

In magazine Bookmark

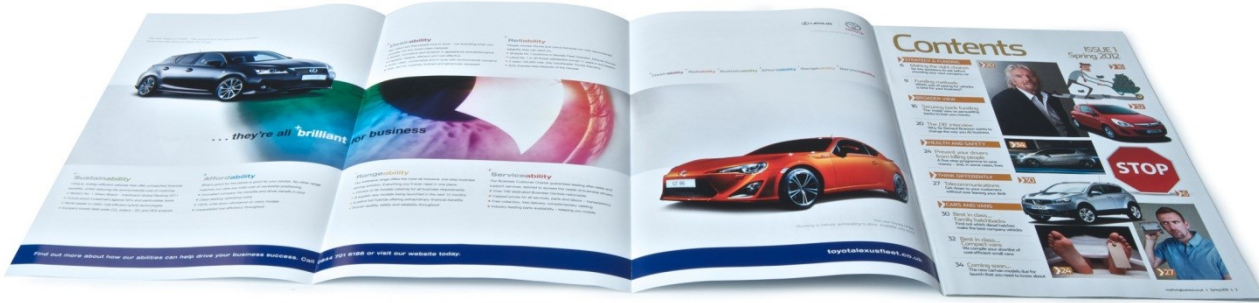


Example shown on the Fleet News Directory in a normal publication the bookmark generally is tipped on to an advertisement as we cannot attach in the spine.



Glossy Double-Sided Divider





Inside Front Cover Gatefold (3&5 page shown)



4pageCoverWrap



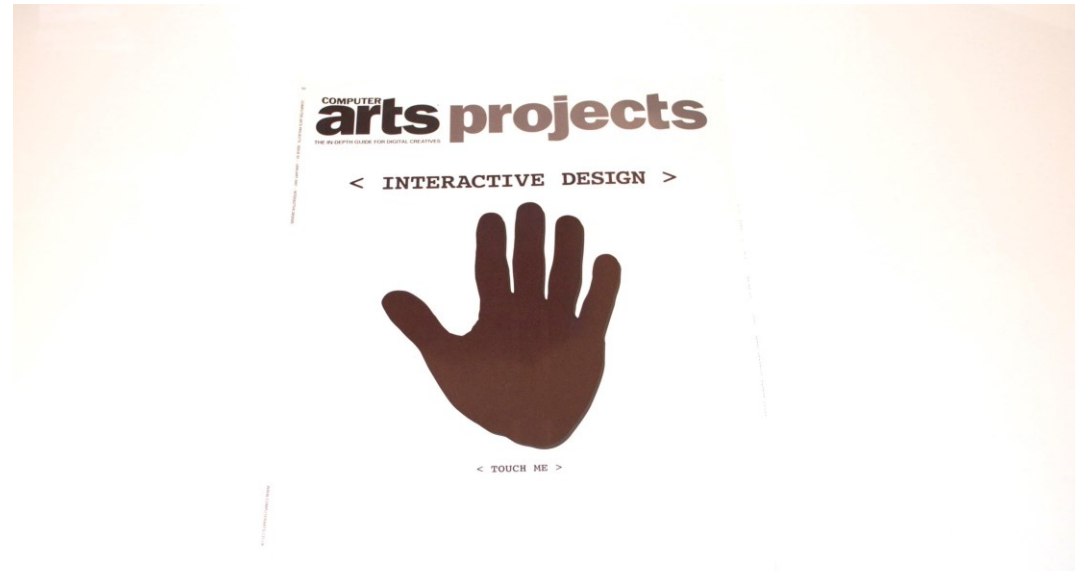
Coverwrap shown above with personalisation - this for illustration purposes and not actual creative
Please note - the address of the recipient is printed on the back of the coverwrap – 30% premium applies. VERY LIMITED AVAILABILITY

Personalised CoverWrap

Special/Scented papers



Utilise special scented papers or heat sensitive papers for creative executions such as Bellybands or Coverwraps.



Heat sensitive papers



DoubleCoverWrap



Use see-through paper to show before & after would have to have the Fleet News header

BellyBand into DPSAdvertisement



BellyBand's



BellyBand into DPSAdvertorial

Bellyband shown below with personalisation [this](#) for illustration purposes and not actual creative Please note - personalised bellybands can have colour on the back but no text as the address of the recipient needs to go on the back of the bellyband. 30% premium applies. VERY LIMITED AVAILABILITY



Personalised & Vertical BellyBand's

Vertical bellyband shown above – please note this is just a mock up and not an actual Volkswagen bellyband
NOTE- Only one vertical bellyband is allowed per quarter and has to be produced to specific specifications.

Old style Fleet News shown below with vertical bellyband with Haribo TipOn



Old style Fleet News shown here with slide out TipOn

BellyBand's with TipOn's or Inserts



BellyBand with PostCardInserts

BannerMessagePen



These pens can be attached to a bellyband or coverwrap (specific position), you can choose a plastic style pen (shown left) or a slightly more upmarket version (shown below) the banner is printed from your creative supplied.



