x 60 pixels	£65 per month
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All prices are plus VAT

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## 2006 COPY DEADLINES

COVER/ISSUE DATE	COPY DEADLINE	ON SALE DATE
January 06	25 <sup>th</sup> October 05	2 <sup>nd</sup> December 05
February 06	25 <sup>th</sup> November 05	6 <sup>th</sup> January 06
March 06	4 <sup>th</sup> January 06	3 <sup>rd</sup> February 06
April 06	3 <sup>rd</sup> February 06	3 <sup>rd</sup> March 06
May 06	13 <sup>th</sup> March 06	7 <sup>th</sup> April 06
June 06	5 <sup>th</sup> April 06	5 <sup>th</sup> May 06
July 06	5 <sup>th</sup> May 06	2 <sup>nd</sup> June 06
August 06	12 <sup>th</sup> June 06	7 <sup>th</sup> July 06
September 06	10 <sup>th</sup> July 06	4 <sup>th</sup> August 06
October 06	4 <sup>th</sup> August 06	1 <sup>st</sup> September 06
November 06	11 <sup>th</sup> September 06	6 <sup>th</sup> October 06
December 06	9 <sup>th</sup> October 06	3 <sup>rd</sup> November 06



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*"4x4 puts Jungle Trekker Holidays Directly in the hands of our target audience? Jungle Trekker Holidays is delighted with their superb service and excellent value for money, we are proud to be associated with 4x4."*

Richard Perry, MD Jungle Trekker Off-Road, Thailand.

*"I have advertised in the magazine for a few years and always notice the constant response..... we have had excellent results.*

*..... Having tested all forms of advertising we believe 4x4 to be the best quality 4x4 magazine available."*

Ray Graham, Senior Partner, Sarn Garage.

*"4x4 offers Chrysler and Jeep the opportunity to reach our core market with a value for money service."*

Greg Wapling, Brand Manager, Daimler-Chrysler

## CONTACT DETAILS

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