

THE NATIONAL BUSINESS REVIEW

SHOWROOM

UPCOMING FEATURE NOTIFICATION

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The NBR readership has the highest proportion of readers with a household income of over \$120K/\$250K per year of all national titles. Our readers are serious about work – and just as serious about showing off their prestige and success.

This makes them the perfect audience for upmarket, sports and luxury cars, as seen in our October Showroom feature, which was one of the most popular motoring features the NBR has run in quite some time. It was a full gloss stitched insert allowing car manufacturers and retailers to highlight their latest and greatest vehicles directly to their target audiences in the finest fashion.

We are pleased to advise you that we'll be running our next Showroom feature in October.

Feature description:

Our last Showroom feature held in April proved to be one of our most popular Showroom editions in some time with 19 car brands being on show.

The Showroom feature continues to be exclusively dedicated to upmarket, sports and luxury motor vehicles of all shapes and sizes, as well as the related accessories such as in-car navigation, aftermarket wheels and high-end car-care products. Copy will be provided by David Linklater (the NBR's motoring columnist).

Like all NBR features, Showroom will be hard editorial, at the complete discretion of the journalist to ensure we are providing the kind of quality unbiased content that leads to genuinely engaged readers.

The feature will again be printed on high-quality full gloss stock, which means that this is the final opportunity this year to engage with the NBR's motoring audience in a gloss format.

Combine our outstanding readership with a quality feature and you have the ideal vehicle to reach your market with no wastage of your marketing dollars.

Date:	17 October 2014
Confirmation date:	23 September 2014
Material deadline date:	26 September 2014
Format:	Stitched insert printed on gloss stock
Minimum order:	¼ page colour
Rates:	Rate card