

## THE CAR NEWS WEEKLY

### Mission Statement

"Auto Express is the car news weekly, delivering the big motoring news stories, scoop pictures, drives of new cars and road tests – FIRST! Nothing moves in the world of cars without Auto Express knowing about it, from future models to changes in the law. Auto Express is the definitive road testing magazine too, assessing more cars (over 1,100 a year) than any other magazine."

David Johns, Editor in chief

### The Market

- The motoring market is a multi-billion-pound global industry. As part of the world-leading Auto Bild Group, Auto Express can access a vast reservoir of the latest news and exclusives across 30 different countries. The extent of these European resources provides a quality of read which is second to none
- The UK is the 2nd largest market for motor manufacturers after Germany
- Auto Express celebrates the motor manufacturer and motoring accessory industries with a number of annual awards. The events include New Car Honours, Used Car Honours and Product Honours

### The Magazine

Auto Express is Britain's biggest selling motoring magazine. With a circulation of 81,786, the magazine is not only the number one in the weekly market (by over 26%), but it sells more magazines across the year than any other car magazine.

In addition, as Britain's most subscribed to motoring title, with more than 41,000 paid for weekly subscriptions, Auto Express has unmatched loyal readers, who appreciate sharp, informative and concise editorial.

\*ABC Jul-Dec 2007

### The Reader

- 88% male\*
- 66% aged between 25 and 54\*
- 62% ABC1\*
- Mean age 39\*
- Auto Express offers a highly targeted and affluent male readership. By including Auto Express in your media plans, you have access to true consumers who are using the magazine to develop and decide their shopping list of cars, finance and products. 50% of our readers are solus, reading none of the competitive titles. The loyalty of the readership reflects the success of the editorial and ensures to an advertiser a highly responsive market week in, week out\*

\*NRS July 06-June 07

### A Unique Advertising Opportunity

Auto Express is a winning formula. For world exclusives (over 40 last year), ground-breaking editorial, the most comprehensive road tests and a definitive product market place, look no further than the biggest selling motoring weekly.



## LOOSE INSERTS

<b>PRINT RUN</b>	<b>105,000</b>
<b>SUBS</b>	<b>44,000</b>
<b>COST PER '000</b>	<b>£42</b>
<b>MINIMUM VOLUME</b>	<b>40,000</b>
<b>AGENCY DISCOUNT</b>	<b>15%</b>

## LIST RENTAL

<b>POSTAL VOLUMES</b>	<b>25,000 active subs</b>
<b>COST PER '000</b>	<b>£180</b>
<b>DELIVERY</b>	<b>£40</b>
<b>RUN ON</b>	<b>£10 per '000</b>
<b>EMAIL VOLUMES</b>	<b>90,000 UK</b>
<b>COST PER '000</b>	<b>£250</b>
<b>BROKER DISCOUNT</b>	<b>20%</b>

## INSERT SPEC

<b>MAXIMUM SIZE</b>	<b>265mm head to foot x 202mm spine to fore-edge</b>
<b>MINIMUM SIZE</b>	<b>160mm head to foot x 105mm spine to fore-edge</b>
<b>MAXIMUM NO. OF PAGES</b>	<b>32 pages</b> loose inserts over 10 pages, a sample is essential
<b>MAXIMUM WEIGHT</b>	<b>32 pages on 45gm<sup>2</sup> stock</b>
<b>MINIMUM WEIGHT</b>	<b>2 pages on 100gm<sup>2</sup> stock</b>

## RESEARCH

<b>QUESTIONNAIRE DESIGN (INCLUDING BRIEFING MEETING)</b>	<b>£2,250</b>
<b>UPLOADING THE SURVEY ONLINE</b>	<b>£250</b>
<b>MARKETING THE SURVEY (VIA SOLUS EMAIL, NEWSLETTER OR WEBSITE)</b>	<b>£500</b>
<b>DATA ANALYSIS, CROSS TABULATION (INCLUDES FULL ACCESS TO DATA TABULATIONS AND OPEN ENDED COMMENTS)</b>	<b>£2,000</b>
<b>TOTAL COST OF RESEARCH</b>	<b>£5,000</b>
<b>LIST RENTAL</b>	<b>£250 per '000</b>
<b>FURTHER ANALYSIS AND REPORTING (POWERPOINT)</b>	<b>£1,000</b>
<b>Costs do not include:</b> <b>Respondent incentives, personal details of the respondents and/or VAT</b>	

## CONTACTS

### Sales

**Anthony White**  
Commercial Director  
020 7907 6472  
[anthony\\_white@dennis.co.uk](mailto:anthony_white@dennis.co.uk)

### Production

**Katie Oatham**  
Production Controller  
020 7907 6055  
[katie\\_oatham@dennis.co.uk](mailto:katie_oatham@dennis.co.uk)

### Trafficking

**Andrew Shephard**  
Ad Traffic Manager  
020 7907 6807  
[andrew\\_shephard@dennis.co.uk](mailto:andrew_shephard@dennis.co.uk)



Dennis DMS,  
Dennis Publishing Ltd,  
30 Cleveland Street,  
London W1T 4JD



List Warranty No: 001337

