

## SPECIALIST DIRECTORY SOLUTIONS



[www.performance-cars-directory.co.uk](http://www.performance-cars-directory.co.uk)

### HAQ Publishing Limited

Founded in 1982, HAQ Publishing Limited began by producing Chamber of Commerce Business Directories.

With the ongoing success of these publications, we decided to utilize our expertise and branch out into the public market, producing niche directories. We first launched the Classic, Veteran and Vintage Car Directory, swiftly followed by 8 national specialist directory titles, all printed as glossy colour A4 hard copy magazine directories. With the onset of global web and internet technology, we then supported each hard copy directory with its own website, giving all our advertisers the benefit of 24 hour exposure at a very cost effective price. (Customers also have an option to self-edit their web entry, an invaluable facility for many of our customer).

Following months of negotiation, our directories were accepted, and are now distributed through WH Smiths and over 1,600 newsagents. This distribution is further supported by our all-year-round attendance at shows and exhibitions throughout the UK, where thousands more of our directories reach businesses, the general public and future customers of our customers!

### National Directories – Published under the title of ‘Specialist Directory Solutions’.

- Classic, Veteran & Vintage Car Directory
- Motorcycle & Motorsport Directory
- Boats and Watersports Directory
- Antiques, Collectables & Memorabilia
- Camping Caravanning & Motorhome Directory
- Pets & Animals Directory
- The Wedding Finder
- Motorcar Directory

### Regional Directories – Published under the title of ‘Regional Directory Solutions’.

- Hertfordshire Focus
- Bedfordshire Focus
- Buckinghamshire Focus – New for 2010
- Essex Focus – New for 2010
- Northamptonshire Focus – New for 2010

### On-line Specialist Niche Directories

All of these website directories can be accessed from the home page of [www.haqpublishing.com](http://www.haqpublishing.com) :

#### Antiques, Collectables and Memorabilia

- [antiqueswebsite.co.uk](http://antiqueswebsite.co.uk)
- [collectableswebsite.co.uk](http://collectableswebsite.co.uk)
- [coins-medals-metaldetecting.co.uk](http://coins-medals-metaldetecting.co.uk)

#### Motoring Web sites

- [performance-cars-directory.co.uk](http://performance-cars-directory.co.uk)
- [classiccarwebsite.com](http://classiccarwebsite.com)
- [motorcardirectory.co.uk](http://motorcardirectory.co.uk)
- [motorcyclewebsite.com](http://motorcyclewebsite.com) and [mcrd.co.uk](http://mcrd.co.uk)
- [caravan-dealers-supplies.co.uk](http://caravan-dealers-supplies.co.uk)

#### Families

- [babytoddlerfinder.co.uk](http://babytoddlerfinder.co.uk)
- [homeandgardenwebsite.co.uk](http://homeandgardenwebsite.co.uk)

#### Wedding

- [theweddingfinder.co.uk](http://theweddingfinder.co.uk)

#### Sport & Leisure

- [boatsandwatersportswebsite.co.uk](http://boatsandwatersportswebsite.co.uk)
- [sportsandentertainment.co.uk](http://sportsandentertainment.co.uk)
- [sportswebsite.co.uk](http://sportswebsite.co.uk)
- [golfing-directory.co.uk](http://golfing-directory.co.uk)
- [outdoorholiday.co.uk](http://outdoorholiday.co.uk)
- [theleisurewebsite.co.uk](http://theleisurewebsite.co.uk)
- [musicdancetheatre.co.uk](http://musicdancetheatre.co.uk)
- [musicfilmphotography.co.uk](http://musicfilmphotography.co.uk)

#### Pets & Animals

- [petsandanimals.co.uk](http://petsandanimals.co.uk)
- [horse-riders-directory.co.uk](http://horse-riders-directory.co.uk)
- [dogs-directory.co.uk](http://dogs-directory.co.uk)

#### Regional

- [buckinghamshire-focus.co.uk](http://buckinghamshire-focus.co.uk)
- [bedfordshire-focus.co.uk](http://bedfordshire-focus.co.uk)
- [hertfordshire-focus.co.uk](http://hertfordshire-focus.co.uk)

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Each of our directory websites are receiving on average 29,000 unique visitors and 286,000 hits (page impressions) per month and increasing

Our web site has been designed to be search engine friendly and therefore quickly picked up and indexed by all the major search engines. Search Engine Optimisation technology ensures that with important key words the website is on the first pages of the major search engines. The site is also advertised prominently within all HAQ publishing magazines, maximising traffic. Each site receiving an average of 286,000 hits a month, the Horse Riders Directory website will provide you with a cost effective method to reach a whole new set of customers.

- **Listings** – company contact details which can be searched by either product/service or alphabetically by company name.
- **Web Packages** – A variety of packages to increase your web exposure – see below.
- **Banner Advertising** – placed in the most relevant position for you on the directory, either on the front page or under your category listing, this display advertisement can also include a hyperlink.
- **Product / Accessories Advertising** – designed for those companies wishing to promote and sell their top 10 to 15 products on-line
- **Web Site Design** – if you do not yet have your own company website, talk to our sales team about our web design service. It doesn't have to be a headache, and is a fast and accurate process...you supply the information and images...and we do the rest!

