

VOLKS WORLD

100s OF VOLKSWAGENS FOR SALE INSIDE

VOLKS WORLD



RestoCustom SHOW SAMBA

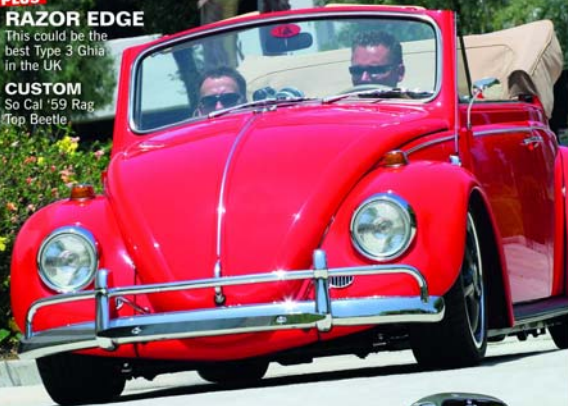
Turbo '67

Stupidly quick Karmann Beetle Convertible!

PLUS
RAZOR EDGE

This could be the best Type 3 Ghia in the UK

CUSTOM
So Cal 159 Rag Top Beetle



FORMULA VEE
CELEBRATING
40 YEARS OF
VEE RACING IN
THIS COUNTRY

RALLY BUG
RACING FROM
PEKING TO
PARIS IN A
1959 BEETLE



MALE:	89%
AVERAGE AGE:	33
ABC1:	47%
AVERAGE INCOME	£34,200

READERS WITH REAL SPENDING POWER

72% of readers read the advertisements as well as the editorial

45% of readers have directly responded to mail order advertising in Volksworld

90% quite often or frequently look at the classified advertising

85% regularly look at shows and clubs advertising

81% regularly look at Mail order advertising

INTERNET SAVVY

85% of readers have access to the internet

On average, readers spend over 6 hours surfing the web each week

45% have purchased car parts on the web, and 37% have bought car accessories

Loyal readers

The average reader has been reading Volksworld for 6 years

Each issue is read on average for over 4 hours

74% of readers pass on advice or recommendations after reading Volksworld

Source: Linda Jones and Partners reader surveys 2004/2001

For more information, please contact the advertising team on 0208 726 8334

<http://www.ipcadvertising.com>

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