



BENTLEY DRIVERS CLUB

# ADVERTISER and DIARY

RATES & DATA 2016



Advertising  
Booking Form



# Bentley Drivers Club *Advertiser and Diary*

## Rates and Data 2016



**Dates.** The Bentley Drivers Club *Advertiser and Diary* is published monthly. It is mailed to all members of the Club on the publishing date.

Cover Date	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Copy Date	10.12.15	15.1.16	15.2.16	17.3.16	15.4.16	17.5.16	16.6.16	15.7.16	15.8.16	16.9.16	17.10.16	16.11.16
Publishing Date	4.1.16	1.2.16	1.3.16	1.4.16	2.5.16	1.6.16	1.7.16	1.8.16	1.9.16	3.10.16	1.11.16	1.12.16

**Production.** The *Advertiser and Diary* finished size is 205 x 205 mm. It is printed in full colour by sheet-fed litho on 115gsm gloss coated paper and is saddle-stitched.

**Booking.** To make a booking please use the accompanying Booking Form or contact the Club on tel: +44(0)1295 738886; fax: +44(0)1295 738887; email: [steve.miller@bdcl.org](mailto:steve.miller@bdcl.org); post at address shown below. Unless credit terms have been extended, payment must accompany booking. Cheques should be made payable to The Bentley Drivers Club. A copy of the BDC Advertising Policy is available on request.

Rates for issues published in 2016	Height	Width	Colour	B/W
Full Page	187mm	176mm	£439	£249
Full Page bleed	211mm	211mm	£439	£249
1/2 Page Vertical	187mm	84mm	£259	£145
1/2 Page Horizontal	89mm	176mm	£259	£145
1/4 Page Vertical	89mm	84mm	£159	£90
1/4 Page Horizontal	40mm	176mm	£159	£90
1/8 Page Horizontal	40mm	84mm	£95	£55
Special positions available by negotiation. Inserts accepted by arrangement				
Trade classified advertisements: £20 per insertion				
Prices exclusive of VAT				

**Classified Advertising.** Spares For Sale and Wanted by private members of the Club may be included in the *Advertiser and Diary* free of charge. Traders are asked to note that The Business Advertisements (disclosure) Order 1977 requires that all advertisements submitted by people seeking to sell goods in the course of business must make the fact clear. Consumers must be able to tell whether an advertisement relates to a sale by trader or a private seller. It is therefore the responsibility of the trader to comply with the Order by marking advertisement copy with the word "Trade" in the bottom right corner, which will then be reproduced in the same position in the advertisement.

**Supply of Copy.** Digital copy can be supplied direct to the printer by e-mail: [bdcadvertiser@quorumprint.co.uk](mailto:bdcadvertiser@quorumprint.co.uk); or on CD/DVD by post to: *Advertiser and Diary*, Quorum Print Services, Units 3&4 Lansdown Ind Est, Gloucester Rd, Cheltenham, GL51 8PL. An FTP facility is also available (tel +44(0)1242 584984 for details). PDF files cannot normally be amended and should be supplied press-ready, preferably in PDF X1-A format, with high resolution pictures (up to 350dpi) converted to CMYK or grayscale and with embedded fonts. Full page advertisements with bleed should show crop marks. Quark XPress and InDesign files should be correctly packaged for output. Hard copy proofs should accompany digital files where possible. Advertisements can be made from hard copy supplied. All requirements should be clearly marked. Responsibility cannot be accepted for errors or omissions arising from unclear copy.



The *Advertiser and Diary* is published by Bentley Drivers Club Ltd, W.O. Bentley Memorial Building, Ironstone Lane, Wroxton, Nr. Banbury, Oxfordshire, OX15 6ED

Tel: +44(0)1295 738886  
 Fax: +44(0)1295 738887  
 email: [steve.miller@bdcl.org](mailto:steve.miller@bdcl.org)

# Advertising with the Bentley Drivers Club



I am delighted to bring you news of an exciting enhancement to our Member publications from January 2016.

From January we will combine our existing monthly “Dairy” and bi-monthly “Advertiser” magazines into one full colour MONTHLY magazine.

By doing this we can enhance the publicity of our many events with the addition of colour photographs and increased editorial content. Importantly for you, our advertisers, it provides the opportunity to engage with our Members on a monthly basis, and enables us to include relevant editorial copy about your business adjacent to your advertisement. The move to monthly provides you more frequent and timely promotion of your products and services to our Members, and supports requests from motor traders keen to market new stock.

## BULK BOOKING SUPPLEMENTS

We would like to welcome you as new advertiser with the Bentley Drivers Club by offering you a bulk booking supplement of 20% off our rate card for a 12 month booking. Simply tick the ‘All months’ box and we will adjust your rate payable.

We very much hope you will choose to feature in all 12 editions, however, publishing each month gives you greater flexibility to target your products and services in a timely manner to our Members. A 10% supplement is offered for a booking of 6 or more months.

Please complete and return the booking form overleaf, or email your 2016 requirements to [steve.miller@bdcl.org](mailto:steve.miller@bdcl.org)



# 80

2016 celebrating

# YEARS OF THE BENTLEY DRIVERS CLUB



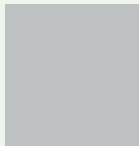
# Bentley Drivers Club *Advertiser and Diary*

## Advance Booking Form 2016

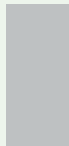


Cover Date	All Months	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
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SPACE													
Full Page – Colour													
Full Page – B & W													
1/2 Page – Colour													
1/2 Page – B & W													
1/4 Page – Colour													
1/4 Page – B & W													
1/8 Page – Colour													
1/8 Page – B & W													

1/2 and 1/4 pages – please specify whether Horizontal (H) or Vertical (V)  
All rates are subject to VAT



Full Page  
187x176 mm



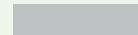
1/2 Page V  
187x84 mm



1/2 Page H  
89x176 mm



1/4 Page V  
89x84 mm



1/4 Page H  
40x176 mm



1/8 Page H  
40x176 mm

I would be interested in further opportunities to advertise with the BDC – please tick:

**Editorial in Advertiser and Diary**  **Club website**  **Event Programmes**

Name of Advertiser or Agency \_\_\_\_\_

If Agency, booking on behalf of \_\_\_\_\_

Signed \_\_\_\_\_ Name \_\_\_\_\_

Date \_\_\_\_\_

Contact telephone \_\_\_\_\_ Email \_\_\_\_\_

New Advertisers please supply address \_\_\_\_\_

\_\_\_\_\_  
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