



CONTACTS

Advertising Sales Director
Steve Hawkins
steven.hawkins@futurenet.com

Advertising Sales Manager
Catherine Turner
catherine.turner@futurenet.com

Senior Sales Executive
Steve Roberts
steve.roberts@futurenet.com



Future plc
2 Balcombe Street
London NW1 6NW
+44 207 042 4000

Registered office:
BATH
Beauford Court
30 Monmouth Street
Bath BA1 2BW
+44 1225 442244

www.futureplc.com

Reg No. 3757874 England

Future produces highly targeted, special-interest magazines and websites for people who share a passion. We aim to satisfy that passion by creating brands offering value for money, reliable information, smart buying advice and which are a pleasure to read. Today we produce over 100 magazines, over 70 websites and 16 live events, employing over 1,200 people in offices in the UK, US and Australia.

ENGAGING MAGAZINES THAT INFLUENCE AND INFORM KEY DECISION MAKERS WITH THE AUTHORITY TO SPEND

LEADING

Our commercial vehicle titles form part of the Future Automotive Portfolio – the UK’s leading group of automotive titles. Many of our titles are audited independently so you know exactly the number of copies we sell. We invest over £7.5 million every year to ensure that our titles deliver critical business information and are the best possible value for readers and advertisers.

ENGAGING

Future Automotive strives to excite, inspire and engage our readers through compelling editorial, where possible using all media channels; print, online, mobile and events. We build long term relationships with our readers so that our commercial partners can fully maximise the opportunities our unique audience provide them with.

AUTHORITATIVE

We share our readers’ passions and believe that only the best editorial will attract the most committed and informed readers. This passion is clearly demonstrated through the integrity and thoroughness endemic in all our titles and ensures that our advertisers benefit from the trusted environment in which their advertising appears.

KNOWLEDGEABLE

Our automotive portfolio is successful because we understand the markets we operate within. Through extensive research we have a clear understanding of our readers’ needs and we develop and invest in our portfolio accordingly. We continually measure the performance of our titles and invest in the key areas which benefit our commercial partners.



excite, educate & inspire!



COMMERCIAL

Edited by Steev Hayes, a top industry journalist with over 15 years driving experience, Trucking & Truckstop News target all drivers through to fleet owners, providing unrivalled market coverage. Our readers are active buyers and decision makers as well as key influencers across commercial fleets. Our titles support readers’ business operations and business investments, from accessories to trucks.

Trucking Magazine’s strong and loyal reader base consists of owner-drivers and fleet owners/management; our editorial and advertising is directly relevant to the more technically hands-on people in the industry. We deliver critical business news and technical information and advice to enable more efficient and effective business operations. Testament to the value of Trucking Magazine is that we are the only title within our competitor set to see growth in copy sales last year.

Truckstop News is the only free national newspaper dedicated to drivers, providing market news and the best driver recruitment. Our unique distribution method ensures advertisers reach drivers who are proactively carrying loads out on the road. The editorial is direct and informative, with advertising to support all driver needs.



Magazines

Despite the emergence of digital media, magazine readers remain the most valuable and engaged consumers, being 6 times more likely to be key opinion formers and leaders within their peer group.* Furthermore, research suggests that over 70% of online search and 58% of online purchasing is prompted by offline messaging.**

*PPA Targeting Influentials 2008

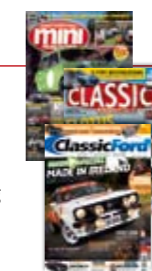
**PPA Magazines In The Driving Seat 2008



FUTURE AUTOMOTIVE PORTFOLIO



Performance Readers of the four titles within the Performance Portfolio are the ultimate car enthusiasts. They are passionate about everything related to performance cars. Influencing those around them about the best parts, kit and upgrades.



Classics Readers of the three titles within the Classics Portfolio are classic and retro car enthusiasts. They are a valuable audience as opinion formers, exerting influence on those around them.



Bikes Fast bikes is the only title focused solely on sports bikes. It continues to grow with consistent rises in circulation and readers year-on-year.



THE UK'S ONLY ROAD TRANSPORT TITLE GROWING IN CIRCULATION

BRITAIN'S BEST ROAD TRANSPORT MAGAZINE

Trucking Magazine has the broadest and most influential readership available in the UK.

