

THE THRILL OF DRIVING

Mission Statement

evo is a monthly magazine devoted exclusively to the most desirable drivers' cars – from affordable GTI hatchbacks to 200mph Italian supercars. The magazine's focus is on technology, quality, exclusivity and performance at all levels. evo aims to put the reader firmly behind the wheel to celebrate the driving experience.

Harry Metcalfe, Editorial Director

The Market

- The motoring market is a billion pound industry
- The UK is the 2nd largest market for motor manufacturers after Germany
- evo magazine is multinational, with syndicated issues published in 9 additional markets: Croatia, Italy, Greece, France, Malaysia, Philippines, Turkey, Russia and the Middle East
- evo continues to grow, with 6 consecutive increases in its circulation

The Magazine

Launched in November 1998, evo has carved a significant niche in the hotly contested motoring magazine marketplace. An experienced editorial team has produced a distinctive and exciting title that has successfully satisfied the need for a modern, quality car magazine with award winning photography and informative, entertaining writing.

The Reader

- The average age of the reader is 33 yrs old, 99% are male
- Average household earnings for the evo reader is £61,930 before tax
- The average read time for an issue of evo is 4 hours 16 minutes
- The average evo household owns 2.2 cars
- 92% of evo readers pass on car purchasing advice and recommendations to family, friends, and work colleague
- 89% of evo readers own private cars

Source: Reader Survey 2007

A Unique Advertising Opportunity

evo offers a low advertising to editorial ratio to ensure the advertising space carried generates maximum stand out and offers rich response levels in an environment ideally suited to all quality advertisers.

evo represents an excellent audience for advertisers, proved by a 90% re-booking rate for call to action advertisements and over 79% of readers saying evo influences their buying decisions.



LOOSE INSERTS

PRINT RUN	100,000
SUBS	22,000
COST PER '000	£32
MINIMUM VOLUME	50,000
AGENCY DISCOUNT	10%

LIST RENTAL

POSTAL VOLUMES	9,000 active subs
COST PER '000	£180
DELIVERY	£40
RUN ON	£10 per '000
EMAIL VOLUMES	12,000 UK
COST PER '000	£250
BROKER DISCOUNT	20%

INSERT SPEC

MAXIMUM SIZE	265mm head to foot x 202mm spine to fore-edge
MINIMUM SIZE	160mm head to foot x 105mm spine to fore-edge
MAXIMUM NO. OF PAGES	32 pages loose inserts over 10 pages, a sample is essential
MAXIMUM WEIGHT	32 pages on 45gm² stock
MINIMUM WEIGHT	2 pages on 100gm² stock

RESEARCH

QUESTIONNAIRE DESIGN (INCLUDING BRIEFING MEETING)	£2,250
UPLOADING THE SURVEY ONLINE	£250
MARKETING THE SURVEY (VIA SOLUS EMAIL, NEWSLETTER OR WEBSITE)	£500
DATA ANALYSIS, CROSS TABULATION (INCLUDES FULL ACCESS TO DATA TABULATIONS AND OPEN ENDED COMMENTS)	£2,000
TOTAL COST OF RESEARCH	£5,000
LIST RENTAL	£250 per '000
FURTHER ANALYSIS AND REPORTING (POWERPOINT)	£1,000

Costs do not include:
Respondent incentives, personal details of the respondents and/or VAT

CONTACTS

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