

LIFE WITH DRIVE FOR HIM & HER

**MarQ magazine** celebrates the world's most **exclusive cars and the lifestyles** of the men and women who drive them. It laces world class motoring journalism with cutting edge style and brings auto publishing kicking and screaming into the 21st century.

**MarQ** readers are high net worth individuals aged circa 25 to 55. Distribution is via **news-stand, exclusive hotels, executive lounges and select events** – the potential readership is in excess of 105,000.

**MarQ** marries optimum driving experience to an **obsessive preoccupation with luxury, excitement and new ways of spending money**. It's a union that breeds sheer indulgence.

**MarQ** offers advertising partners a unique opportunity to become part of a lifestyle that will showcase and amplify their core brand values. This is about **reaching informed, affluent opinion formers** and being given the time, space and context to build valuable relationships.

**MarQ** will be published **six times a year**. Our aim is to create a covetable, modern brand that will quickly become synonymous with affluence, good taste, style and individuality.

**MarQ** gives readers everything they need to decide how to spend those two most valuable commodities – their time and their money. Each issue will scoop the **hottest rides**, highlight the most **innovative design** and explore the most **imaginative ways of spending** money.

In look, feel and execution, **MarQ** will **drip luxury** – think *Wallpaper* over *Maxim*.



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## The MarQ demographic

**MarQ** readers want to be the first to know, to be informed and ready with an opinion.

**MarQ** readers also like to take risks – with their lives, their fortunes and occasionally their wardrobes. This spirit of well-heeled abandon will be reflected in our content and mark **MarQ** out in a generally conservative crowd.

For its readers, **MarQ** must fit seamlessly into their lifestyle, accompanying and informing them with content that inspires, excites and delivers the promise of indulgence.

It would be disingenuous to suggest a 50:50 male/female split in the **MarQ** target audience. However, with its emphasis on style and lifestyle over grease, dust and babes, whether or not **MarQ** fits your world has as much to do with net worth as gender. Our aim is to build a larger female readership base than any of our would-be competitors.

### The target market for **MarQ** is:

- both men and women, between the ages of 25 and 55;
- consumers in the AB socio-economic levels (professionals, with high disposable incomes and at least a tertiary level education);
- geographically – primarily across metropolitan areas, especially those deemed 'affluent' and/or fashionable within the UK, but also with strategic showing in key cities throughout Europe, the US, and Asia, including but not limited to: Paris, Milan, Rome, Berlin, Stockholm, Barcelona, Athens, Brussels, Moscow, New York, LA, Boston, Sao Paulo, Rio de Janeiro, Tokyo, Hong Kong, Beijing, Dubai, Singapore and Sydney.

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## Target audience breakdown

Women 22%

Men 78%

18-24 age group 16%

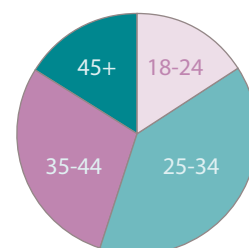
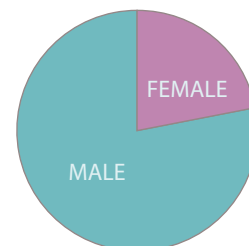
25-34 age group 39%

35-44 age group 29%

45+ age group 16%

AB 46%

ABC1 81%



Distribution is via selected news-stand, luxury hotels, executive lounges and carefully chosen events, including:

### Major motoring events

- BTCC events
- F1 – worldwide
- Gumball 3000
- MotoGP – worldwide
- WRC – worldwide
- WTCC – worldwide
- Ferrari events (and dealerships)

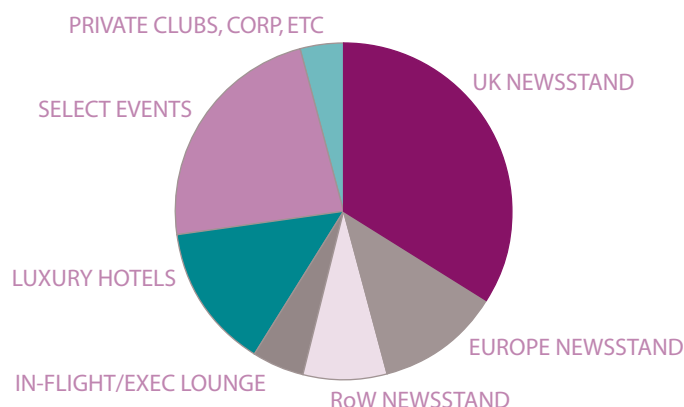
### Plus

- Americas Cup 2007
- Badminton Horse Trials
- Hurlingham polo clubs
- Royal County of Berkshire Polo Club
- Beaufort Polo Club
- Cannes Film Festival
- Cannes Golf Festival
- Cowes Week
- Dubai International Boat Show
- Gatcombe Festival of British Eventing
- Glyndebourne Festival
- Henley Royal Regatta
- Venice Carnival