We offer advertisers the opportunity to reach key decision makers at all levels. Our readers are active purchasers who are united by their authority to make buying decisions for their businesses. Trucking's contributors are experienced industry professionals who offer independent, unbiased, valuable editorial. As well as running regular features on profitable business practices, we carry the latest industry news and operator success stories while keeping perspective of the lighter side of the road haulage industry.

We strive to support our market from manufacturers through to drivers and our independent stance is respected by industry professionals and readers alike. This ensures we can offer you direct access to your customers in an environment that they trust, respect and respond to.

Steev Hayes Editor

Trucking Magazine is a perfect route to market for the Tachodisc brand. We have always benefited from Trucking's unique ability to consistently deliver our campaign objectives and have built a strong relationship with the team, who have the product knowledge to deliver results. The response and enquiries we receive make our partnership with Trucking invaluable.

Karen Crispe, Director, Tachodisc

We've been advertising monthly in Trucking Magazine for six years and it has been tremendously valuable in maintaining Kelsa's profile. Trucking is a 'must' for drivers and owners who take a real interest in the business. What's more, we've always found Catherine Turner (Trucking's Advertising Manager) eager to help and advise in any matters relevant to promoting our products and services.



Frank Seddon, Advertising & Design, Kelsa Truck Products

READER KEY FACTS



Engaged Reader
Readers spend on average 2 hours and 53 minutes with their copy

52% read the magazine cover to cover



Knowledgeable Reader
46% of readers made a personal purchase for their truck last year -- total readership spend £3.7m

55% purchased products from the classified section of Trucking

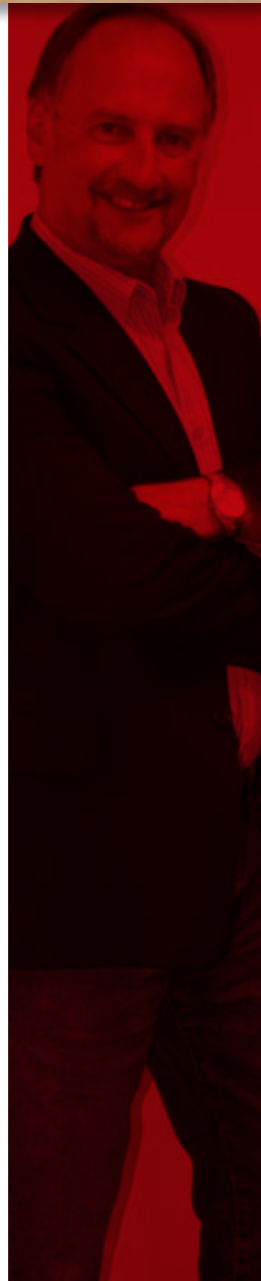
Authoritative Reader
On average, readers have been employed in the trucking industry for 23 years

35% of readers have influence on their company's purchasing process

Source: Reader Survey

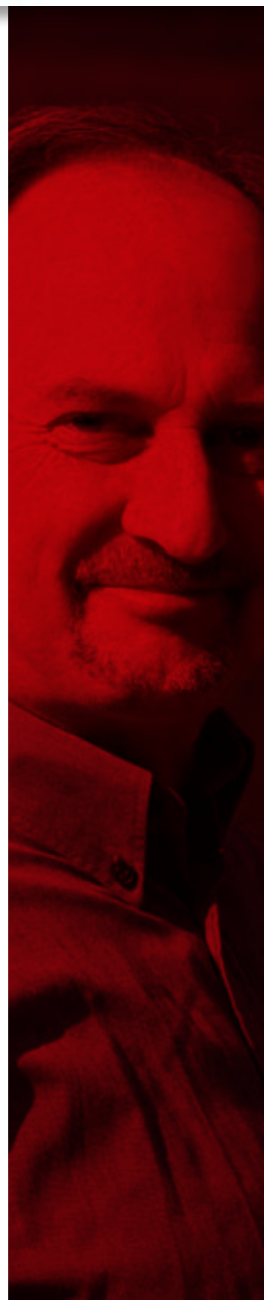
20,284
ABC Jan - Dec 2008

30,426
Readership:
Readship survey





45,000
Distribution Figure
157,500
Based on
readers per copy



THE UK'S ONLY NEWSPAPER READ SOLELY BY DRIVERS

THE FREE NATIONAL NEWSPAPER FOR TRUCKERS

Truckstop News is the only free national haulage industry newspaper. Read by owner, employed and agency drivers, it provides all drivers with the latest news each month. At Truckstop News we address the issues that drivers face. We have an ongoing campaign to improve facilities and even attracted governmental attention in the House of Lords about rest facilities conditions in response to an article we published.

