



am-online.com is the industry leading website for the UK dealer market to access news, information and best practice.

With over **100k** visitors per month, am-online offers the perfect platform to promote your company, products and services to the dealer audience across a variety of creative solutions.



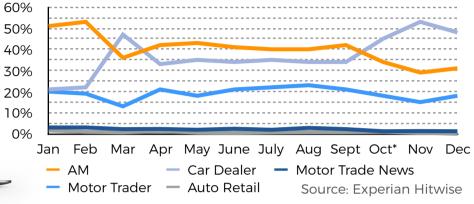


Consistently, the most visited website in the dealer market as verified by Experian Hitwise





ONLINE MARKET SHARE JANUARY-DECEMBER 17





15,235+

Industry subscribers register to receive our daily newsletter

CONTENT

- > Standard Creative
- > High Impact Takeovers
- > Bespoke HTML
- > Online Advertorials
- > Newsfeed Promotion
- > Daily Newsletter

- > Saturday News Roundup
- > Tead (Video Content)
- > Webinar
- > Independent Dealer Roadblock
- > Independent Dealer Newsletter

STANDARD CREATIVE

Leader boards, MPU, Billboards & Double MPU

Keep your brand front of mind within the dealer market



LEADER BOARDS - sit at the top of a page and are sold on a run of site (ROS) basis meaning they will appear across all sections of the site.

BILLBOARDS - sit in place of a leader board but at nearly three times the size offer extremely high impact. Limited availability

MPU - two positions appear on each page of the website. Campaigns will run ROS across both positions but only appear once per page

DOUBLE MPU - sits in place of the top MPU position and at twice the size offers maximum exposure. Limited availability

COSTINGS

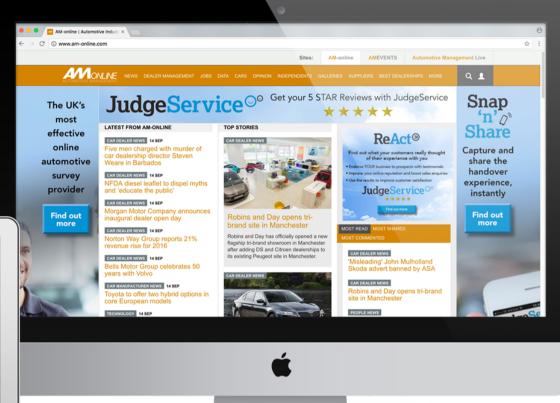
LEADER BOARD **f**

£20 CPM £20 CPM BILLBOARD DOUBLE MPU £40 CPM £40 CPM

TAKEOVERS

Create maximum impact and brand awareness over a 5 day period with every advertising position on the page





1 ADVERTISER

5 DAY TAKEOVER

2 MPU POSITIONS

1x LEADER BOARD POSITION

1x STICKY FRAME

DEALER NEWS TAKEOVER

Includes all ad positions in the Dealer News Section.

£2995+vat

10,755 AVERAGE PAGE IMPRESSIONS OVER 5 DAYS

MANUFACTURER NEWS TAKEOVER

Source: Google Analytics

Includes all ad positions in the Manufacturer News Section.

£1500+vat

7445 AVERAGE PAGE IMPRESSIONS OVER 5 DAYS

AM HOMEPAGE TAKEOVER

Includes all ad positions on the homepage of fleetnews.co.uk

£2995+vat

12,285 AVERAGE PAGE IMPRESSIONS OVER 5 DAYS

JOB SECTION TAKEOVER

Includes all ad positions in the Jobs Section.

£900+vat

3385 AVERAGE PAGE IMPRESSIONS OVER 5 DAYS

HTML EMAIL BROADCAST

Take your message directly to the inboxes of opted in subscribers from across the industry.



Reach 8.8k*

opted in audience from the automotive industry



Communicate

a bespoke message, special offer, whitepaper or video.



