

OFF ROAD ROUTES MODDED MOTORS ↘



# TOTAL 4x4

incorporating **total** Off Road

# MEDIA PACK

ADVERTISING RATES COPY DATES TECHNICAL INFO

**EVERY MONTH**

**MODDED MOTORS**  
**OFF ROAD ROUTES**  
**TIPS & TRAVEL**  
**ROAD TESTS**

**PLUS**

**TOW TESTS**  
**SUPPLEMENTS**  
**GROUP TESTS**  
**COMMERCIALS**

**+ EXPLORE EACH MONTH THE UK EUROPE WORLDWIDE**

↘ **PRODUCTS & ADVICE**



↘ **BUYING A USED 4X4**



↘ **CLUBS AND EVENTS**



# COPY DEADLINES

ISSUE	COPY DEADLINE DATE	PUBLICATION DATE
January 2012	11th November 2011	16th December 2011
February 2012	16th December 2011	20th January 2012
March 2012	13th January 2012	17th February 2012
April 2012	10th February 2012	16th March 2012
May 2012	16th March 2012	20th April 2012
June 2012	13th April 2012	18th May 2012
July 2012	11th May 2012	15th June 2012
August 2012	15th June 2012	20th July 2012
September 2012	8th July 2012	17th August 2012
October 2012	12th August 2012	21st September 2012
November 2012	9th September 2012	19th October 2012
December 2012	7th October 2012	16th November 2012

## ADVERTISING RATES DISPLAY

SIZE / NO. OF INSERTIONS	1 ISSUE	3 ISSUES	6 ISSUES	13 ISSUES
DPS	£1625	£1410	£1135	£790
Full page	£956	£840	£666	£450
Half page	£536	£462	£364	£255
Quarter page	£302	£259	£205	£150

Cover positions +20%

## ADVERTISING RATES CLASSIFIED

SIZE / NO. OF INSERTIONS	1 ISSUE	3 ISSUES	6 ISSUES	13 ISSUES
Quarter page	£302	£259	£205	£150
Eighth page	£180	£140	£119	£70
Web directory	£108	£77	£65	£35
Company Profile	£108	£77	£65	£35

## ADVERTISING CONTACTS

**Advertising Manager** Ian Argent  
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**Group Advertising Manager** Ian Sharpe  
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### EDITORIAL CONTACTS

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**Assistant Editor** Emily Gravenor  
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**Publisher** Peter Johns  
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### Technical info

**Printing:** Perfect bound

**Copy format:** To be supplied as high-resolution PDF on email, CD or DVD. Mac originated work is also acceptable if produced using the following software: InDesign, Quark Xpress, Illustrator, or Photoshop. In some cases PC originated work can be adapted for use however, please contact Production on 01283 742 969 prior to sending.

All advertising copy should be accompanied by a colour proof. With the exception of PDFs, advertisers must include all necessary fonts, logos and high resolution (300dpi) images. Digital images should not be saved with JPEG compression.

### Sizes (mm)

Trim Size	297 x 210
Whole Page Type Area	267 x 190
Whole Page (Full bleed)	303 x 216
Half Page (Horiz)	130 x 190
Half Page (Vert)	267 x 92
Quarter Page (Vert)	130 x 92
Eighth Page (Horiz)	62 x 92
Classified Half Page (Horiz)	130 x 190
Classified Half Page (Vert)	267 x 92
Classified Quarter Page (Vert)	130 x 92
Classified Eighth Page (Horiz)	60 x 92
Classified Single Column	43
Classified Double Column	92

### Design service

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 our advertising team on 01283 742975.

**Printers:** Warners, The Maltings, Manor Lane, Bourne, Lincolnshire PE10 9PH

**Distribution:** COMAG, Tavistock Road, West Drayton, Middlesex UB7 7QE

### Other options

**Online advertising:**  
 Web-banners from £95 per month

**Loose Inserts:**  
 Subject to negotiation

**Bound Inserts:**  
 Subject to negotiation

**Sponsorship:**  
 Call for opportunities

**Agency Commission:**  
 10% to recognised agencies  
 (All prices are exclusive of VAT)