## MarQ distribution

**MarQ** is the luxury lifestyle magazine for people who love cars. Our distribution strategy is about reaching an affluent readership through both strong news-stand presence and strategic distribution at key events and locations.

<b>MarQ</b> magazine total distribution		105,600
UK news-stand	34%	35,900
Europe news-stand	12%	12,675
RoW news-stand	8%	8450
In-flight/exec lounge	5%	5280
Luxury hotels	14%	14,785
UK	9%	
Select events	23%	24,300
<i>of which major global motoring &amp; polo events comprise</i>	18%	19,000
Private clubs, corporate etc	4%	4225



## Marketing MarQ

Public relations and marketing are clearly crucial to the success of any magazine and especially relevant in the early stages when the first issues must hook a core audience of early adopters.

We will retain a specialist PR agency with proven experience of working with, and effectively supporting, top-end media clients. The agency also has strong links with the motor industry. Its brief is to secure features and news items in both the publishing trade press and consumer media and to support the launch of each bi-monthly edition.

These efforts will bring the publication to a far wider audience than we could hope to reach on our own and escalate brand awareness.

We will also undertake various in-store marketing schemes with selected retailers directly via our distributor to ensure that the publication is given visibly prominent and arresting in-store promotion.

## About Kava Media

Kava Media Ltd is a multi-disciplined agency that specialises in developing marketing strategies and collateral for blue chip customers. Kava Media creates and publishes contract magazines for disparate markets that include consumer, telecommunications, technology and insurance.

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

## About Kevin Haggarty Editorial Director

**MarQ's** Kevin Haggarty is one of the UK's leading motoring journalists. He has worked as a presenter on ITV's *Pulling Power* and as a contributor to *News Extra* and *Channel 4 News*. Kevin has been motoring editor at publications that include *The Voice*, *New Nation* and *Tramp* magazine. Feature credits include *EVO*, *Classic Cars for Sale*, *Used Car Buyer*, *Car Magazine*, *The Times* and the *London Evening Standard*. Kevin is a member of the Guild of Motoring Writers, a committee member of the Southern Group of Motoring Writers and driving consultant to Porsche Cars GB.

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## MarQ rate card

<u>size/position</u>	<u>£ rate</u>	<u>€ rate</u>
1st DPS	14,000	20,300
Specified DPS	12,000	17,400
Unspecified DPS	10,000	14,500
Page facing contents/masthead	8000	11,600
Page unspecified position	7000	10,150
Outside back cover	14,000	20,300
8-page campaign showcase	40,000	58,000
6-page campaign showcase	30,000	43,500
4-page campaign showcase	20,000	29,000
IFC 4-page gatefold	35,000	50,750
Standard 4-page gatefold	30,000	43,500

### inserts

£60/000 per single sheet (minimum 50,000).

Extra sheets £26/000. Bound-in inserts by arrangement.

## Mechanical specifications

### full page

trim area	285mm (h)	x 220mm (w)
bleed area	293mm (h)	x 228mm (w) (+4mm)

### DPS

trim area	285mm (h)	x 440mm (w)
bleed area	293mm (h)	x 448mm (w) (+4mm)

*allow for gutter*

### copy

The following formats are accepted:

- Press-optimised PDFs
- DTP files (conventional programs such as QuarkXpress, InDesign, Pagemaker) with all supporting graphic files and fonts

Images should be saved at a minimum of 300 dpi. Please include 4mm bleed and crop marks. We advise you to also supply a colour-accurate proof.

### send via

**post** on disk to Kava Media Ltd, PO Box 23,  
Dursley, Glos, GL11 5WA, UK

**ftp** server [ftp.kavamedia.co.uk](ftp://ftp.kavamedia.co.uk)  
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**email** [copy@kavamedia.com](mailto:copy@kavamedia.com)  
(20Mb max attachment per message)

### copy deadlines 2006

May issue  
20 March 06

July issue  
22 May 06

October issue  
21 August 06

January 07  
issue  
23 October 06