

# VWvibe

## MEDIA PACK

FOR THE VDUB STATE OF MIND!

[www.vwvibe.com](http://www.vwvibe.com)



**VWvibe**  
**BRAND NEW**  
**100-PAGE**  
MONTHLY  
PUBLICATION



Capturing trends and lifestyles across all of VW culture; the vehicles themselves, be they campers or cars, classic or contemporary, and related lifestyle elements intrinsic to the scene.





# VW Vibe

FOR THE VDUB STATE OF MIND!



## CAMPING

VW VIBE IS THE ONLY VW INTEREST MAGAZINE TO REFLECT THE WHOLE VW SCENE IN ONE PLACE, COMBINING THE FULL

**VW** Vibe is a brand new 100-page monthly publication aimed at capturing trends and lifestyles across all of VW culture; the vehicles themselves, be they campers or cars, classic or contemporary, and related lifestyle elements intrinsic to the scene.

### THE VW SCENE

With the exponential growth of the classic and custom VW scene comes a similar growth in the business community surrounding it. Ancillary products and services have an expanding pool of potential clients as more and more buy into the expanding VW universe.

### TARGET MARKET

With modern campers leading the pack, a gateway to the lifestyle sector is open, accessing a broad advertising target demographic. This can encompass outdoor sports equipment and associated branded clothing, portable/mobile technology as well as direct vehicle related products and services.

The VW magazine readership has traditionally been males aged between twenty-five and forty. However, as the VW scene has grown in recent years, this group has broadened to include families and outdoor sports enthusiasts too. Mature consumers or young professionals with disposable income are being drawn towards the VW leisure vehicle scene instead of traditional recreational spends. Likewise, those on limited incomes who may have formerly saved for things like foreign travel or home improvements are diverting their discretionary income into the VW lifestyle.

### UNIQUE SELLING POINTS

- VW Vibe is the only VW interest magazine to reflect the whole VW scene in one place, combining the full

family of classic and custom VWs as well as the culture and lifestyle which goes alongside them.

- By keeping an edge on all trends within the VW family, and not limiting itself to only limited corners of the scene, the magazine maintains a broad appeal.

- By also endorsing on the practical side of the VW and Camper scene, VW Vibe is informative as well as entertaining, attracting a wider spectrum of readers.

### THE MAGAZINE: STRUCTURE AND CONTENT

VW Vibe reflects individualistic, quality writing and original imagery. The features will highlight the full spectrum of the VW scene and related interests, focusing on creative photography and telling the story of the people behind the features. Regulars will include tech 'how to' articles, travel, culture, outdoor sports, road trips/camping and show reports, all in the context of the VW marque.

### DISTRIBUTION

VW Vibe is distributed through WHSmiths, the general newstrade and a broad network of independent retailers, with plans to target supermarkets. After the launch of the pilot, which will have an extended shelf-life, the ongoing magazine will be targeted as a monthly issue. Aside from a prominent retail presence, the magazine will be galvanised by a strong summer event attendance.

### ADDITIONAL PROMOTIONAL OPPORTUNITIES

VW Vibe offers advertisers opportunities to actively guide readers to their adverts. Tools include reader offers or prize incentives/giveaways, product tests and reviews, spotlights in news pages and company profiles.





# SKATE



# RIDE



# SURF

**FAMILY OF CLASSIC AND CUSTOM VWs AS WELL AS THE CULTURE AND LIFESTYLE WHICH GOES ALONGSIDE THEM.**

## ADVERTISE WITH US

There are a number of ways you can increase sales with a bespoke advertising campaign in VW Vibe, with options to suit every budget. Tell us your requirements and we'll work to accommodate you. Not got the time or facility to put together an advert? Then take advantage of our design service from our highly skilled team of graphic designers. We will work closely with you in order to help you achieve the very best response and maximize your exposure through VW Vibe. For further details, please contact Vivienne Hill.



## DIGITAL SUPPORT

We will exploit social media. Facebook, Twitter and other sites will propagate interest and form additional platforms for exposure. Our website

**[www.vwvibe.com](http://www.vwvibe.com)**

will allow links to advertiser's sites, social media pages or blogs, as well as a full advertising facility.

Digital versions of the magazine will be available via Apple's App Store, the major Android stores and the Kindle platform, creating additional fields of exposure. A number of added features are available, such as adding hyperlinks, video clips and banner advertising.