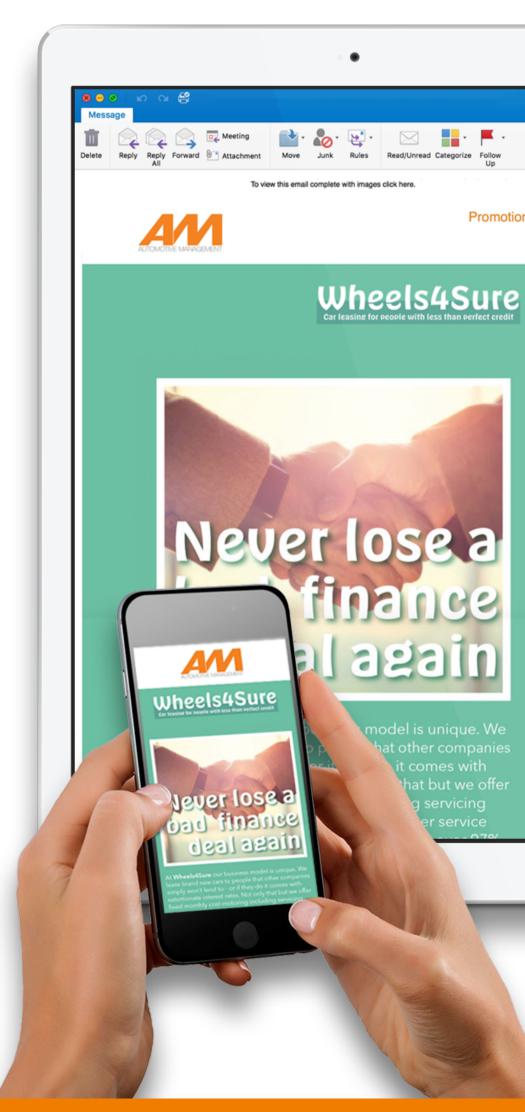
Drive Traffic

to your website

Although popular AM limit HTML opportunities to one per week to protect engagement levels with the audience and open rates for the advertiser

£1500 +vat

*Numbers will fluctuate due to unsubscribes and new opt ins



THEMED BROADCAST

Align your company with a particular subject matter



Reach 11.5k*

opted in audience from the automotive industry



Update dealers

with the latest news, key developments and best practice from across your industry sector



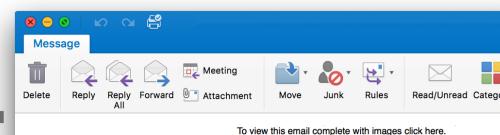
Thought Leadership

align your company as a leading player within your sector dedicated to keeping the market well informed



Exclusivity

Targeted broadcasts will not be repeated on a single topic more than once every six months. Book two and you will have exclusivity on your topic for the year.







Take Control of your Online Reputation and Turn Customers into Brand Champions



Great Online Reviews

In today's digital marketplace, mareputation is essential. The informabout you online is what stands be marketing efforts and increased of

Your online reputation influer journey such as online review business listings accuracy are engagement.

Read More

AVAILABLE TOPICS

- > Sales (new & used car)
- > Aftersales
- > F & I
- > Digital Marketing
- > Dealer News
- > People

COSTINGS

1x BULLETIN 2x BULLETINS

£1500

Content is controlled by editorial and will consist of the latest news etc. from across the sector. As a sponsor you will receive logo branding, leaderboard advertisement and 150 word advertorial/company message/image and URL.

*Numbers will fluctuate due to unsubscribes and new opt ins.

Another

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IN CONTENT VIDEO

Teads Promote your video to the dealer market





30 second Video

to sit in the heart of editorial content.



Interactive Engagement

with the visitors at **am-online.com**



Engagement tracked

how many viewed the video at **25%**, **50%**, **75%** and to completion.



High Impact

limited in availability to provide high impact.



Technology investment 'a threat' to profitability, says dealer survey

14/09/2017 in Technology



Was this article useful?

A third of car dealers believe the cost of technology investment is a threat to their business's future growth and profitability, according to new research from Santander Consumer Finance.



Santander Consumer Finance's research showed that dealers do provide real value, with 64% of buyers stating that the service they received from dealers was very good when they last bought.

But dealers admitted they need to do more to strengthen their relationship with customers. More than half (55%) believe rivals have better customer contact

AVAILABILITY

am-online.com

has maximum capacity to carry 60,000 teads per month

Available to book in blocks of 10,000.

Cost **£500** per **10,000** imp

ONLINE ADVERTORIALS

Effectively promote your offering in detail for a month long period.



High Visibility

your company logo and call to action on every page of the News section.

(Approx. 170k impressions per month)



Your story your words

News boxes click through to a full page advertorial/ content from your company.



