

Which KIT?

BRITAIN'S LEADING KIT CAR MAGAZINE

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Dear Advertiser,

17 February 2003

Which Kit? had a very good year in 2002 with a best monthly sale of nearly 11,500 copies. We maintained extremely high standards, were on time every month and sold lots of copies at all the major shows.

For 2003, though, we're aiming to do rather better. In fact, we're aiming to grab back the number one sales slot. It's all very well having a reputation as 'the best' but we are determined to once again be 'the biggest' magazine, too.

To achieve this will require various things, the first being that we have changed our distributors to a company called Magazine Marketing Company of Ripley, Surrey. This is an organisation better equipped to progress and develop specialist titles such as ours in the newstrade. The aim is obviously to quickly achieve wider availability and thus improved sales, which MMC confidently believes it can do.

To support this vigorous push on to more shelves, we are this year spending a considerable amount of money on newstrade and in-store promotions. Backing this up, and to get customers buying more copies of Which Kit? off the shelves, we are running valuable reader competitions every month and planning several value-added inserts.

And last but not least, we are thoroughly revising, updating and improving the magazine itself. The key developments are a new logo (see the April cover dated issue), more dynamic covers, more pages, more technical content and even more variety. Basically, this year's Which Kit? is going to be better than ever.

Naturally, we're really excited about all these developments and are looking forward to our best-ever year. All being well, you will of course benefit, too!

Thanks for all your much valued support so far. I hope you will continue to support Which Kit? through what I'm sure is going to be an exciting period.

All the best, then, for an excellent year.

Yours sincerely,

Peter Filby