

## Appendix 1

Insertions in European press titles Jan-Mar 2012:

Media	Jan-12					Feb-12				Mar-12			
	2	9	16	23	30	6	13	20	27	05	12	19	26
<b>Belgium</b>													
Transporama													
Camping & Losiirs / Kampeerwereld													
<b>Czech Republic</b>													
Doprava a Silnice													
Profit													
<b>Denmark</b>													
Borsen Logistik													
Lager & Transport logistikmagasinet													
Lastbil Magasinet													
<b>France</b>													
Les Routiers													
Camping car magazine													
Le Monde du plein Air													
<b>Germany</b>													
Dt. Logistik Zeitung													
KFZ Anzeiger													
Promobil													
<b>Ireland</b>													
Business & Finance													
Fleet Transport Magazine													
<b>Italy</b>													
VIE & TRASPORTI													
TIR													
PLEIN AIR													
<b>Lithuania</b>													
Lietuvos rytas													
Verslo žinios													
Valstybė													
<b>Hungary</b>													
Camion, Trucks & Bus													
Fuvarlevél													
MM Műszaki Magazin													
<b>Netherlands</b>													
Transport & Logistiek													
<b>Poland</b>													
Truck & Vans													
Transport Technika Motoryzacyjna													
<b>Spain</b>													
Transporte Mundial													
Solo Furgo													
Cambus													
Transporte Profesional													

## Appendix 2

- 2-30 Jan: insertions in Truck & Driver and What Van
- 2 Jan–27 Feb: insertions in Fleet Van
- 2-23 Jan – Metro insertions
- 9 Jan – insertions in Commercial Motor and Horse & Hound
- 23 Jan – advert in Auto Trader
- 23 Jan – insertions in Motor Transport, Route One
- 6-27 Feb – insertions in Freight, Caravan Club Magazine
- 6 Feb – insertion in the Metro

## Appendix 3

- 9-22 Jan – advert appeared on 11 London radio stations:
- Total Absolute Radio Network
- Kerrang! UK
- FM Bauer Place Portfolio
- First Radio Total (England only)
- Heart & Gem (UK)

- Smooth Radio (UK)
- Gold Network (UK)
- Total LBC (uk)
- Total XFM (UK)
- Sunrise Radio (Greater London)
- Talk Sport excl. Ulster

#### **Appendix 4**

Insertions in trade press titles Oct 19 – Mar 20:

Booked Trade press insertions	October 19				November 19				January 20				February 20			
	07	14	21	28	04	11	18	25	06	13	20	27	03	10	17	24
Bus & Coach Buyer																
Commercial Motor																
Motor Transport																
Truck & Driver																
Fleet World																
Van Fleet World																
What Van?																
The Grocer																
Building Design																
The Caterer																
Roadway Magazine																
Coach & Bus Week																

Booked Trade press insertions	March 20				
	02	09	16	23	30
Bus & Coach Buyer					
Commercial Motor					
Motor Transport					
Coach & Bus Week					

## Appendix 5

*Insertions in trade and specialist press titles Oct-Dec 20:  
[Dates below indicate the date the insertion first appears]*

Booked Trade press insertions	October 20				November 20					December 20			
	05	12	19	26	02	09	16	23	30	07	14	21	28
Bus & Coach Buyer	9 <sup>th</sup>				6 <sup>th</sup>		20 <sup>th</sup>		4 <sup>th</sup>				
Commercial Motor	8 <sup>th</sup>						19 <sup>th</sup>						
Motor Transport			19 <sup>th</sup>			9 <sup>th</sup>		23 <sup>rd</sup>					
Truck & Driver				30 <sup>th</sup>					27 <sup>th</sup>				
Van Fleet World						13 <sup>th</sup>							
Van User									4 <sup>th</sup>				
Roadway Magazine				30 <sup>th</sup>									
Coach & Bus Week		14 <sup>th</sup>		28 <sup>th</sup>		11 <sup>th</sup>							

Booked Specialist press insertions	October 20				November 20				
	05	12	19	26	02	09	16	23	30
Camping & Caravanning			21 <sup>st</sup>						
Motorcaravan & Motorhome Monthly		15 <sup>th</sup>							
Horse & Hound	8 <sup>th</sup>			29 <sup>th</sup>			19 <sup>th</sup>		
Your Horse Magazine		15 <sup>th</sup>							

## Appendix 6

*Insertions in trade and specialist press titles Jan-Mar 21:  
[Dates below indicate the date the insertion first appears]*

Booked Trade press insertions	January 21				February 21				March 21				
	04	11	18	25	01	08	15	22	01	08	15	22	29
Commercial Motor				29 <sup>th</sup>		11 <sup>th</sup>		25 <sup>th</sup>		11 <sup>th</sup>			
Motor Transport						8 <sup>th</sup>		22 <sup>nd</sup>					
What Van?			21 <sup>st</sup>										
Roadway Magazine				29 <sup>th</sup>									
Coach & Bus Week					3 <sup>rd</sup>		17 <sup>th</sup>		3 <sup>rd</sup>	10 <sup>th</sup>			

Booked Specialist press insertions	January 21				February 21				March 21				
	04	11	18	25	01	08	15	22	01	08	15	22	29
Camping & Caravanning							17 <sup>th</sup> Feb						
Camping							18 <sup>th</sup> Feb						
Motorcaravan & Motorhome Monthly					4 <sup>th</sup> Feb								
Horse & Hound				28 <sup>th</sup>						11 <sup>th</sup>			
Your Horse Magazine					4 <sup>th</sup> Feb								