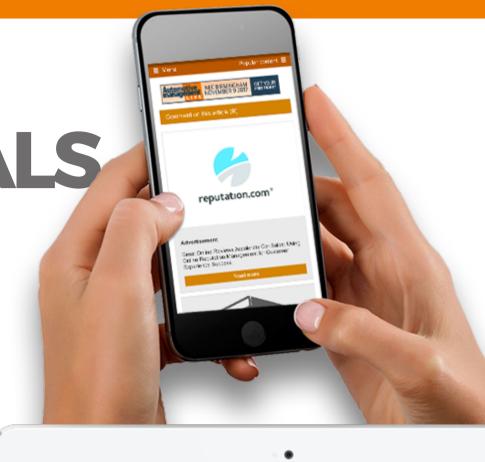
Limited availability

3 advertorials available to run across the full month.

Cost £800 or £500*

when booked in conjunction with a full page print advert

(print & online advertorial to appear in the same month)





≡ Menu



IS YOUR BUSINESS IDD REAL

Using Online Reputation Management fo **Customer Experience Success**

24/07/2017 in Latest News









Was this article useful? Click the thumbs up >

Advertisement feature from Reputation.com



Today's Customer Journey starts on internet through search engines, map and social media where online review are omnipresent; and ends with feedback left on third party websites such as Google. How should you integrate Online Reputation Management to your Customer Experience strategy and what insight

can your business gain from these ubiquitous online feedbacks?

The New Digital Customer Journey

cap hpi



NEWSFEED PROMOTION

Add your news to the most popular area of the AM website.



Guaranteed coverage

of your company news or press release.



Limited availability

only 1 newsfeed promotion loaded per day to sit within the latest news stories from across the industry.



High Visibility

News is the biggest generator of traffic to the am website.

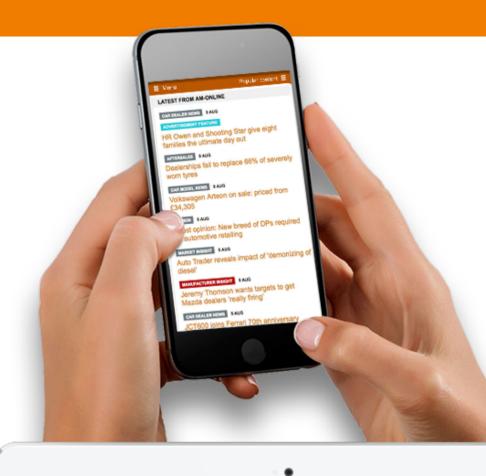
COST

Your headline will appear on the daily newsfeed tagged

"advertisement feature."

This will click directly through to the full article and images.

£300





■ Menu

Corkills acquires TWG Hyundai in £2.5m takeover

27/09/2017 in Car Dealer News

ADVERTISEMENT FEATURE









Was this article useful? Click the thumbs up >



TWG Hyundai is preparing for expansion of its used car operation after becoming part of the Corkills Group in a £2.5 million acquisition completed this week.

The solus operation on Hargreaves Road, Northwich, Cheshire, claims to be "the longest established Hyundai

dealership in the UK" and will continue to trade under its current TWG name following the deal, which was completed yesterday (September 26).

Corkills, which is owned by Adrian Kermode, already operates Volkswagen franchises in Wigan and Southgate and has appointed former Volkswagen regional network development manager Jenny Bell as dealer principal for its new venture with the Korean brand.

Bell, who took up her post this week, told AM: "I was network development manager working with Adrian Kermode's existing businesses and was approached about this project. I helped with the acquisition, working in my spare time, and have now taken up the role as dealer principal.

"This is a new challenge for me. I've obviously made the move from Volkswagen and I had been in a similar role with Mazda for ten years before that."

Bell, who has worked in the motor industry for 25 years and was the first female recipient of Hyundai's President's Award, added: "It's an exciting time for the



DAILY NEWSLETTER

Exceptional brand awareness across the industry



Exclusive branding

you will appear as the only advertiser on the newsletters for a month long period



Reach 15k*

approx. 15,000 of the industry on a daily basis (Monday – Friday)



High Visibility

across the dealer market. The daily newsletter is the largest driver of traffic to the AM website and therefore a much used industry resource.

COST

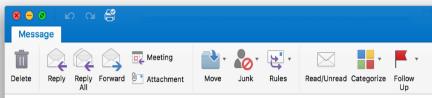
Available on a monthly basis

£2000 +vat

Advertiser receives logo placement at top of Newsletter & 3 banner adverts.