## MEET THE TEAM

Traplet Publications have over thirty years experience of producing specialist leisure interest magazines, and have a deep understanding of their readerships.

### IAN GARRAD – EDITOR



Helming VW Vibe is Ian Garrad, an experienced editor who has been at the heart of the VW scene since the eighties. Ian has written, photographed and edited for established publications within the field over the past decade.

To contact Ian (aka Ig) please email:  
**[ian.garrad@traplet.com](mailto:ian.garrad@traplet.com)**

### VIVIENNE HILL – ADVERTISING SALES MANAGER



Heading up the sales team is our Advertising Sales Manager, Vivienne Hill, who has spent a career spanning over 17 years at Traplet Publications working closely with advertisers on several of our existing publications. Viv has an acute understanding of what businesses need when advertising their services and will be happy to help you put together a successful advertising campaign in VW Vibe.

To contact Viv please call telephone number:  
**01684 588544** or email: **[vivienne.hill@traplet.com](mailto:vivienne.hill@traplet.com)**

## BECOME A STOCKIST • RISK FREE SALE OR RETURN FACILITY • NO CONTRACT • FREE DELIVERY

Increase your footfall and become a stockist of VW Vibe! There is no minimum order and we offer a fantastic discount of 25% off the RRP (giving a 33% mark-up). Plus, if you stock 6 or more copies per issue, you will also receive 3 months' FREE advertising in the Shoppers Directory section. This is laid out by county and is a fantastic way of letting readers know where they can pick up a copy, no matter where they are! For further details please contact Vivienne Hill.

# VW Vibe ADVERT SIZES AND PRODUCTION FORMATS

## ADVERT SIZES

HORIZONTAL X VERTICAL (mm)



### FULL PAGE

TRIMMED SIZE: 210 x 297

BLEED SIZE: 216 x 303



### 1/2 PAGE

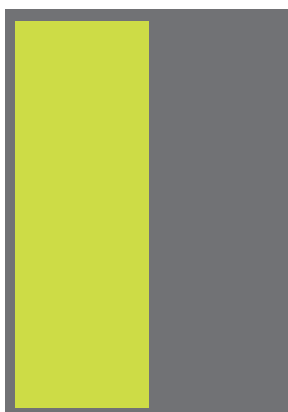
**HORIZONTAL**

184 x 127



### 1/4 PAGE HORIZONTAL

184 x 60



### 1/2 PAGE VERTICAL

89 x 260



### 1/4 PAGE VERTICAL

89 x 127



### 1/8 PAGE

89 x 60

## DATA AND PRODUCTION FORMATS

### SUPPLYING DIGITAL ADVERT FILES

- We prefer to receive files on a CD Rom or by email.
- Please use new disks and reformat them before supplying.
- If you are emailing your complete advert to us please save as a PDF or JPEG at a minimum of 300dpi, at 100% - we cannot accept files by email bigger than 10MB.
- Please supply a colour printed copy of the advert at 100%.

### IF YOU ARE SUPPLYING INDIVIDUAL IMAGES AND LOGOS FOR OUR ART DEPARTMENT TO CREATE ADVERT/S:

- Logos or Illustrations sent to our advertising art department must be of the following type:

### IMAGES

Images must be at least a minimum of 300dpi, CMYK Photoshop EPS, TIFF, Adobe Photoshop (PSD) or JPEG.

### VECTOR IMAGES

EPS, Adobe Illustrator (ai or EPS),

- Any text supplied must be in Microsoft Word format ONLY.
- Please package your media carefully. If you wish disks to be returned, please include an SAE.

### WHEN SUPPLYING PICTURES OR TRANSPARENCIES FOR SCANNING, PLEASE TAKE CARE TO SPECIFY THE FOLLOWING:

- If you require cut-outs of scans or special touching-up, supply detailed instructions and a marked-up copy (if possible indicating the item to be touched-up or cut-out.)

No responsibility will be accepted by Traplet Publications for typing or document errors made by customers.

### PLEASE CONTACT OUR ADVERTISING COPY CONTROLLER IF YOU HAVE ANY QUERIES

#### CINDI GRIFFITHS

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Email: [adcopy@traplet.com](mailto:adcopy@traplet.com)

### PLEASE CONTACT VIV FOR MORE DETAILS ON:

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