Written by experts in the field, Truckstop News offers the most valuable information, from legal and insurance advice through to industry updates. As Truckstop News is issued free at truck-stops and other outlets across the UK, we are able to draw attention to changes that affect the industry, educate drivers about new technology and keep readers informed in a way that other publications can't. Our recent reader survey has shown the majority of those who pick up an issue of Truckstop News read it cover to cover. Advertising in the newspaper is a direct route to reaching your customers.

Steev Hayes Editor

Truck Stop News provides a direct route to our key LGV market and ensures we are keeping the industry informed of essential news from the Driving Standards Agency.

Laura Searle,
Marketing Executive, TSO

Truckstop News is the only media which offers us a direct route to drivers. We have always received a good response and return on our investment - this is why Truckstop News will remain our first choice for advertising.



Charlotte Harper,
Director,
H & G Recruitment

READER KEY FACTS



Engaged Reader
Readers spend on average 54 minutes with their copy

43% read their issue cover to cover



Knowledgeable Reader
68% of readers made a personal purchase for their truck last year (ave spend = £331)

67% purchased products from the classified section of Truckstop News

Authoritative Reader
On average, readers have been employed in the trucking industry for 23 years

More than a quarter of readers have influence on their company's purchasing process

Source: Reader Survey

BESPOKE MARKETING SOLUTIONS TAILORED TO YOUR NEEDS

In Future 360° we have an expert team of marketers as well as creative and editorial staff who are focused on ensuring our clients obtain the most that our print and digital propositions have to offer. We have a wealth of proven promotional campaigns that can deliver exceptional results for your brief.



IN MAGAZINE PROMOTION

Creative Print

Whether you're looking to add impact to a campaign, product launch or for support in the design of any of your promotional or sales literature, Future's design experience and print purchasing power can add value and save you money on a wider integrated campaign.

Dummy Cover

An unrivalled way to make a statement and get noticed - and surprisingly cost effective.

Supplements

The ultimate execution to position your brand as integral to the consumer. Your brand promoted as leading in the industry.

Tip-On

Ideal for product samples or to ensure that readers retain key information. Tip-ons provide another highly effective way to grab and hold reader attention.

Reprints

Had a great product review or been quoted heavily in a feature or news? Reprints can be in print or digital formats and are a great way to add depth and 3rd party credibility to any other marketing activity.

Advertorials

A hugely effective way of increasing the impact of an advertising message. Essentially editorial pages in look and feel, the promotional message is controlled by you. The linking of a brand message to editorial coverage is of immense value to our clients across our deeply respected and trusted magazines.

Section Sponsorship

An exceptionally cost-effective way of keeping your brand front-of-mind with customers, thereby greatly increasing your ROI on any direct response marketing.

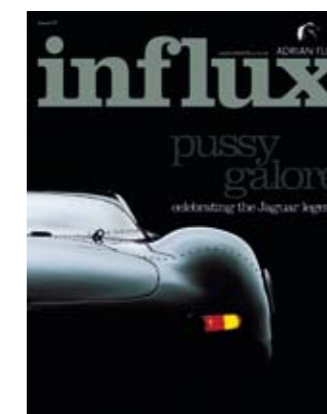
DIGITAL

We can extend the reach and functionality of any customer marketing solution by integrating our digital channels. Whether building microsites, 3D models, corporate videos, managing SMS broadcasts and newsletters or just extending advertorials or competitions online, digital media adds depth, immediacy and value to any campaign.



Future Plus is the full service customer publishing agency of Future Publishing.

We are passionate about creating innovative, custom content across both print and digital media that delivers real benefits for our customers.



Influx – Case Study
Bi-Annual 64 page magazine mailed to existing and potential customers. Aspirational content led by glossy photography.

