

auto VENDING

The Industry's Preferred Choice



NOT JUST A TRADE MAGAZINE

**MEDIA
INFORMATION
PACK**

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ABOUT THE MAGAZINE

THE NUMBER ONE MAGAZINE FOR THE AUTOMATIC RETAILER

Auto Vending, launched in 1991, has established itself as the market leading publication to the automatic retailing sector.

Auto Vending magazine is a much-loved and well-regarded source of up to date information, relating to industry developments, new products, technical information, success stories and legislative changes. With our commitment to helping the industry grow, we have added an extra 2,000 names to our circulation, meaning that in 2008 Auto Vending will be read by *30,000+ readers on a monthly basis.

Packed with industry news, products, trends, and features it has become a necessary and favored read for everyone who is serious about their business.

AUTO VENDING HAS THE GREATEST PENETRATION IN THE MARKETPLACE

- Providing total coverage of all UK vending machine operators, suppliers and manufacturers.
- Coverage of principle/buying offices and larger units within the end user areas of local authorities, health (national and private), education, leisure and other public facilities, hotel/conference, catering (including contract caterers), travel and large employers in industry and commerce.

AUTO VENDING INNOVATION AWARDS

This unique and prestigious, biennial vending Awards competition is owned and organised by Auto Vending magazine. The industry appreciates the importance of innovation and is enthusiastic about these awards, the only event of its kind. The Vending Innovation awards recognises companies, which have shown innovation and achievement in any one of a number of categories – all regarded as key to the ongoing development of the British Vending Industry.



* based on 3 readers per copy. Source - Auto Vending 2006 Reader Attitude Survey

THE READERSHIP BREAKDOWN

NOT JUST A TRADE MAGAZINE...

As well as the all important trade sector Auto Vending also reaches key customers who have responsibility for purchasing or specifying equipment products or services, across all business sectors of industry, education hotel/conference, catering, leisure and other public facilities, local authorities and health. By constantly updating our database, we guarantee that the recipients of Auto Vending magazine are those with true purchasing authority or influence. Auto Vending is received monthly by over 10,000+ named individuals, with direct or indirect decision-making authority / influence.

MONTHLY DISTRIBUTION

Operators	849
Manufacturers/Suppliers	304
International Trade	169
Contract Caterers	226
Local Authorities	155
Travel (Rail, Road, Sea, Air)	69
Schools, Colleges, Universities	3125
Public Services	56
<i>(Police, Armed Forces etc.)</i>	
Facility Managers	2865
Leisure Centres	1302
Healthcare Purchasing	976
Total Circulation:	10096

equipment supplement		equipment supplement	
table-top Beverage Machines		table-top Beverage Machines	
<p>Studio table top Crown Merchandising Systems Ltd See: 101-102-103-104 Contact: 01248 444807 www.crownm.com</p>	<p>Genesis Crown Merchandising Systems Ltd See: 101-102-103-104 Contact: 01248 444807 www.crownm.com</p>	<p>Kenco Single The Kenco Coffee Company See: 101-102-103-104 Contact: 01895 209 750 www.kenco.com</p>	<p>Kenco Jodie UK See: 101-102-103-104 Contact: 0181 371 6100 www.jodie.com</p>
<p>Kenco Freshful Hot Drinks Station The Kenco Coffee Company See: 101-102-103-104 Contact: 01895 209 750 www.kenco.com</p>	<p>Kenco In-Cup The Kenco Coffee Company See: 101-102-103-104 Contact: 01895 209 750 www.kenco.com</p>	<p>Lavazza Blue Colibri Lavazza See: 101-102-103-104 Contact: 01895 209 750 www.lavazza.com</p>	<p>Lavazza LB2200 Lavazza See: 101-102-103-104 Contact: 01895 209 750 www.lavazza.com</p>
<p>Kenco In-Cup The Minicup Fix The Kenco Coffee Company See: 101-102-103-104 Contact: 01895 209 750 www.kenco.com</p>	<p>Kenco In-Cup The Style 5 The Kenco Coffee Company See: 101-102-103-104 Contact: 01895 209 750 www.kenco.com</p>	<p>Lavazza LB1000 Lavazza See: 101-102-103-104 Contact: 01895 209 750 www.lavazza.com</p>	<p>Lavazza Espresso Point Machine Lavazza See: 101-102-103-104 Contact: 01895 209 750 www.lavazza.com</p>

EDITORIAL FEATURES LIST 2009

AUTO VENDING REGULARLY PRESENTS ITS READERS WITH:

- Industry News • Latest Products • Appointments • Features • News from Europe
- New Legislation • Bi-lined Articles • Industry Trends • The Last Word

In every issue there are also SPECIAL FOCUS FEATURES spotlighting specific aspects of automatic vending in the 21st century. Naturally, editorial material appears on merit, free of charge, at the discretion of the editor.

