

# total

MODIFIED VEHICLES; NEWS & CLUB REPORTS;  
**NEW VEHICLE TESTS**



# OFF-ROAD



# MEDIA PACK



▲ **ROADBOOKS**



▼ **COMPETITION**



▲ **PRODUCTS**

**ONLINE - DIGITAL - IN-PRINT - SOCIAL**





*Total Off-Road is the unique off-roaders' magazine dedicated to those with a keen interest in off-road and four wheel drive vehicles. From workshop stories of modified 4x4s to pure green laning adventure, our readers enjoy a breadth of features each month with all marques of off-road vehicle covered.*

## **What's in Total Off-Road?**

**New Products:** Each month all the latest new kit for your 4x4 and off-roading.

*Do you have some new products that you would like the (off road) world to know about? If this is you then please tell us about them so we can feature them for you!*

## **Off Road Scene, each month includes all the latest**

Off-Road competition news and results from events such as the British Cross Country Championship and the Odyssey Challenge.

All the latest news from the off-road world and 4x4 industry

Club news, events and reviews

**Diary Dates:** Featuring upcoming events, tours and shows

**Project Builds:** each month include vehicles from every manufacturer in the 4x4 and off road market

**Roadbooks:** Our ever popular and unique roadbooks cover green lane routes across the country each month



## **Upcoming special features and supplements include:**

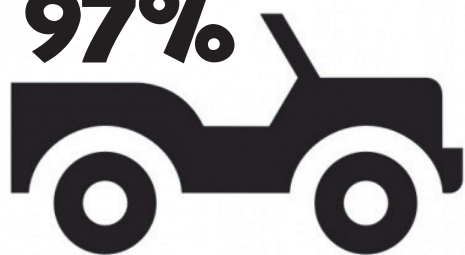
**Tyre supplement, Roadbook supplement, 2017 Calendar (December issue), 4x4 of The Year (January 2017 issue).**



