



“The perfect way to target drivers of fast VW's”

Launched : 1995

Cover price : £3.90

Frequency : Monthly

Readership : Owners of Golf's and all types of modified VW's including Scirocco's, Passat's, Polo's and Seat's.

•49% ABC1, men under 30 with a high disposable income.



Launched 11 years ago, Volkswagen Golf + is recognised as the must-read publication for performance Volkswagen enthusiasts. Re-designed in 2007, to include a wider range of Volkswagens Golf + is now jam-packed with even more content, including:

- More readers' cars
- Best UK and Foreign Cars
- More technical how to's
- An enhanced buyers guide
- Bigger Q & A section

Plus of course there's guaranteed coverage of every major VW event in the calendar and a bigger classified section than any other performance VW magazine.

Small wonder then that our average reader buys eleven copies of the magazine a year and 64% of readers prefer Golf + to our nearest competitor.

Who reads Volkswagen Golf +?

Our average reader of Golf + is male, under 30, works full-time and spends an average of 2 hours and 20 minutes a week working on his car.

He started reading Volkswagen Golf + 3 years ago, probably around the time he bought his first Golf. He is likely to have an interest in ICE and – if he doesn't already have one - aspires to own a Mk5 Golf in the near future.



## Readers with Real Spending Power!

Our readers have an average income of £33,500 - and they're not afraid to spend it on luxury items. Readers were asked to identify items that they had recently purchased, with the results shown below:

• WAP Phone 16%	DVD Player 26%
• Digital Camera 13%	Video Camera 26%
• Games console 53%	Home Fitness Equipment 22%

Almost without exception all readers owned TV's, hi-fi's, portable CD's/Walkmans and mobile phones. Thus indicating a young free-spending affluent audience.

### Enthusiastic too!

- 65% of our readers carry out their own minor mechanical repairs
- 37% repair their own bodywork

Although they do tend to leave major performance tuning to a specialist...

- 29% of readers are currently working on their own restoration & rebuild project

## We deliver readers online too!

85% of Golf + readers are regular internet users, spending an average of 4.4 hours a week online. You can complement your advertising in Volkswagen Golf + with a presence on our website.

- 78% of readers regularly visit other Golf related sites

Of those who have bought items over the Internet:-

- 43% said they bought car parts
- 40% have bought car accessories

**Our readers are a single click away from your own site!**

**GOLF+**  
THE HOTTEST MODIFIED VWs

Welcome to The Golf+ the new, slick, multi-improved magazine about water-cooled VWs and SEATs. For a taste of what's in the redesigned mag on a slimmer new Beetle, click the image to the right.

**The November 2004 issue**

"All the essential ingredients can be prepared and cooked in a top quality guide with the shopped back's moloch of the recipe is its strength - much like Stephen Ploore's award-winning 'Backday car'!"

If you fancy a lean mean racing machine, then Stephen Ploore is the guy to take your lead from. It's only been stripped down and given good handling. And believe us, it gets better, packed out with features on the subject of cars on the road, snow reports, brain picking plus an update on our regular project cars. We've been busy.

It's time to get your hands on the November 2004 issue. Or buy the current issue by clicking here! \*No time delays!

**Subscribe!**  
Subscribe online today and not only get every issue delivered to your door, but also get 20% off on a 6 issue mag pack!  
Click on the link to find out more!

**SELL YOUR CAR ONLINE!**  
For the meagre cost of £250, you can get an... with a photo and 30 words, including your contact details. The ad will show online, and the car is sold...  
Click on the link to find out more!

**British VW Events**

Affiliate Programme – Link and Start Earning Today. Do you have a website? If so, you can join the Motoring Affiliate Programme and earn commission on every subscription order you generate for us through your site.

**Contact: Amy Patel Subscriptions Marketing Executive**  
tel: 0208 726 8107 or amy\_patel@ipcmedia.com



## Why Advertising in Golf + Makes Sense

- Each page in a consumer magazine has the opportunity to be seen on average 2.5 times whereas newspaper supplements are seen on average only 1.2 times\*
- A paid for magazine is picked up on average 5.4 times, whereas newspaper supplements in general are only picked up on average 2.8 times during their publication period\*
- Volkswagen Golf + can be bought up and down the country as it is distributed by the UK'S largest magazine distributor - Marketforce. This provides Volkswagen Golf + with a wider range of retail outlets that smaller magazines simply cannot reach.
- Advertising in Golf + is incredibly cost-effective. Advertising starts from as little as £46 + vat per month, with up to 10% discounts for series bookings
- You now have the perfect opportunity to combine advertising in the magazine with advertising on our website - [www.thegolf.co.uk](http://www.thegolf.co.uk)