Editorial email address: amanda-roberts@btconnect.com

Advertising: gavin.rimmer@rephotopublishing.co.uk

January Payment Systems Water & Water Filtration Competing with the High Street	July Equipment Supplement (Incorporating End User Guide) Water AVEX Review
February Snacks and Confectionery Coin and Note Handling Security in Vending Machine Refurbishment	August Product Supplement Security in Vending Healthy Vending Going Green
March Hot Beverages Soft Drinks (Products & Machines) Frozen Vending	September Chocolate Drinks Competing with the High Street KioskCom Preview
April Healthy Vending Whiteners, Sugars and Sweeteners Water AVEX Update	October Hot Beverages Snacks and Confectionery Water
May Vending Cups Finance and Leasing AVEX Update	November Nivex Preview In-Cup Vending Coin & Note Handling
June AVEX Preview	December Nivex Review Telemetry & Data Retrieval Table-Top Systems Food Vending

WHAT THE READERS SAY ABOUT AUTO VENDING

READING HABITS*

- 98% of Auto Vending readers, read each issue immediately or within a week.
- 86% of Auto Vending readers read 50-100% of each issue

PASS ON READERSHIP*

- 51% of readers pass it on to 1 or more colleagues
- 39% of readers keep it for future reference
- 63% pass their issue to between 1 and 5 people
- 6% of readers pass their copy to between 6 and 10 people

Based on these figures, Auto Vending has an average pass on readership of 3 readers per copy, providing 24,000+ readers on a monthly basis

HOW THE READERS VALUE THEIR COPY OF AUTO VENDING*

- 92% of readers stated the editorial style to be excellent or good
- 75% of readers stated the range of issues to be excellent or good
- 86% of readers stated the quality feel to be excellent or good

*source – Auto Vending 2006 reader attitude survey

THE AUTO VENDING WEB SITE - A VENDING INTERNET PRESENCE

www.auto-vending.co.uk has established itself as the industry's principal comprehensive reference service for vending equipment, products and services.

www.auto-vending.co.uk is fully searchable by company, product, services and operators.

The screenshot shows the homepage of the Auto Vending website. At the top, there is a blue header with the 'auto VENDING' logo and the tagline 'The Industry's Preferred Choice'. Navigation links include 'Home', 'Facfile', 'Advertising', 'Market Penetration', and 'Subscribe'. Below the header, a welcome message reads 'Welcome to the Auto-Vending Facfile online'. A main content area contains several sections: 'Known in the trade as the "Big Black Book"...', 'FORTHCOMING EVENTS', 'USEFUL INDUSTRY WEB LINKS', and 'FEATURING NEXT MONTH'. A search bar is prominently displayed with the text 'Facfile Name Search : You can search by company name or part name.' Below the search bar, there is a dropdown menu for 'Facfile Manufacturers and Distributors' with 'Canned/Bottled Beverage Machines' selected.

Special promotional / advertising packages are available on the Auto Vending web site, for full details please contact us to discuss your requirements.

ADVERTISING	1	6	12
DPS	£3,950.00	£3,753.00	£3,555.00
Page Colour	£1,995.00	£1,895.00	£1,795.00
Half Page Colour	£1,150.00	£1,092.00	£1,035.00
Quarter Page Colour	£825.00	£784.00	£742.00
SPECIAL POSITION			
Front Cover Package*	£4,500.00	£4,280.00	£4,050.00
Inside Front Cover	£2,400.00	£2,280.00	£2,160.00
Outside Back Cover	£2,500.00	£2,375.00	£2,250.00

*Front Cover Package comprising the front cover, a double page spread of editorial together with 1000 reprints of four pages to include; the cover, double page spread editorial and an additional page advertisement.

CLASSIFIED ADVERTISING	£30 per single column centimetre
LINEAGE	80p per word minimum of £25.00
BOX NUMBER	£15.00
SPOT COLOUR	£250 extra (special colours by separate quote)

MECHANICAL DATA

Quarter Page	85 x 125
Quarter Page Strip	55 x 297*
Half Page Horizontal	185 x 125
Half Page Vertical	95 x 287
Page Type Area	200 x 287
Page Bleed	216 x 303
Page Trim	210 x 297

*plus 3mm bleed on outside edge.

LOOSE INSERTS

Inserts are accepted for either the full run of the mailing list or for specific categories (breakdown available on request). The rate for an insert weighing less than 28 grams is £350 per 1000 for specific categories or £1200 for the full run.

AGENCY DISCOUNT

10% discount is available only to recognised agencies.

ORIGINATION

All origination work is recharged in all instances. An estimate (if required) and proof will be sent or faxed once advertisement copy has been received and examined by our in-house design team.

COPY SUPPLY BY E-MAIL

Please ring 01342 844444 to confirm that the copy is being supplied and fax or send a hard copy to our offices.

We are unable to take any responsibility for the incorrect publication of material without hard copy being supplied.

Please ensure any digital images supplied are a minimum of 300 dpi resolution.

email: production@rephotopublishing.co.uk

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