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	<p><b>Web Directory Entry Level Plus Package</b></p> <p>(Includes : Full colour display advert, one classified heading, coverage across one county. priority ranking on web site, 60 word profile )</p>
	<p><b>Classified – Prime Position Banner</b></p> <p>(A banner max size 570 pixels wide by 150 pixels high, place right at the top of the page under the relevant classified heading)</p>
	<p><b>All Pages banner</b></p> <p>(500 pixels wide by 100 high)</p>
	<p><b>Product - Access Key</b></p> <p>(Sell up to 15 items on line. Even if you sell your products on-line on your own web site this is the perfect place to promote your top selling items)</p>

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**The Performance Cars Directory**

**FAX BACK TO HAQ Publishing Limited ON 01582 459 776**

<b>FROM (your name)</b>		
	Your company	
	Your address	
	Your Tel	
	Your Fax	
	Your web address (URL)	http://www.
	Your email	
	Your classified category	
<b>Type</b>		<b>Price</b>
<b>WEB PACKAGE ADVERTISING – select a package to meet your needs</b>		
<b>GOLD PACKAGE</b> – Up to 25 classified headings, National coverage across all counties, 90 word company profile, Company logo image, display advertisement image, hyperlink, guaranteed first page position on the web site, Full access key (to edit / add or change your details adverts at any time during the year).		<b>£350.00</b>
<b>SILVER PACKAGE</b> - Up to 15 classified headings, coverage across 3 counties, 90 word company profile, Company logo image, display advertisement image, hyperlink, Full access key (to edit / add or change your details adverts at any time during the year).		<b>£250.00</b>
<b>BRONZE PACKAGE</b> – Up to 3 classified headings, coverage across 1 county, 90 word company profile, hyperlink, access key (to edit / add or change your details adverts at any time during the year).		<b>£150.00</b>
<b>ENTRY LEVEL PLUS PACKAGE</b> - 1 classified heading, coverage across 1 county, hyperlink, 60 word company profile, Display advert		<b>£105.00</b>
<b>ENTRY LEVEL PACKAGE</b> - 1 classified heading, coverage across 1 county, hyperlink, 60 word company profile.		<b>£80.00</b>
<b>Guaranteed Web Directory positioning with hyperlink – Position 1</b> under 1 classified heading		<b>£160.00</b>
<b>Guaranteed Web Directory positioning with hyperlink – Positions 2 to 5</b> under 1 classified heading		<b>£95.00</b>
<b>Guaranteed Web Directory positioning with hyperlink – Positions 5 to 15</b> under 1 classified heading		<b>£45.00</b>
<b>Home page Hot link</b> – hyperlink and up to 5 words on home page of directory web site		<b>£150.00</b>
Company Profile <b>OR</b> Display advert <b>OR</b> Hyperlink		<b>£45.00</b>
<b>BANNER ADVERTISING – maximise your exposure</b>		
<b>Classified – Prime Position Banner (max size 570 pixels wide by 150 high)</b>		(for 3 months) <b>£90.00</b>
<b>County or Town - Prime Position Banner (max size 570 pixels wide by 150 high)</b>		(for 3 months) <b>£90.00</b>
<b>Tower advert – Web All Pages Banner 125 wide x100 pixels (with hyperlink / hyperlink text)</b>		(for 3 months) <b>£150.00</b>
<b>Tower advert – Web All Pages Banner 125 wide x200 pixels (with hyperlink / hyperlink text)</b>		(for 3 months) <b>£225.00</b>
<b>Tower advert – Web All Pages Banner 125 wide x300 pixels (with hyperlink / hyperlink text)</b>		(for 3 months) <b>£300.00</b>
<b>Home Page Banner 125 wide x100 pixels (with hyperlink / hyperlink text)</b>		(for 3 months) <b>£150.00</b>
<b>Home Page Banner 250 wide x100 pixels (with hyperlink / hyperlink text)</b>		(for 3 months) <b>£225.00</b>
<b>Home Page Banner 375 wide x100 pixels (with hyperlink / hyperlink text)</b>		(for 3 months) <b>£300.00</b>
<b>Home Page Banner 500 wide x100 pixels (with hyperlink / hyperlink text)</b>		(for 3 months) <b>£375.00</b>
<b>Home page Hot link (hyperlink and up to 5 words on home page of directory web site)</b>		(for 3 months) <b>£150.00</b>
<b>PRODUCT ADVERTISING – Sell your top selling products on-line on our website</b>		
<b>15 Product - Access Key</b>		<b>£220.00</b>
<b>10 Product - Access Key</b>		<b>£190.00</b>
<b>5 Product - Access Key</b>		<b>£120.00</b>
<b>3 Product - Access Key</b>		<b>£90.00</b>
<b>1 Product - Access Key</b>		<b>£60.00</b>
<b>Content Management System Web Site</b> - Please call for more detail		- Prices From <b>£350.00</b>

