



MOTOR FINANCE

Media Pack

2022

Powered by VERDICT

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The magazine

01





The magazine

Motor Finance is the industry title for those offering point-of-sale car finance in the UK or looking to understand general mobility trends.

At Motor Finance we supply our readers from the automotive finance industry with all the latest business news and insights from around the world

- We are dedicated to providing unique editorial content that reacts to the ever-changing industry landscape.
- Our coverage is informed by the needs of our audience whilst covering global trends and themes central to our clients' business growth.
- With access to multiple intelligence centres and millions of data points from GlobalData, we get ahead of trends before any other provider.
- Content is fully optimised through SEO to drive engagement and unlock new audiences.

Thought Leadership

Sponsored by NETSOL Technologies

The road to auto finance: How digitisation is transforming the customer journey

Today's customers are more informed, empowered and discerning than ever, and they expect more from the retail and lending experience across industries. Motor finance is no exception.



We are entering a digital age, and as customer journeys move online, advanced technologies like AI and big data create opportunities to offer more streamlined, personalised and continuous services. Increasingly, lenders and vendors are embracing this potential, in order to move towards more customer-centric and end-to-end propositions. The impact of the Covid-19 pandemic has only accelerated these trends.



The only source of news, information and data entirely dedicated to the UK car finance industry



Building on years of experience, our digital magazines have been at the forefront of digital change and have constantly evolved with the needs of our readers

Tech-driven publishing

The latest technology

Over the last decade, our digital magazines have evolved with the latest technological advancements to future-proof the value for our clients

Balancing tradition

We offer a unique blend of traditional advertising with data-driven marketing to drive engagement

Integration

Our digital magazine and content now sit seamlessly within our websites, harnessing the power of our existing network traffic and SEO rankings

Power of data

With access to millions of data points from GlobalData's intelligence centres, we have access to more data than ever before, informing our data-driven content and enhancing our audience targeting

Flexibility

Using new technology, we can now combine our magazine advertising with other types of advertiser content such as: webinars, video interviews and thought leadership

Enhanced distribution

EXTENDED NETWORK

1

TRADE SHOWS AND EVENTS

We have grown our network in building official partnerships with leading trade shows, events and associations. Through our enhanced partner network we reach over 110,000 professionals throughout the year.

2

IN-HOUSE EVENTS

Through our in-house industry events, we have an established network of industry readers, dedicated to building relationships, creating content and continually providing feedback on our products.

3

GLOBALDATA

As part of GlobalData, one of the major data houses globally, we have distinguished relationships with key players within the industry enabling us to extend our distribution channels and reach more readers than ever before.

Owned network

Targeted database

Sent directly to the inboxes of over 18,000 industry professionals from the automotive finance industry, including direct subscribers as well as our industry specific database across GlobalData's wider product portfolio.

Owned network

- Magazine featured weekly in newsletters sent to over 7,600 contacts
- The magazine is promoted on our sister site Motor Finance, a leading website
- in the industry with a global audience of over 93,000 unique users per month.



18,000

senior automotive
executives

93,000

unique users
a month



Worldwide reach

We can help you communicate directly with the global pharmaceutical industry: Our loyal readership is made up of executives, senior managers and buyers from across the globe.

A SELECTION OF SOME OF OUR READERS



Volkswagen
Financial Services



NEW OPPORTUNITIES

Align your brand
with key topics
within the industry
to demonstrate
leadership and
innovation



Our sponsorship and advertising options extend beyond the world of traditional adverts



You can now position your brand as industry leader within a specific topic or theme



We have multiple content options and formats available to allow you to receive brand recognition and tell your story in a way that works for you

