



TEST DRIVE

The NEW monthly magazine for car buyers, car owners and car fanatics alike. Readers of Test Drive are predominantly married men with above-average salaries and more than one car in the household. The reader is likely to be in a position of management at work and reads Test Drive for the high-quality editorial and extensive road tests.

- 98% male
- Average age is 45 and average salary is £33,500 with a household income of £46,000
- 78% are married or living with their partner
- 61% have one or more children
- 84% are homeowners
- 51% of readers are in senior or middle management roles
- 86% regularly donate to charity, with standing order/direct debit being the most popular method
- 45% drive a new car, 44% drive a used car
- On average they have 2 cars per household. The main car cost £15,228 and the second car cost £9,820
- 58% of readers intend to change their car in the next 12 months
- On average, they change their car every 2-4 years
- 70% buy from a main dealer
- 43% purchased their car using a loan/finance package
- The most popular type of car to drive is a 5-door hatchback
- 24% intend to buy a radar/speed detector
- 16% intend to buy a satellite navigation system
- 10% intend to purchase some form of Bluetooth technology
- 11% intend to buy an in-car hands-free phone kit
- 12% have had a speeding fine in the last 12 months
- 18% intend to purchase broadband
- 19% intend to buy a plasma/LCD TV
- On average they spend £355 on a watch, £98 on a pair of sunglasses, £102 on footwear and £298 on a suit
- They are prepared to spend up to £57 on individual grooming product items
- 81% use the Internet to purchase goods and it is by far the most popular method for buying goods and services

CONTACT

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LIST QUALITY

- 100% fully postcoded
- Named individuals
- ABC audited every 6 months
- Continually updated and cleaned
- Direct mail responsive

LIST APPLICATIONS

Motoring, charities, financial products, gadgets/technology, Internet, fashion, male grooming products, magazines, telecommunications, music, wine, restaurants

LIST SELECTIONS

- Consumer or business address
- Geographically: first two digits of the postcode, county, TV region
- Male or female
- Recency
- Status: active subscriber, lapsed subscriber or competition entrant
- Across a selection of different magazines
- One per household or multiple contacts per site
- Payment method
- Length of subscription

FORMATS

- Email
- CD ROM
- Cheshire or self-adhesive labels

POSTAL LIST SIZE

Active consumer subscribers	3,440
Lapsed consumer subscribers	1,728
Consumer competition	4,890
Active business subscribers	292
Lapsed business subscribers	312
Business competition entrants	20

EMAIL LIST SIZE

Registered users	1,348
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POSTAL LIST COSTS

Actives (per '000)	£180
Lapsed (per '000)	£160
Competition entrants (per '000)	£120
Delivery	£25
Format (disk/tape/labels)	£15
Email delivery	£40
Selections	FREE
Keycoding	FREE
Mailsort	FREE

EMAIL LIST COSTS

Costs per '000	£250
Transmission	FREE
Tracking, for first 20 links	FREE
Tracking, over 20 links (per link)	£5

