



Eureka
For people who love cars



MEDIA DETAILS

Welcome to Eureka

The new motoring website for people who love cars written by people who know cars.

The Eureka web platform has been designed to bring the latest new car reviews and road test information to the motoring public within minutes of the copy being written. Our team of writers are drawn from across the motoring landscape and between them have notched up millions of miles of road tests and written countless column inches of motoring copy on every new car to hit the scene in the last 30 years. We aim to feature every car manufacturers' brand in the industry fairly and react the same to city cars as we do to supercars. Our First Drives are available at the earliest opportunity and in most cases will be ahead of the game.

Our motoring team have a strong background in regional press and know how to construct a review, flagging up the strong points of any vehicle and making mention of any weak points. We try – and hopefully succeed – in producing copy that is acceptable to manufacturers, dealers and the general public alike.



Headed up by Chris Russon, the brainchild behind the content sharing motoring web platform, Driving Force. Our contributors comprise some of the most experienced motoring journalists in the United Kingdom.

Here's a snap shot of the team.



Chris Russon

The driving force behind Eurekar. Chris heads up a team of motoring correspondents under the Driving Force banner. Prior to Driving Force becoming independent in 2010 he was Chief Motoring Editor for Trinity Mirror Regional newspapers. Chris has been writing about cars for almost 40 years.



Mike Torpey

Driving Force news editor and responsible for organising our daily output. He was staff motoring editor of the Liverpool Echo for 20 years, a role he continues to perform on a freelance basis.



Ian Donaldson

Ian estimates he has driven more than 6,000 cars (so far) in a road testing career that's taken him around the world. He has spent several years as a full-time staff motoring editor and is now a busy freelance journalist.



Alistair Coull

Alistair has been the motoring correspondent for the Daily Post in England and Wales since 1986. Now freelance, he has also worked for the Press Association, Daily Express, Daily Star, the Huddersfield Examiner and was deputy syndication editor for the Manchester Evening News.



Patrick James

Is the nom de plume for Bill McCarthy who has been a motoring writer for more than 16 years. Formerly motoring editor at the Coventry Telegraph, he now produces motoring copy, on new car launches, road tests as well as on a freelance basis.



Barrie Mills

Barrie has been covering the motoring scene for more than 15 years contributing to Driving Force and the Liverpool Echo. When he is not writing about cars, he is deputy head of production for Trinity Mirror in Merseyside. Barrie has a particular interest in classic cars.



Bruce Booth

Bruce left the Daily Record three years ago after 23 years as a sub editor motoring writer to wind down a long career as a freelance motoring journalist. Still supplies new and used car columns as well as covering motorsport for the Record and for Eurekar.



Peter Keenan

Peter has been with the Birmingham Post & Mail since 1990 and took on the role as motoring correspondent in 2007. He has been part of the Driving Force team for more than 10 years and his reviews are used nationwide by Trinity Mirror publications.



Val Jessop

Val has worked for provincial and regional newspapers in Yorkshire, Lancashire and Merseyside, including the Liverpool Daily Post, Welsh Daily Post, Manchester Evening News, and as freelance for the Daily Express and Daily Star. Interests include motorsport, especially Formula One, covering events in the UK and particularly the Monaco Grand Prix.



Peter Hayward

Peter has been writing about cars for more than 35 years producing road tests, second hand car tests, features on new and classic models, road safety and manufacturing. Has been a contributor to Auto Express, Classic Cars, Classic Car Weekly, Candis magazine and Japanese Motoring.



Steve Orme

Steve has been on the motoring circuit since 1979 and has a particular interest in 4x4 with access to off-road terrain. Steve writes the weekly Full Chat column which takes an irreverent look at motoring. A member of the Northern group of Motoring Writers.



Edward Stephens

Edward edits the motoring pages of the Birmingham Mail and Birmingham Post as a freelancer after more than 35 years on the staff. Also writes on motoring for various other newspapers, trade magazines and well known websites.



Ian Johnson

Ian has been a member of Driving Force since its inception. He began his career in journalism in 1962 on the Cheshire Observer and took over the paper's motoring column in 1966. Specialist areas include classic cars, product launches and automotive comment.



Enda Mullen

Enda is a business reporter for the Birmingham Post & Mail and is also the motoring editor for the Solihull News. He covers the Midlands automotive industry and in particular Jaguar Land Rover and Aston Martin product launches. He is a renowned automotive commentator.



Maxine Ashford

Maxine has been a journalist since the late 1980s and for the past 13 years has specialised in motoring. Former motoring editor at Media Wales responsible for the Western Mail, South Wales Echo, Wales on Sunday. Freelance since 2009, Maxine loves cars but not quite as much as rugby!



John Murdoch

John is regional editor for Media Scotland's Lanarkshire and Lothian titles. Three times president of the Association of Scottish Motoring Writers he has been writing about cars for over 40 years. Recently awarded lifetime membership of the National Union of Journalists and was the subject of a motion in the Scottish Parliament congratulating him on his service to newspapers.



Lee Gibson

A journalist with nearly 30 years of experience on some of the biggest regional newspapers in England and Wales including the Birmingham Mail, Express & Star, Western Mail, the Sunday Mercury and Wales on Sunday. He currently edits the Sunday Mercury motoring pages as well as contributing to Eurekar.



Robin Roberts

Has had with a career spent covering the automotive industry - and particularly its Welsh component suppliers - he can not only tell you what goes where but possibly who made it fit. He has been a motoring journalist based in Wales for three decades.



