



# The Vehicle Designers Review

## 2009 Media Pack

### OVERVIEW

The purpose of The Vehicle Designers Review is to provide those professionally involved in vehicle design with a source of reference on the latest technologies and services they may require during the initial design stage. The publication will be created as an online magazine and will be designed specifically for reading over the internet. This will allow reader's quick access to information as all articles will have an email link to the author, all advertisements will link to websites and articles may also have short movies embedded into them. Using the latest software readers will be able to zoom in on images and bookmark or download pages of interest. All of this combines to provide a reader friendly source of information and for advertisers a quick and effective response mechanism.

### FORMAT

The Vehicle Designers Review will be approximately 160 pages in size and will be split into three sections each of which will contain articles, interviews and case studies.

- Design Studio Technologies
- Design, Concepts and Prototypes
- Interior / Exterior Design Solutions

The Review will be full colour throughout and will be permanently available online to provide a valuable and ongoing source of information and reference. It will not contain news or time sensitive editorial for this reason. Even when a new issue is published previous issues will still be available as an online reference.

### DISTRIBUTION

The technologies and services featured in The Vehicle Designers Review are relevant to all types of vehicle design. It will therefore be sent to senior OEM designers working on automotive, industrial, commercial and recreational vehicle design. We currently have over 5000 of these on our database worldwide. Once the issue goes online readers will be able to log in FREE OF CHARGE to read the Review. They will only have to register once in order to have permanent access so they can return to read or refer to its content on an ongoing basis. As access will be free we expect the number of subscribers to rise rapidly once the first issue is online.

### EDITORIAL CONTENT

A limited number of companies offering the more innovative and exciting design services or technologies will be invited to contribute a fully illustrated technical article or design case study. In the case of components or materials this would focus on a recently developed system, product or technology or in the case of a design studio perhaps a recently launched concept or design.

Editorial space would be limited for these articles so priority would initially be given to companies supporting The Vehicle Designers Review. They would appear alongside the articles and interviews from leading OEM vehicle designers within the Review and of course may be fully illustrated. Articles will be laid out and designed in the style of the publication, you will have an opportunity to approve articles before publication. Whilst there are no charges for submitting any article itself companies wishing to have a short movie embedded within it should note that a €150 surcharge applies. Companies submitting articles should also supply an email contact for any readers wanting more information – this will provide an instant response and feedback mechanism. Please note that any articles that are overly sales orientated or in the form of a corporate profile will not be included – our tip would be to get the design manager to write it, not the PR manager – articles will need to be as factual and objective as possible for guaranteed inclusion. Articles come in two formats; 1000 words with 4 or 5 illustrations or 400 words with one or two illustrations. As the content and distribution of The Vehicle Designers Review is focussed on vehicle design teams working on different types of vehicles we suggest articles reflect this in their use of possible applications, case studies and images used.

### ADVERTISING RATES

With no printing, paper or distribution costs this not only makes The Vehicle Designers Review very 'green' it also means that savings can be passed onto advertisers providing good value and high impact for those with limited or reduced marketing budgets. The costs below are excellent value for money when compared to print media or banner advertising costs. This is especially true if in addition to an advert you are able to secure one of the limited articles as well. There are four main options available for advertisers.

Double Page Spread Advert:	€2000
Full Page Colour Advert:	€1250
Half Page Colour Advert:	€750
Designer Gallery Image:	€200*

- \*A single page containing 12 separate images of a design, concept or product each of which links to a website for more information.
- A 15% surcharge applies to adverts on covers, facing contents etc.
- A €250 surcharge is applied to companies that include a movie in their article.

### PAYMENT TERMS

Payment for advertising space becomes due once The Vehicle Designers Review goes online however companies may deduct 20% discount if they wish to prepay. All advertisers will be sent a proforma invoice should they wish to take advantage of this opportunity.

### COPY SPECIFICATIONS

Copy should be supplied in exactly the same way as for a printed title. Although readers will have the ability to zoom in on all pages we would advise against using copy with lots of small text.

Double Page Advert	width 420mm x height 297mm / width 4961 pixels x height 3508 pixels
Full Page Advert	A4 portrait / width 210mm x height 297 mm / width 2480 pixels x height 3508 pixels
Half Page Advert	A5 landscape / width 148mm x height 210mm / width 2480 pixels x height 1704 pixels
Three Page Article	900 – 1100 words max
One Page Article	350 – 500 words max
Images	good quality colour images supplied as jpegs
Movies	supplied in flv format (mov, quicktime, windows media and avi files also accepted)

### COPY DATES

**Issue 1, July 2009**

Editorial / Images	May 15th 2009
Advertisements	June 1st 2009

### SEND TO

[copy@trebormedia-design.com](mailto:copy@trebormedia-design.com)

#### Advertising Contacts

The Vehicle Designers Review

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