Please note a 4th banner will appear to promote AM projects/ events only

*Numbers will fluctuate due to unsubscribes and new opt ins







TOP STORIES

Listers Group opens its first Volvo franchise in Worcester

Used diesel car values drop by almost 6% in Q3

LATEST NEWS FROM AM-ONLINE

Glyn Hopkin kicks off careers campaign for autism sufferers

Kia UK 'founding father' retires after 45 years

Ford reveals new Mustang for 2018 (gallery)

iVendi aims to create 'industry standard' for measuring online finance performance

TecAlliance reacts to negative Warrantywise aftersales survey results

EV will fail due to 'serious lack of infrastructure', IMI warns Government

BCA invests in Market Price valuation tool

GForces and JudgeService launch official partnership

DEALER MANAGEMENT

Diversification: Cast a wider net for workers

AUTOMOTIVE JOBS

General (2)

AM EVENT

Automotive Management Live 2017

9th November 2017, NEC, Birmingham
Automotive Management LIVE is the UK's only annual event to deliver:

Delivering eight best practice seminars and three theatre sessions presented by experts in their field - for senior decision-makers, managers & operational executives in automotive retail businesses from groups of all types and sizes.

These free-to-attend sessions will deliver an unparalleled level of knowledge and insight in to:

- Developing consumer communication through website, social media, live chat & customer reviews
- Increasing profit in new & used car sales and aftersales retention
- solutions





SATURDAY NEWS ROUNDUP Message Message

Exceptional brand awareness across the industry



Exclusive branding

you will appear as the only advertiser on the Saturday Roundup for a month long period



Reach 15k*

approx. 15,000 of the dealer industry



Created at the request of dealers

to provide an overview of the biggest news from across the last week

COST

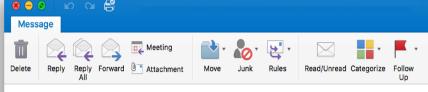
Available on a monthly basis

£1000 +vat

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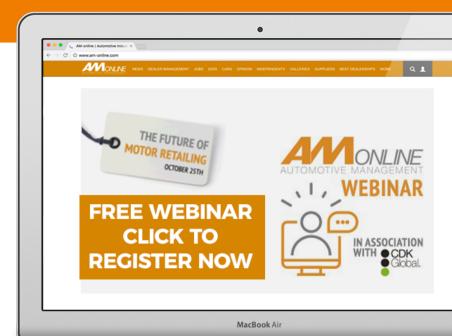
- Developing consumer communication through website, social media, live chat & customer reviews
- Increasing profit in new & used car sales and aftersales retention
- Latest and most innovative finance
- Educate visitors about the upcoming GDF



AM WEBINAR

Communicate directly.

Position your company as industry experts & thought leaders on a key area of automotive.





Deliver your own presentation

Hosted by AM editorial, your industry expert will be introduced to deliver your own content/presentation.

(Industry topic and content to be agreed with AM editorial)



20/25 minutes

Webinars are approx. 45 minutes in length allowing you 20/25 minutes to present your own content



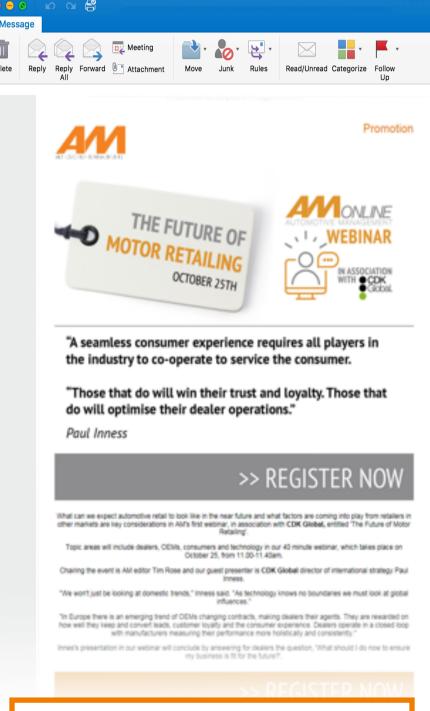
AM attract an audience

AM will use the AM portfolio to promote the time, date and subject matter to attract preregistrations to the webinar.



Q&A

The Webinar audience will be invited to post questions to receive direct contact from your experts.



COST - £3,500

By registering for an AM webinar, registrants are agreeing for their details to be passed to the webinar sponsor. Sponsors will receive these details post event

PROMOTIONAL VIDEO

Utilise this new service from AM to film, edit and produce engaging video content to promote your brand, company service or products.