Sponsorship

02



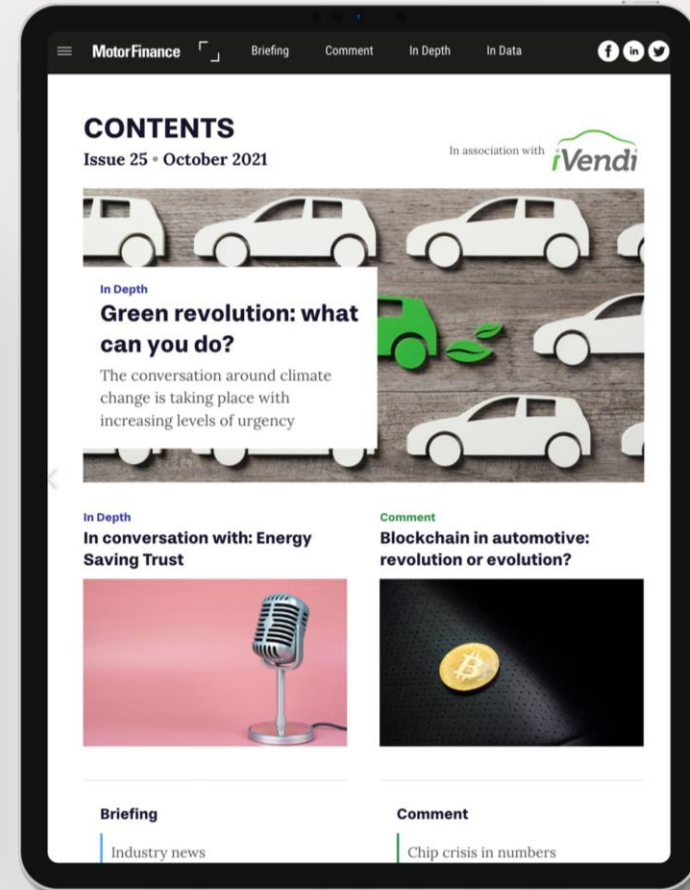
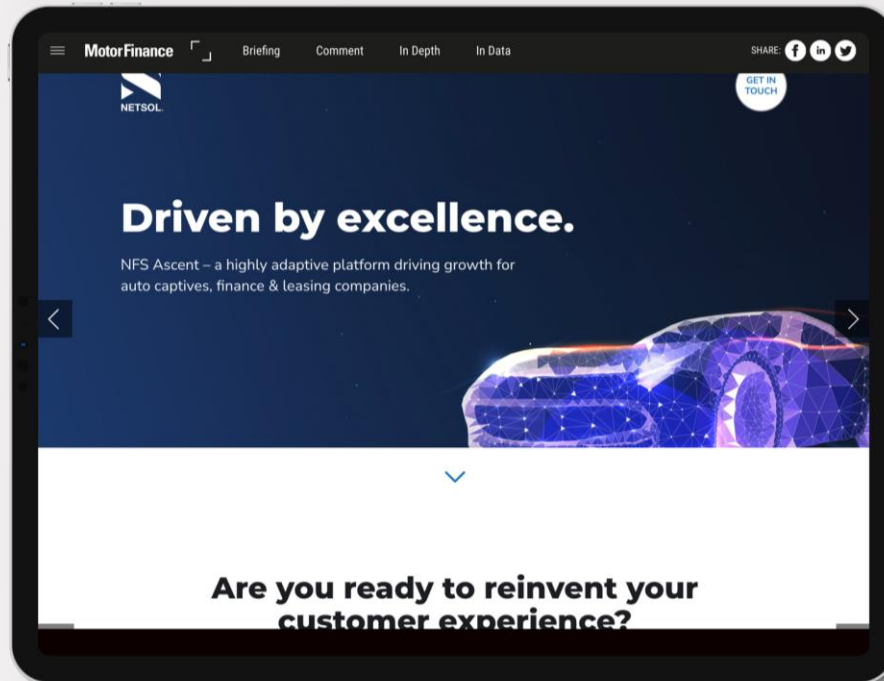


Sponsorship

Our full issue sponsorship positions your company throughout our digital magazine using interactive adverts, content and branding.