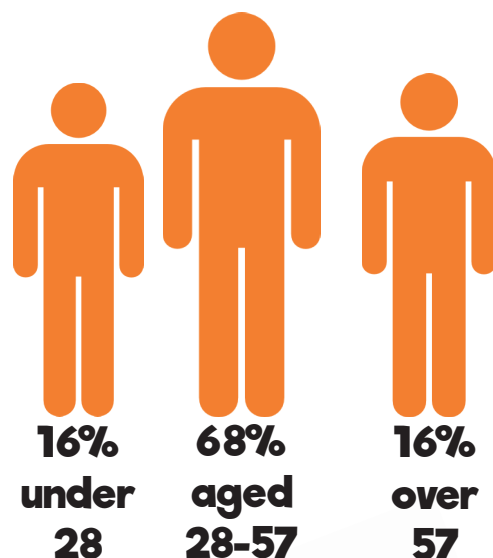


# Reader Facts

**4x4 Ownership**  
**97%**



**95% male**

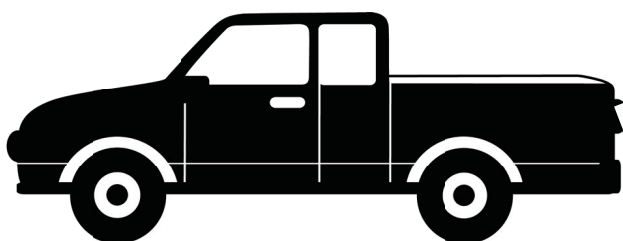


**Over 70% own more than one 4x4**

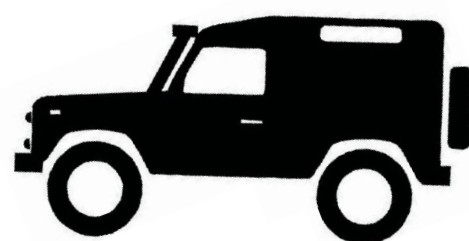


**86% go off-roading**

**35% go greenlaning**



**70% either interested in or partake in off-road motorsport**



**49% enjoy pay and play**

**10% go on 4x4 tours**

## Brands Owned

**60%**



**10%**

**TOYOTA**



**2%**



**8%**

**SUZUKI**



**8%**



**2%**



**8%**

**MITSUBISHI**

## Circulation

**12,000 copies per month**  
via WHSmith, independent  
newsagents, via  
subscription and online

## Readership

**30,000 - based on an average**  
**2.5 persons reading each copy**

## Facebook

**5000+ fans**  
**Over 80% read**  
**Total Off-Road on**  
**a regular basis**

**90% of readers read the magazine cover to cover including the advertising and have bought products after seeing an advert in TOR!**

# Rates

## Advertising & marketing opportunities:

World Wide Online Advertising: [www.totaloffroad.co.uk](http://www.totaloffroad.co.uk)

- Button: 90 x 420: 12 months - £120 annually
- Button: 180 x 420: 12 months - £150 annually
- Button: 270 x 420: 12 months - £180 annually
- Banner: 500 x 100: 12 months - £220 annually
- Site Sponsor: 760 x 60: 12 months - £500 annually

### In-print Advertising: Total Off Road magazine

#### Display

- DPS: 12 issues: £790 per issue
- Full page: 12 issues: £450 per issue
- ½ page: 12 issues: £255 per issue
- ¼ page: 12 issues: £150 per issue

#### Classified

- Large (60mm x 92mm) – 12 issues: £80 per issue,
- Small (60mm x 46mm) – 12 issues: £45 per issue
- Web Directory: £240 per year

For series bookings less than 12 issues please add the following:

8 issues + 30%, 4 issues + 50%, 1 issue + 80%

### Email marketing via our exclusive database of 5,000+ email addresses

- Monthly eNewsletter advert: 150 x 300 pixel advert with hyperlink placed on our monthly eNewsletter promoting the next issue of Total Off Road each month
- Solus eNewsletter: sent on your behalf to our database with your marketing message

### Social Media via the Total Off Road facebook page with over 5,000 likes

- 1 post: £200
- 3 posts: £133 per post

**Sponsorship:** Why not give yourself maximum impact to potential customers by sponsoring one of our ever popular monthly sections within Total Off-Road. Sponsorship includes banner across the top of each page of that section, web-button, eNewsletter, full or ½ page advert and preferential product editorial. POA

**New Product Launch:** If you are launching a new product why not take advantage of our special product advertorial pages which include product editorial alongside your advertising and marketing messages. POA

**Total Off Road App** – available to download and buy on iPad, iPhone, Android, Kindle Fire, Blackberry, PC and Mac. This option offers World Wide digital opportunities including:

- App splash page: full screen display for 10-15 seconds during the App loading time each time everyone opens the App; includes hyperlink
- App Banner: on rotation at the bottom of the App home page on iPads; includes hyperlink
- Push Notifications: Text notifications of up to 150 characters to everyone who has the App downloaded on to their device.

All prices are dependent on the package and series lengths.

**Best Value!!! Our complete marketing packages offer our best value deals and get you seen over all platforms and can be up to 50% off the cost of booking them individually!**

# Information

## Copy format

To be supplied as high-res PDF on email, CD or DVD.

**Full page:** 210 x 297mm

**Half page:** 190 x 130mm

**Quarter page:** 92 x 130mm

**Eighth page:** 92 x 60mm

**Sixteenth page:** 43 x 60mm

### Issue | Deadline | On-sale

Aug 16	24 Jun	8 Jul
Sep 16	29 Jul	12 Aug
Oct 16	26 Aug	9 Sep
Nov 16	30 Sep	14 Oct
Dec 16	28 Oct	11 Nov
Jan 17	25 Nov	9 Dec
Feb 17	23 Dec	13 Jan
Mar 17	27 Jan	10 Feb
Apr 17	24 Feb	10 Mar
May 17	31 Mar	14 Apr
Jun 17	28 Apr	12 May
Jul 17	26 May	9 June

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