Increase engagement

Video allows visitors to consume more content, faster and is becoming one of the most preferred formats to access information digitally.

With visitors more likely to engage with video than static text, creating interactive and visual content is essential to increase engagement



Increase SEO rankings

The length of time a visitor spends on a website is an important factor in determining SEO rankings. Video content is proven to increase the length of visit.



Sharable Content

Video provides easy to share and highly engaging brand content for your website, social media channels and html email distribution.videos than with static text, so creating more interactive and visual content is essential



YOUTUBE's popularity is evidence of how people are consuming content. Now the largest online video network and second largest search engine in the world YouTube report:

- > 1 billion unique users monthly
- > Over 6 billion hours of video watched on YouTube monthly that equates to almost an hour for every person on earth
- > The hours of video watched has increased by 50% on the previous year

THE PACKAGE

1 day of filming at a single GB location.

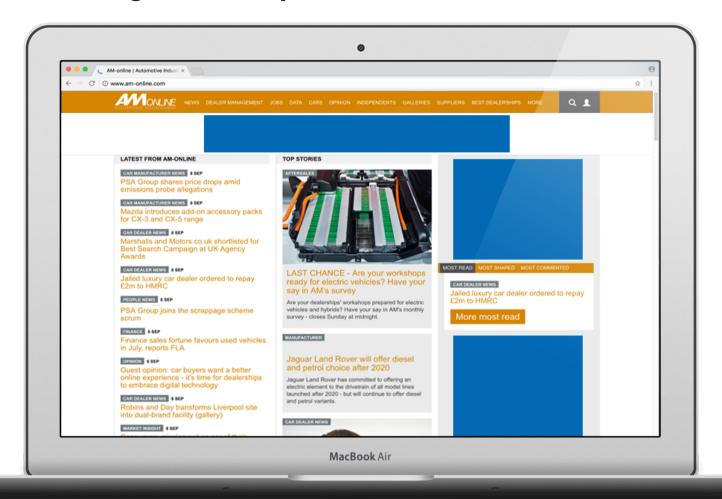
Editing of the content to create:

- > 3 5 minute video
- > 2 x 30 second trailers/teasers to promote full video
- Video provided in MP4 format Video promoted on the AM website in the form of a daily news story

Cost **£2500**

INDEPENDENT SECTION ROADBLOCK

Targeted advertising to the Independent Market



The Independent Section of the AM website pulls together the latest news, insight & analysis from across the industry providing a portal for the independent market to keep up to date with the things that matter.





COST

Available on a monthly basis **£600**Book an independent dealer roadblock and
Independent Newsletter promotion for **£950** per month

INDEPENDENT MONTHLY NEWSLETTER MESSAGE MESSAGE

Targeted advertising to the Independent Market

Complementing the Independent publication and online section, the AM independent Newsletter provides latest updates and industry news directly to the independent dealers inbox on a monthly basis



Align your company

as a key service provider to the independent market



Exclusive Promotion

as the only advertiser to appear on the newsletter



Reach 3.5k

approx. 3.5k independent dealers

Advertiser receives logo placement at top of Newsletter & 3 banner adverts.

Please note a 4th banner will appear to promote AM projects/ events only





Read/Unread Categorize

TOP STORIES

Motorists will trade in car to maintain independent service ties and avoid 'inflated' main dealer bills

Aston Barclay Leeds undergoes £500k renovation

Used car prices up as sold volumes fall in April

Dealer escapes jail after selling Mini welded together from four different cars

Auto Trader introduces finance quotes powered by dealer offers

Shoreham Vehicle Auctions offers free EV sales training

Independents could benefit from vehicle recalls

Motorpoint Sheffield opens for business

Franchised dealers' labour rates 40% up on independents, reveals motoreasy

Toyota Prius is Auto Trader's fastest seller for second time in 2017

Exchange and Mart launches dealer website build service

Dealer fined £12,000 after trying to sell car in dangerous condition

Van values up as age and mileage fall - Manheim

Diesel scrappage scheme could convert 15,000 to EVs

PROFILES

Down on the Ferrari farm with DK Engineering

AM EVENT

Automotive Management Live 2017 Top reasons to attend Automotive Management Live:



COST

Available on a monthly basis **£500**Book an independent dealer roadblock and
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