Jon Smith

Jon is a senior motoring journalist with a background writing for weekly/provincial daily and national newspapers and magazines. He has held executive news and features positions in Fleet Street and evening titles. Former Pirelli Motoring Writer of the Year winner. Currently specialising in product launches, safety issues, car tests and future motoring trends.



David Whinyates

David helped set up Driving Force while motoring editor of the Teesside Gazette. Now acts as consultant motoring editor and is a co-owner of Driving Force Media Ltd.



Stewart Smith

Stewart was the former motoring editor of the Coventry Telegraph and is now a freelance contributor to Eurekar. He is based in Scotland and specialises in First Drive reviews.

Eureka^r what makes us different

At Eureka we lay great store in the editorial integrity of our correspondents.

We aim to publish high quality professionally written motoring content that will engage our motoring audience.

No ratings just an honest and constructive appraisal based on the demographic target of the vehicle in question.



Our USP's

Every element of the Eurekar platform has been meticulously thought through, with key pointers that are designed to help the reader view reviews and first drives on their car of choice.

Impartial news, reviews and road tests.

- Super Search Facility
- Embedded URL links
- Dealer Locator
- Tailored manufacturer section
- Cross site tenancy advertising
- Regular news alerts sent to a growing database of over 100,000 professional individuals.**
- Real time social media posts.**

The Super Search in particular reacts to the demographic questions posed and then reconfigures with the model options available. This has an important influence for prospective advertisers not just for car manufacturers but also for suppliers of equipment and accessories that are associated with the search criteria.

For every search option made and area of the site visited, the back office CMS is recording the users actions to provide our advertisers with a host of valuable analytical and demographic information.



Super Search S!

Fill in one or more of the fields below and the website will reconfigure to show the items most relevant to you.

1 Choose a car

Car Make:

Car Model:

Postcode:

Budget:

CO2:

Find My Car

2 Choose your lifestyle

To find the car that's right for you

Car Type:

Your age range:

Your family:

Youngest Child:

Your lifestyle:

Budget:

CO2:

Find My Car

Our Super Search facility enables our readers to simply select by make and model or drill down through the search options to fine tune their search criteria based on lifestyle, CO2 emissions, cost or personal preference.

Driving sales
direct to your
dealership



The Dealership Packages

Each facet of the Eurekar website has been designed to enable the reader to glean as much information about the make and model of the car in question, view the latest reviews and road tests, gain access to video footage, download a brochure and at the click of a button find and make contact with their nearest relevant dealership.

FOR EVERY DEALER AN OPPORTUNITY

- > **Enhanced dealership pages**
Full contact details, email, phone number and web address
- > **Header banner and skyscraper advertisements tailored for each dealership**
- > **Dealership logo**
- > **Dealership overview**
- > **Dealership PR**
- > **Dealership Interactive Map**

Information supplied courtesy of Peugeot

FOR THE MANUFACTURER

- > **Advertisement availability on all manufacturer related pages including header banner and full width Hero or footer MPU's.**
- > **Reactive advertisement availability via Super Search results.**
- > **Advertisement availability**

Dealership news including local PR
Dealership overview

Dealership contact details

Dealership specific advertisement opportunities

Manufacturer car news allows multi product offers at a local level.

For further information on our dealership package please call
01952 234000

Driving sales direct to your website



At Eurekar we believe there are better opportunities to promote your range to our readership than just via advertisement banners and buttons. Whilst these prominent advertisement positions offer excellent brand and model marketing opportunities, it is the detailed editorial coverage where Eureka believes you can best enhance your product offer.

The Eurekar Dynamic URL Package is designed to do just that.

The Eurekar Dynamic URL Package automatically links every single news story, road test or car review through to the most relevant page on your website or that of your specified dealership.

In house research has shown that editorial content links offer not only a higher degree of click through rates but also reflect a much better quality of enquiry.

Start generating higher quality enquiries to your brand and product range by using the Eurekar Dynamic URL Package.



Advertisement Opportunities

The Dynamic URL Package

The dynamic URL package has been designed to generate the most positive reaction from the editorial content that is featured across the Eureka site. Every single article that is published on the website can be automatically linked up to the most relevant page on your website.

Annual charge based on the number of articles featured on the website:

1- 50	£50 per article*
51- 100	£30 per article*
101- 200	£20 per article*
200+	£10 per article*



The dynamic URL package includes:

1. Links to the relevant page on your website from the main article image and whenever the model name is mentioned within the article content.
2. Tailored Branded buttons at the footer of each article
3. Promotion on the weekly eBulletin
4. Promotion on social media
5. Prominent features on the homepage and within each section of the website

Our Retailer/ Dealership Package

The dealership package provides every dealership with an enhanced dealer page. In addition you have full tenancy rights over every banner, MPU, Skyscraper and button positions on all pages featuring your sole manufacturer articles, reviews or test drives. This includes all advertisement positions within your manufacturer's page.



Annual cost

Enhanced Dealer Page	£100 per dealer
Full address, contact and telephone details, email and web links	£50 per dealer

The Manufacturer Advertisement Package

The manufacturer advertisement package enables manufacturers to have sole banner, button and MPU rites over the ad positions within the areas of the website where there is sole editorial coverage on their brand.

All advertisement space is sold on a tenancy basis for a minimum period of one month

The Run of Site Advertisement Package

The Navigation Bar on the Eureka website has 8 key areas including the homepage. Each section has its own landing page which is not specific to any particular manufacturer. Our Run of site package allows you to feature your brand in these prominent positions based on a monthly tenancy basis.



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