Internal Gate Fold/ Barndoors



8 Page Central Barndoors



4 Page Internal Gatefold

MiniBrochureTip-on

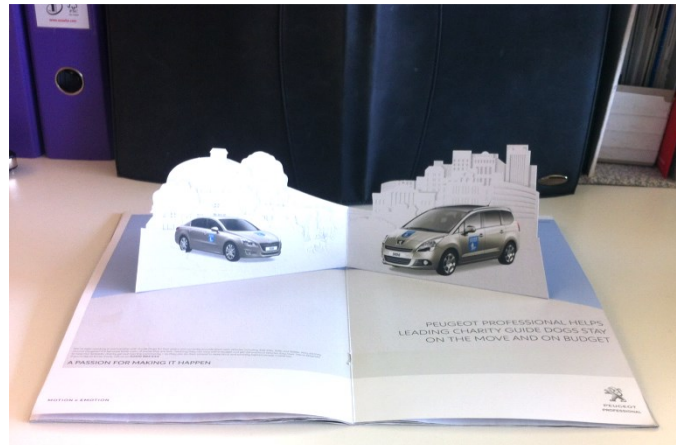
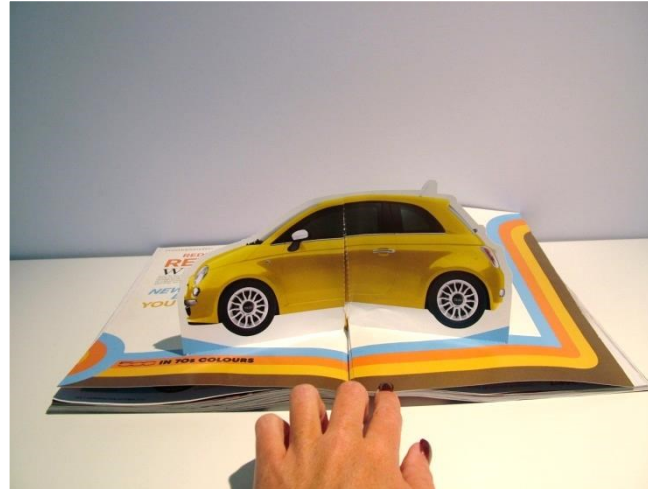
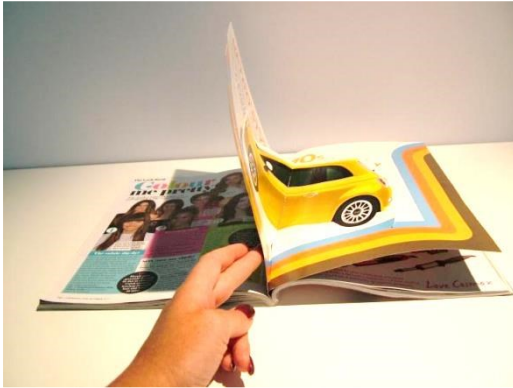


TipOn's



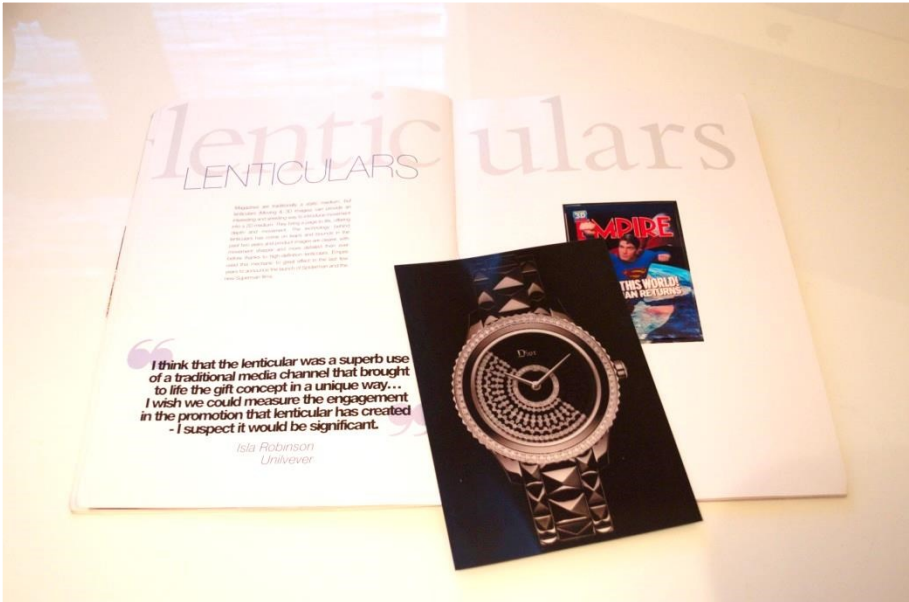
TipOn on FullPageAdvertisement + Advertorial

Pop-Up's



Pop-up's are quoted according to the type of creative and level of work required.

Lenticulars



Open polywrap



Stitched-in PosterInsert



Example shown in previous larger format Fleet News

We are able to offer all manner of creative executions, this pack is just a selection of ideas, here are some other options:

- SOUND CARDS
- POST IT'S
- DIE-CUT PAGES/BELLYBANDS

We will do our best to accommodate your needs. Most creative solutions will need to be quoted for individually according to the style of the design.

Please speak to your relevant contact for further information:

Laura Holloway	01733 366469
Lisa Turner	01733 366471
Lucy Herbert	01733 366469 (Maternity Leave)
Marcus Woods	01733 366468
Stuart Wakeling	01733 366470
Wendy Cowell	01733 366472



**B2B
MEDIA**