Result
26% uplift in call centre traffic
23% increase in new or renewed policies from recipients
48% of readers told a friend about Adrian Flux

Future Publishing did a superb job when we asked them to print a 60 page A4 show guide for one of our exhibitions. The quality & finish was excellent; the job was completed on time and the price was extremely competitive.

G&T events
Steve Gray,
Director, G & T Events

SATISFIED CUSTOMERS

At Edbro we found the service provided by Future to be very efficient and the people very friendly to deal with. The end result was a great piece of literature to give to our customers, showing the benefits of Edbro from a respected industry source. We would definitely use this service again.

Edbro

Katherine Littlewood,
Marketing Coordinator, Edbro PLC

Truckstop News and Trucking enable Towergate to generate consistently good levels of return on investment for our advertising and the excellent relationship we have with our Account Manager ensures everything runs smoothly.

towergate

Nicky Spencer,
Marketing Manager, Towergate Risk Solutions

Rates and mechanical data

TRUCKING

| Series | Discount |
|--------------|-----------|
| Page | £1,200.00 |
| 4 Series | £1,080.00 |
| 8 Series | £990.00 |
| 12 Series | £780.00 |
| Half page | £648.00 |
| 4 Series | £583.20 |
| 8 Series | £534.60 |
| 12 Series | £421.20 |
| Quarter Page | £372.60 |
| 4 Series | £335.34 |
| 8 Series | £307.39 |
| 12 Series | £242.19 |

| DISPLAY ADVERTISING MEASURED IN: | Type | Trim (width x height) | Bleed |
|----------------------------------|-----------|-----------------------|-------------|
| Double page spread | 398 x 278 | 420 x 297 | 426 x 303 |
| Full page | 188 x 278 | 210 x 297 | 216 x 303 |
| Half page horizontal | 188 x 135 | 210 x 144.5 | 216 x 147.5 |
| Half page vertical | 92 x 278 | 103 x 297 | 106 x 303 |
| Quarter page standard | 93 x 135 | n/a | n/a |
| Quarter page horizontal | 188 x 65 | 210 x 74.5 | 216 x 77.5 |
| Quarter page vertical | 45 x 278 | 56 x 297 | 59 x 303 |
| Eighth page standard | 92 x 65 | n/a | n/a |

| CLASSIFIED ADVERTISING | (width x height mm) |
|------------------------|---------------------|
| Full page | 188 x 236 |
| Half page horizontal | 188 x 132 |
| Quarter page standard | 92 x 132 |
| Quarter page strip | 188 x 64 |
| Eighth page standard | 92 x 64 |
| Eighth page strip | 188 x 30 |
| Sixteenth page strip | 92 x 30 |

TRUCKSTOP
THE FREE NATIONAL NEWS PAPER FOR TRUCKERS

| | |
|-------------|------------|
| RECRUITMENT | £12.00 scc |
| CLASSIFIED | £9.00 scc |

| CLASSIFIED ADVERTISING | (height x column width mm) |
|------------------------|----------------------------|
| 1 Column | height x 30 |
| 2 Column | height x 62 |
| 3 Column | height x 96 |
| 4 Column | height x 128 |
| 5 Column | height x 162 |
| 6 Column | height x 194 |
| 7 Column | height x 228 |
| 8 Column | height x 262 |
| Full page | 365 x 8 col (262mm) |
| Full page horizontal | 170 x 8 col (262mm) |
| Quarter page standard | 170 x 4 col (128mm) |

Proportions and specifications

The **type area** is the space where all the information in an advertisement must be contained.

The **trim size** is the size of the page to which the printer will cut.

The **bleed size** is larger than the trim size, to ensure that any extra effects do in fact cover the trim size and reach the edge of the page.

Premium positions

25% loading cover positions.
40% loading solus fractional ads.

Digital delivery

Please send your digital files in one of the following ways:

FTP ftp2.futurenet.co.uk **Email** PDF or JPEG under 10MB.

CD ROM Mac or PC formatted to ISO 9600 standard. Please contact Ad Production Department on 01225 442244.

We cannot accept responsibility for incorrect files sent after deadline.

MEDIA THAT DELIVERS RESULTS!