FULL ISSUE SPONSORSHIP INCLUDES

- Front cover wrap around
- Logo on front cover, contents page and mailers
- Interactive lead page or company insight



Showcase: left: Company Insight; right: Issue Sponsor

Editorial calendar 2022

03



Editorial calendar 2022

Sponsorship
options



Edition	Theme	Lead article	Data article	Intent articles
Feb	Social, AI, Covid-19	Covid-19 has impacted the way in which people buy and use their vehicles. Will the changes in behaviour be long-lasting?	Covid-19 – continuing impact on global automotive market.	EV –impact
April	Covid-19, AI, Environment, IoT	Semiconductor shortages continue to wreak havoc among global OEMs. How close are we to a solution/alternative?	How the automotive sector has fared during the chip shortage – impact on production, sales.	Data ownership – ownership as a value
June	AI, IoT, Robotics	What are the latest developments in the autonomous/assisted driving markets? What role will self-driving cars have in day-to-day life?	Thematic research: autonomous vehicles development	Residual values

Advertising

04



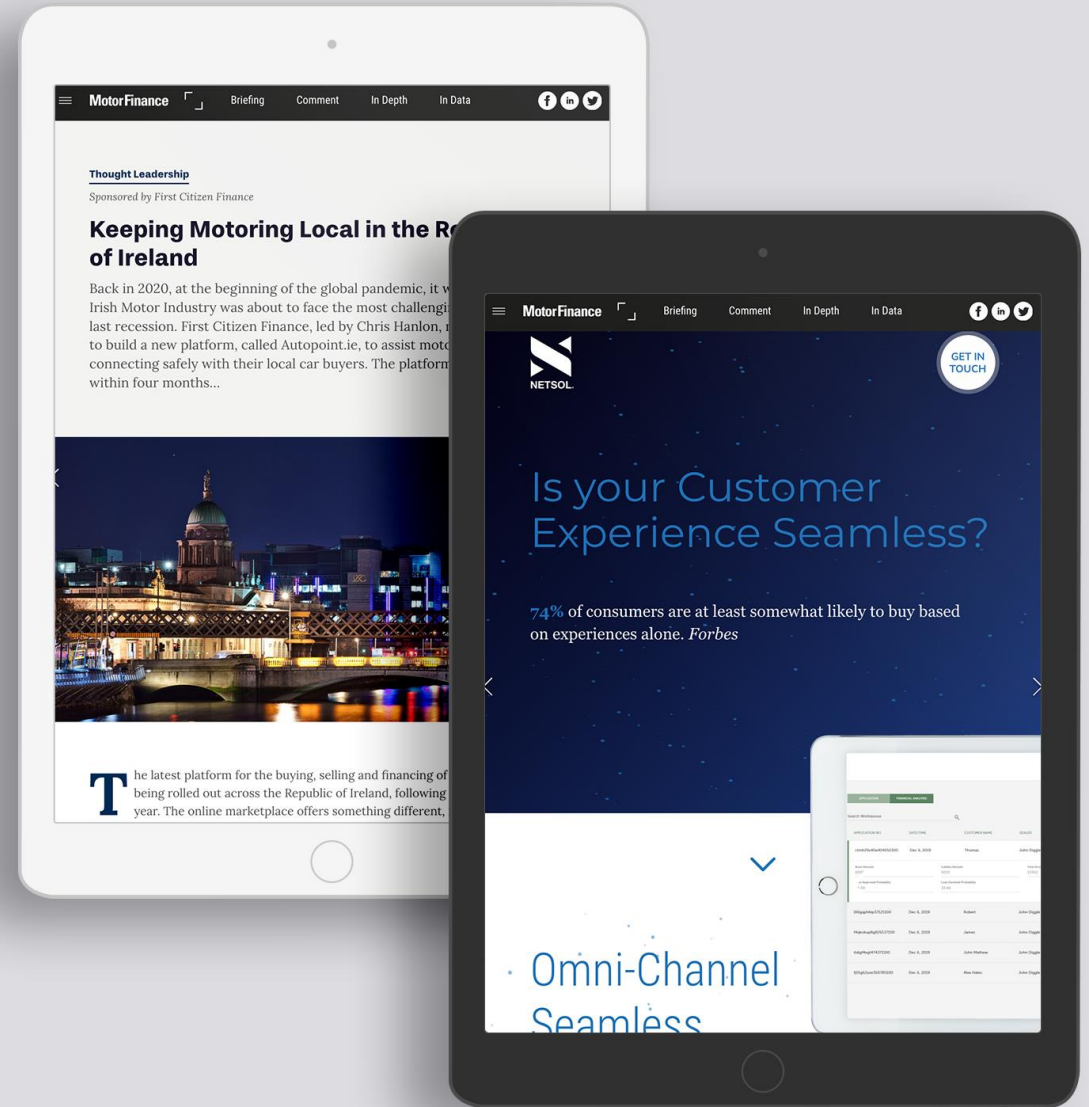
Adverts

Company insight

Our Company Insight option allows you to present a full article beautifully designed in a template that fits with the editorial content of the magazine

Interactive lead page

Full-page advert with interactive elements and optional video content, linked to your website



Left: Company insight
Right: Interactive lead page

Display advertising



MOTOR FINANCE
ATTRACTS OVER 93,000
UNIQUE USERS A MONTH



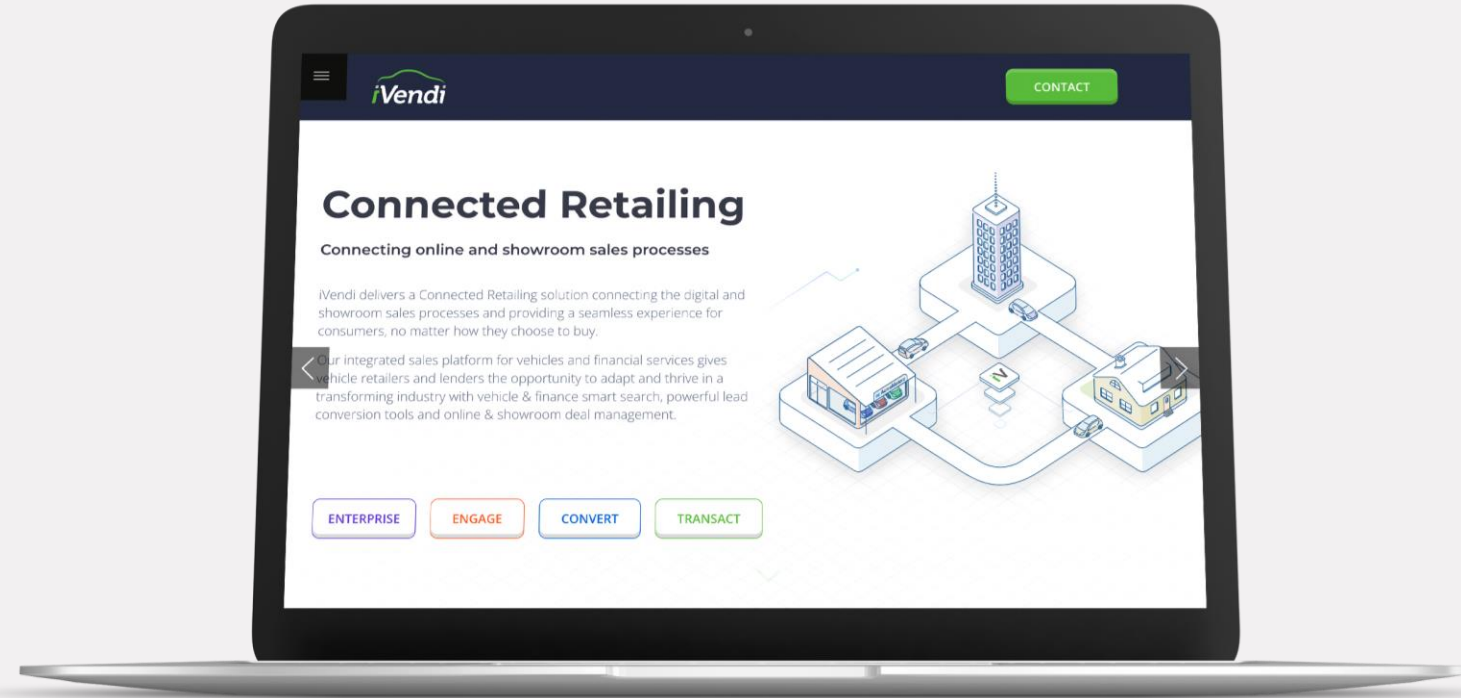
As well as sponsoring leading content and articles, you can now benefit from enhanced engagement with our display advertising.