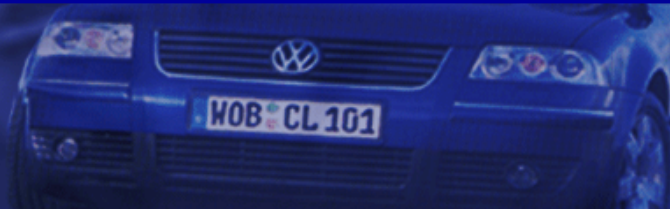
For details about specific issues and advertising contact the sales team:-

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IPC Motoring Group multiple magazine rates by arrangement: Land Rover World, MiniWorld, VolksWorld, 4x4, Race car Engineering and VW Camper and Bus

## Advertisement Copy Deadlines & On Sale Dates

ISSUE DATE	DEADLINE DATE	ON SALE DATES
MARCH 08	3 <sup>rd</sup> JANUARY 08	1 <sup>st</sup> FEBRUARY 08
APRIL 08	7 <sup>th</sup> FEBRUARY 08	7 <sup>th</sup> MARCH 08
MAY 08	4 <sup>th</sup> MARCH 08	4 <sup>th</sup> APRIL 08
JUNE 08	3 <sup>rd</sup> APRIL 08	2 <sup>nd</sup> MAY 08
JULY 08	7 <sup>th</sup> APRIL 08	6 <sup>th</sup> JUNE 08
AUGUST 08	5 <sup>th</sup> JUNE 08	4 <sup>th</sup> JULY 08
SEPTEMBER 08	3 <sup>rd</sup> JULY 08	1 <sup>st</sup> AUGUST 08
OCTOBER 08	6 <sup>th</sup> AUGUST 08	5 <sup>th</sup> SEPTEMBER 08
NOVEMBER 08	4 <sup>th</sup> SEPTEMBER 08	3 <sup>rd</sup> OCTOBER 08
DECEMBER 08	6 <sup>th</sup> NOVEMBER 08	5 <sup>th</sup> DECEMBER 08



## Advertising Rates & Data

### Full Colour

Number of insertions	1	6	12
Whole page	£ 705	£ 670	£ 635
Half page	£ 416	£ 395	£ 374
Quarter page	£ 229	£ 218	£ 206
Eighth of a page	£ 125	£ 118	£ 112

### Covers(Full Colour)

Number of insertions	1	6	12	
Outside back	£825	£784	£743	Bleed 10% extra
Inside front	£790	£751	£711	Facing Matter 15% extra
Inside Back	£765	£727	£689	Agency commission 10%

### Classifieds )

Number of insertions	3	6	12	
Sixteenth	Colour	£70	£66	£63
	Spot	£56	£53	£50
	Mono	£46	£44	£41

Single Cm Column Colour £20, Spot £16, Mono £12 (Minimum 3 centimetres)  
Column width 44mm. Column length 260mm

### General Information:

Publication date: Monthly, 1st Friday of the month preceding cover date  
Copy Date: Full colour 6 weeks, Mono 5 weeks preceding publication  
Cancellation date: 4 weeks before copy date

### Advert Dimensions:

DPS Bleed Supply as two separate pages  
DPS Type Supply as two separate pages  
Whole page bleed 303 x 216 mm  
Whole page type area 266 x 190mm  
Half page upright 266 x 92mm  
Quarter page upright 130 x 92mm  
Sixteenth page 92 x 31mm

DPS Trim Supply as two separate pages

Whole page trim 297 x 210mm  
Half page across 130 x 190mm  
Quarter page across 63 x 190mm  
Eighth page 63 x 92mm

### Mechanical Data:

Web Offset Litho..

Electronic data: Applications: Quark Express version 4 or later, Illustrator 8, Freehand 8, Photoshop 5. Storage Media: Standard 3.5 HD floppy disk 1.4mb (Mac format), CD ROM, Zip disk 100mb, Jaz 2gb, DVD. Fonts: All fonts must be supplied for the document, including EPSF files. ISDN: Maximum size:30mb. Filename:Magazine title/issue/advertiser. Hard Copy faxed: 020 8726 8399 & 020 7403 0990. ISDN Line 1: 020 7657 6573 (Leonardo). ISDN Line 2: 020 7407 3283 (ISDN Manager) Colour scans:Colours separated Into:CMYK (including specials), Scans resolution:300 dpi (SS).

All files must be Macintosh compatible and accompanied by a colour hard copy.