

# About The Automotive Industry Digest

The Automotive Industry Digest is a weekly electronic summary of news impacting on everyone who works in the motor industry and all who drive cars and light commercial vehicles.

Published by AWD Communications Ltd, the *Digest* contains stories on the latest vehicles destined for showrooms, information on the new legislation emanating from Whitehall and Brussels, crucial residual value data and trends, the cars and vans fleets are buying and the initiatives businesses are taking to improve their transport operations.

In between each weekly *Digest* publication, articles are added to the website and distributed to subscribers' mobile phone, PC or laptop via newsfeeds on a 'need to know' basis to ensure they are kept fully up-to-date and informed with the very latest industry developments.

The screenshot shows the website's layout. At the top is the 'Automotive Industry Digest' logo and the text 'Latest Motor Industry News'. Below this is a navigation bar with links for 'Digest', 'Jobs', 'About Us', 'Word Archive', and 'Contact Us'. The main content area features a large article titled 'Fuel prices to breach 150p per litre by summer 2012' with a sub-headline 'PRESSURE is mounting on the Government to abandon its planned fuel duty increases in 2012...'. Below this is another article titled 'Ford triumphs with four trophies at 2011 ACFO awards'. To the right of the main content is a 'News by Category' sidebar listing various news categories and their counts. At the bottom right of the main content area is a 'Sign up for our mailing list' form with fields for 'First Name', 'Last Name', and 'Email Address', and a 'Join now!' button. Below the mailing list form is a 'Web Site' section with a 'runyourcars.com' logo and a 'Windscreens...' article preview. At the very bottom right is an 'Article Calendar' for November 2011, showing a grid of dates from 1 to 30.

## Circulation

### Email Distribution

Automotive Industry Digest is distributed in two ways:

- As a word document via email containing all that week's latest news
- As an electronic newsletter containing a summary of the headline stories from that week and inviting subscribers to read those stories and more on the web.

Approximately 20,000 people receive the *Digest* in one of its two forms including key personnel at motor manufacturers, contract hire and leasing company executives, dealer principals, fleet decision-makers and a wide cross section of directors running companies supplying vehicle producers and fleets.

### Web Site

The Digest in web format has been in place since the beginning of January 2011. Our unique users per month is steadily building, we currently generate approximately 18,000 unique visitors per month.

The website contains a complete library of stories from previous issues, all the stories from the latest issue, and the most recent breaking stories.

The website contains a jobs section and will soon include a fuel report and cost of ownership information, all in our endeavour to become the definitive source for automotive information services.

# Web Advertising Rate Card



**Kia Fleet.  
Be ahead  
of the  
game.**



**LEARN MORE**



7 year / 100,000 mile  
manufacturer's warranty.

Sky Scraper Banner 210 x 600

Sky Scraper Banner can incorporate flash , static image or video.





**Kia Fleet.  
Be ahead of the game.**

**LEARN MORE**

7 year / 100,000 mile manufacturer's warranty.

Block Banner 210 x 300

Block Banner can incorporate flash , static image or video.

## Web Site Banner Rates

Placing a web site Banner advertisement within the Automotive Industry Digest provides site wide placement of your banner, advertisements aren't restricted to home page or restricted placement they appear throughout the site.

## Banner Rates

All Banners can incorporate flash , static image with click through URL or video.\*\*

Sky Scraper £1100+ vat per month\*

Block Banner £1000 + vat per month\*

Horizon Banner £1100 + vat per month\*

\* Subject to 3 month commitment

\*\*Banner placement is subject to availability. Banner HTML and images supplied by customer



The new E 220 CDI Executive SE.  
It just became your shortlist.



Mercedes-Benz  
Fleet

Horizon Banner 600 x 90

Horizon Banner can incorporate flash , static image or video.

# Newsletter Advertising Rate Card

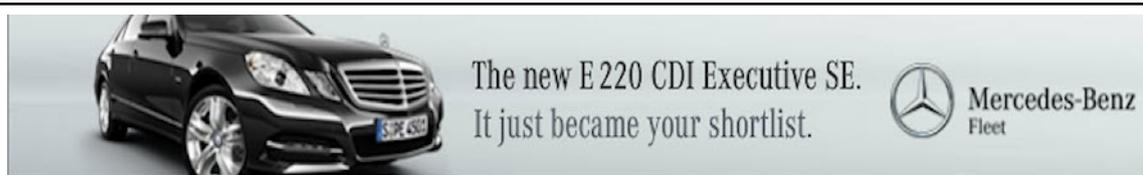


The Digest is distributed on a weekly basis by email as an electronic newsletter which contains a summary of that weeks most important fleet news stories.

Advertising in the newsletter provides a good opportunity to get your message in front of key decision makers on a weekly basis.

ISSUE - 447 -2011

[| Digest](#) | [| About Us](#) | [| Jobs](#) | [| Contact Us](#) |



Horizon Banner 600 x 90  
Static Banner situated between editorial content with click through URL  
£1100 + vat for one banner on 8 newsletters

**Welcome to this week's edition of the Automotive Digest.**

To read all the articles in this week's Digest click [www.automotiveindustrydigest.com](http://www.automotiveindustrydigest.com)

[The Editor's View](#) THE Government has got itself in to a right old pickle in relation to changing the frequency of the MoT. Ministers are considering plans to shift the first test to four years and then to intervals of two years claiming it would save motorists cash.

[MoT frequency changes could trigger 250 more road deaths](#) POSSIBLE changes to the frequency of MoT testing could increase road deaths by more than 250 a year, according to Pro-mote.

[Fuel prices to breach 150p per litre by summer 2012](#) PRESSURE is mounting on the Government to abandon its planned fuel duty increases in 2012 with warnings that pump prices could reach 150p per litre by next summer.

[Alphabet puts customers first with restructuring after ING deal](#) CUSTOMER satisfaction and service excellence are the top priorities for the new management team at Alphabet, following its recent £570 million acquisition of ING Car Lease.

[Lexus cuts emissions but makers could slash prices of 'dirty' cars](#) THE launch of the Lexus CT 200h, the world's first full hybrid premium compact car, has helped the premium car manufacturer achieve the sharpest fall in average carbon dioxide emissions of any car manufacturer in the UK.

[Ford blocks calls and text messages with new technology](#) FORD is helping at-work drivers and parents to ensure their children drive more safely with a new technology that can block incoming phone calls and text messages while they are behind the wheel.



Footer Banner 600 x 90  
Static Banner situated as a footer below editorial content with click through URL  
£1000 + vat for one banner on 8 newsletters

## Contact Us

Automotive Industry Digest.

Deer's leap , Lickey Nr Bromsgrove,  
Worcestershire,  
B60 1NU  
United Kingdom .

T: +44 (0) 121 445 6633

F: +44 (0) 121 445 6699

M: +44 (0) 07775 751596

E: [enquiries@automotiveindustrydigest.com](mailto:enquiries@automotiveindustrydigest.com)