

4x4 MAGAZINE

BRITAIN'S BEST SELLING 4X4 MAGAZINE

Britain's biggest and bestselling all-makes off road magazine



MALE:	93%
AVERAGE AGE:	48
ABC1:	42%
AVERAGE INCOME:	£34,700

Passionate about 4X4s!

75% are very satisfied with their current 4x4

On average readers spend £778 a year on accessories for their 4x4

66% of readers regularly take their 4X4 off-road

53% plan to buy their next 4x4 within the **next 2 years**

Readers trust their magazine

54% either subscribe or **read every issue** of 4x4 Magazine

68% of readers agree with the statement "4x4 Magazine is the best source of practical advice which helps me to buy new or used 4x4s"

64% agree that they '**always read** about the best **new products** and services first in 4x4"

63% said that 4x4 Magazine is the best source of advice around for 4x4s

50% have bought something as a result of seeing an advert in the magazine

Loyal readers

81% agree that 4x4 magazine is "**one of my favourites**"

71% describe 4x4 magazine as a "**good read**"

Each issue is read, on average, for over **3.5 hours**

Source: Linda Jones & Partners Reader Survey 2004/2006

4x4

THE ADVENTURE STARTS HERE

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