We can run online adverts linked to your sponsorship across our network, reaching a wider audience and driving them to your content. Display ads can be targeted to highly engaged audience segments using our powerful AI-driven marketing technology.

Display ads

Display advertising includes billboards, leaderboards and MPUs that can be run of site or displayed on specific pages within our network for ultimate targeting.

Our intelligent display advertising is included with all our packages



Showcase: Display ad

Our advertisers

First Response
take care of your finance

Alfa[^]

 **Towerhall**
solutions

 **OneSpan**

chrysalis
loyalty



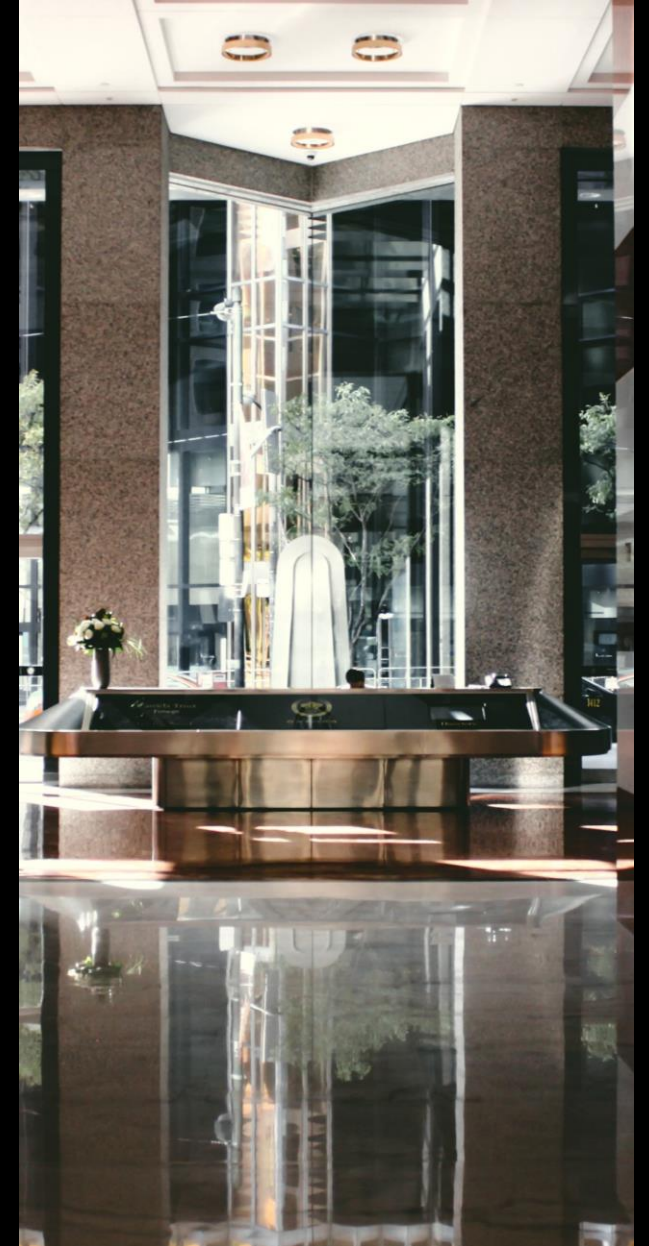
Pricing

05



Pricing

	Magazine Issues#	
	ONE	THREE
INTERACTIVE ADVERTS Full-page advert including animations and videos plus display banner advertising	£4,750	£11,985
COMPANY INSIGHT 800 words of advertorial & display banner advertising	£3,000	£7,500
ISSUE SPONSOR Logo on front Cover, contents page and Mailers, an interactive advert and a company insight (with display banner advertising)	£8,000	£18,000
FRONT COVER WRAP	£4,700	£12,000



Let's talk

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